

Marlborough Community Air Quality Action Plan

Marlborough was designated an 'Air Quality Management Area' (AQMA) in 2010, because mean, annual Nitrogen dioxide levels along the A346 (Salisbury Road, London Road, Barn Street, Herd Street) are between 41 and 64µg/m³. The maximum, daily, mean PM₁₀ level, since 1st January 2016, is 81µg/m³.

Wiltshire Local Transport Plan, 2011-2026: 'To improve local air quality and develop workable solutions in AQMAs' is a key objective. <http://www.wiltshire.gov.uk/ltp3-strategy.pdf>

Marlborough Area Plan, 2012-2017: Congestion due to the high numbers of HGVs on the A346 and the need for improved public transport was highlighted by residents. <http://www.wiltshire.gov.uk/marlborough-area-plan.pdf>

Objective: To eliminate the need for 'AQMA' status by creating a Clean Air Zone in Marlborough town by 2020.

Aim	Actions required	Project lead	Timing
1. To reduce the flow of diesel HGVs and other vehicles that are high emitters of toxic fumes, on the A346/A338 by appropriate signage and fines. http://urbanaccessregulations.eu/ow-emission-zones-main	Install a real time, digital, air quality monitor on Salisbury Road/London Road	WC	By end of 2016
	Number-plate survey to identify the number of HGVs travelling on the A346/A338, including through traffic, in 24 hours, weekdays and weekends.	WC	By end of 2016
	Cost-benefit analysis of de-priming the A346/A338 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/460401/air-quality-econanalysis-nitrogen-interim-guidance.pdf	WC	By end of 2017
	Include this project on the Regulation 123 list, so that it is eligible for CIL funding. http://www.wiltshire.gov.uk/cil-dcs-draft-regulation-123-list.pdf	MTC, WC Highways Team	By end of 2017
	Remove Marlborough from the list of primary destinations	WC, Highways England	By end of 2018
	De-prime the A346/A338	WC, Highways England	By 2020
2. To ban all development unless the following mitigation measures are included, in accordance with DEFRA's regulations on AQMAs : >De-priming the A346/A338 and/or creating a clean air zone in the town. >Improving the cycling infrastructure. >Installing electric vehicle charge points. http://www.iaqm.co.uk/text/guidance/air-quality-planning-guidance.pdf	Incorporate this Action Plan into the Marlborough Neighbourhood Plan	MTC and Neighbourhood Planning Committee	By end of 2016
3. To oblige bus drivers to turn off idling engines	Contact bus companies requesting that their drivers switch off engines at all times when waiting at bus stops in the High Street	MAB, CATG, Traffic Wardens	By end 2016
	Erect a sign outside Lloyds Bank and One Stop, to remind drivers of this obligation	CATG	By end of 2016

This Action Plan was compiled by [Transition Marlborough](#) following a public meeting held on 10th February 2016.

Aim	Actions required	Project lead	Timing
	Monitor NO2 emissions at the Lloyds Bank bus stop	WC	May 2016 onwards
4. To improve public transport to reduce the need for car journeys	Cancel the bus cuts, improve bus services to Devizes, Chippenham and Bedwyn & Swindon stations	WC	2016/17
	Operate a shuttle bus to take people into the town centre	WC	2016/17
	Support TM's application for a feasibility study into improving access to Bedwyn station	WC, GWR	2016
5. To consider the impacts on air quality before installing pedestrian crossings	Monitor air quality along the A4, outside Marlborough College.	WC	By end of 2016
	Avoid installing pedestrian crossings on inclined roads	WC	Until most vehicles are electric
6. To improve the cycling infrastructure in and around Marlborough	Install more cycle racks in the town centre, close to Polly Tea Rooms	WC	By end of 2016
	Provide the signs that have been promised for the cycle network	WC	By end of 2016
	Construct the cycle path (using the Section 106 funds that have been allocated) through Priory Court	WC	By end of 2016
	Join this cycle path to Cherry Orchard, via a safe crossing of Salisbury Road	WC, Highways England	By 2020
7. To encourage low emission and electric vehicles, also more cycling and walking in the town centre	Make parking cheaper/free in out-lying car parks to encourage drivers to park away from the town centre	WC	By end of 2016
	Investigate imposing a 20mph speed limit in the High Street.	WC	By end of 2017
	Install electric vehicle charge points in the High Street	WC	By end of 2016
	Create a safe cycle lane through the High Street, away from the danger of parked cars (with opening doors) e.g. by making it one-way with George Lane.	WC	By 2020
	Plant trees in and around the High Street to improve the atmosphere for pedestrians and cyclists	WC, MTC	By end of 2017
8. Awareness-raising	Share Salisbury's AQ Working Group's 'low cost AQ monitors and App' to monitor air quality in pollution hot-spots, including dwellings along the A346	Transition Marlborough	By end of 2016