

**Appendix 2 - Draft Project Plan
Portsmouth City Council**

Programme Element	Project name	Description	Location
Communications and Marketing	Communications and Marketing	Market research would be undertaken in order to determine the most effective communications and marketing package. This could include measures such as an anti-idling campaign, participation in National Clean Air Day, recruitment of Clean Air Champions, formation of a Clean Air Network, events to promote air quality and the introduction of branding to promote good air quality.	Citywide targeting AQMAs
Residents	Personal Journey Planning	Journey planning activity targeted at residents in AQMAs to encourage use of sustainable travel modes and green driving behaviour. This activity will look at demographics to identify how residents will be most receptive and is likely to include face to face, and e-communication, offering a variety of activities from basic advice and information to discounted cycle/ driver training courses.	All AQMAs
	Electric vehicle promotion	Promotion of electric vehicle chargepoints available through OLEVs ORCS scheme and encouraging the further uptake of electric and hybrid in the city.	Citywide, targeting ORCS locations and AQMAs.
	Cycle Training	A variety of cycle training courses, targeting both new and beginner cyclists in becoming more confident in cycling through adult and family cycle training courses and also bike maintenance courses to help maintain uptake by existing cyclists.	Citywide targeting AQMAs

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	Family Bike Grant scheme	Offer of discounted purchase or loan of bikes and safety equipment to those residents on low incomes.	Citywide targeting AQMAs
	Bike Dr.	Bike maintenance sessions for free basic cycle repairs.	City centre (AQMA 11), North End (AQMA 6)
Schools	Pompey Monsters Walk to School Challenge	Roll out of the successful Pompey Monster Walk to School Challenge to schools with primary age children in and adjacent to AQMAs.	Schools in and around AQMAs
	School Travel Planning including pedestrian and scooter training	Working with schools in and around AQMAs to encourage sustainable travel for the journey to school through providing infrastructure such as cycle parking, and resources such as park and stride maps to raise awareness of travel choice. Targeting the parents as decision makers on travel choice. This could potentially include Modeshift STARS. Pedestrian training would teach primary aged children basic road safety to improve safety and encourage walking to school. Scootability training for schools with primary aged children to encourage polite and safe scooting to school.	Schools in and around AQMAs
Workplaces	Workplace Travel Planning	Travel planning activity including personalised journey planning with employees, targeted at large workplaces in AQMAs, or those with staff who travel through AQMAs for commuting or business travel.	Workplaces in AQMAs or with staff who travel through AQMAs.

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	Workplace green fleet/driving	Working with businesses in the city with large fleets, to encourage smarter driving behaviour e.g. eco-driver training, and providing advice on the possibilities of improving the environmental impact of their fleets by converting to vehicles with lower emissions.	Businesses in the city with large fleets.
	Workplace sustainable travel fund	A fund available for businesses to apply for measures to promote sustainable travel to their employees for commuting and business use, prioritising those in AQMAs.	Citywide, prioritising those in AQMAs
Infrastructure improvements	Improvements to permeability to encourage walking and cycling.	Physical improvements to key travel routes to improve permeability and encourage use of active travel modes, making walking and cycling more attractive forms of travel. To include greening of routes and tree planting and other public realm where possible.	East-West Active Travel Corridor, in and adjacent to AQMAs 6, 7 and 12.