

Air Quality Action Plan Consultation 2017 – Phase 2 Summary

Question 1: How do you feel about air quality in Brent?

How respondents felt about Air Quality in Brent:	Total
OK	13
Poor	366
Unsure/ no response	90
Grand Total	469

Specific comments about local air quality included:

“Very bad especially areas near the North Circular Rd”

“Reasonable, unless near a main road.”

“I don't notice it being poor but am aware that it is and that it is dangerous to certain groups of people”

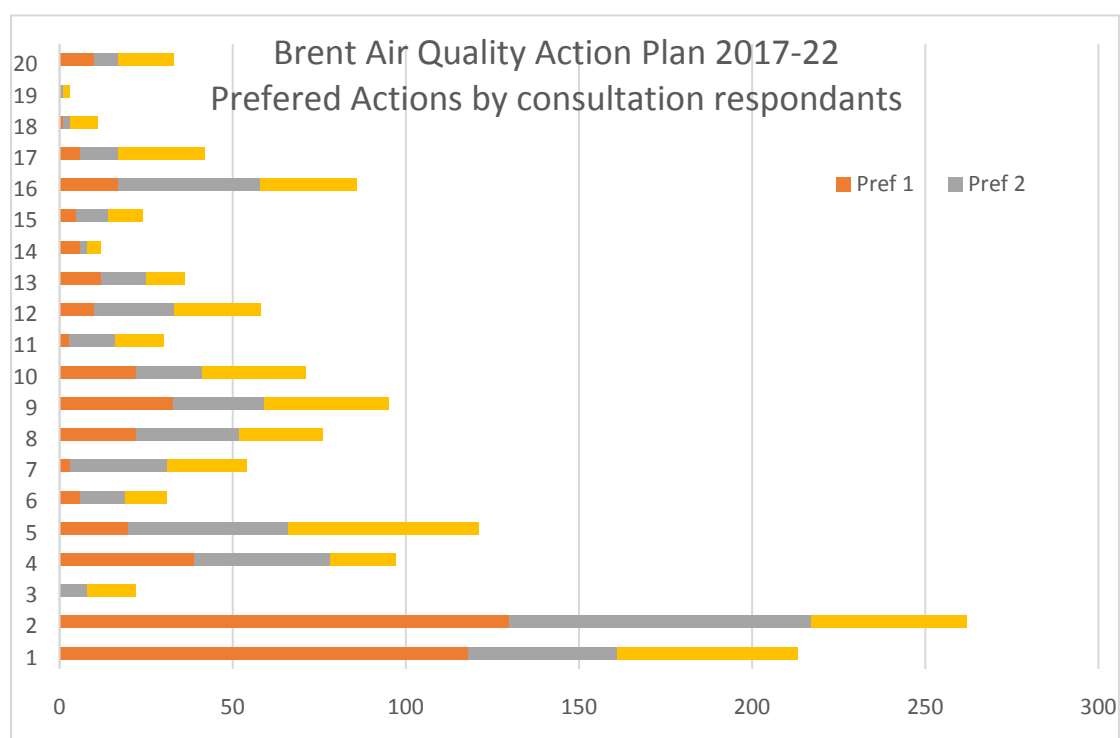
“Very concerned. Air pollution directly impacts people's health and is a major factor in illness, disease and premature death. Air pollution is a significant problem around the major roads in my area”

“The air quality in Brent is very poor. There is significant pollution, from works traffic to school traffic and commuters. We have been shown repeatedly to have air pollution levels higher than safe recommended levels and so this is an issue which needs to be addressed”

“I feel that it is very poor across a lot of the borough and that Brent needs to do much more to inform and protect residents.... Bold and innovative action is necessary to protect the health of residents, in particular children”.

“... air quality in Brent is still of a very poor standard and on some days is extremely toxic. I avoid physical activity outdoors because of this and am worried about the effects it will have on mine and all Londoners health in the long term. I feel this is an extremely important issue and that something must be done quickly to improve the quality of our air”.

Question 2: The council has proposed 20 actions to improve local air quality. What do you think the 3 most important actions should be?



Action Plan Measure	Priority Ranking		
	1 st	2 nd	3 rd
Action 1: Accelerate uptake of new low emission vehicles in borough fleet	118	43	52
Action 2: Tackle unnecessary idling by taxis, coaches and other vehicles	130	87	45
Action 3: Encourage Car Clubs to use low emission and alternative fuel vehicles in their fleet	0	8	14
Action 4: Support the installation of on-street electric vehicle charge points throughout Brent	39	39	19
Action 5: Support the take-up of electric taxis and commercial vehicles	20	46	55
Action 6: Engage with Local Business to reduce local air pollution	6	13	12
Action 7: Promote air quality action days	3	28	23
Action 8: Ensure schools join the school travel planning programme	22	30	24
Action 9: Identify and develop Low Emission Neighbourhoods where feasible	33	26	36
Action 10: Targeted upgrade of green infrastructure	22	19	30
Action 11: Promote air pollution forecasting and route planner tools	3	13	14
Action 12: Reduce construction emissions	10	23	25

Action Plan Measure	Priority Ranking		
	1 st	2 nd	3 rd
Action 13: Limit impact of new development using planning controls	12	13	11
Action 14: Enforce Combined Heat and Power and biomass air quality policies	6	2	4
Action 15: Promote and enforce Smoke Control Zones	5	9	10
Action 16: Reduce emissions from the burning of waste or from waste facilities	17	41	28
Action 17: Promote energy efficiency retrofitting projects in workplaces and homes	6	11	25
Action 18: Improve energy efficiency in council buildings	1	2	8
Action 19: Update our procurement policies	0	1	2
Action 20: Investigate options for less polluting deliveries	10	7	16

Other comments:

“..I think all of them are important and don't understand why you only give a choice of three”

“Most of the actions are just tinkering around the edges and individually are unlikely to produce significant reductions in pollution”.

“It is unhelpful to ask respondents to the survey to select only 3 from a list of 20! I also strongly support actions 2, 6, 10, 12, 15”

“I would be able to make a much better assessment of which are the most important if your document gave an estimated measure of how much pollution might be reduced by each of these actions. In principle I think you should be doing all these things and more”

“It would be helpful to understand the main causes of air pollution. School run traffic? Public transport? Lorries? Building work? Commercial buildings?”

Question 3: Do you have any comments on the other actions we have listed?

	Total
Construction	8
<p><i>"new developments often include ecological and energy reports and it is up to the council to use the planning controls and policy already afforded to them to start thinking from a position of stewardship - and incorporate long term thinking around mitigating environmental impact of developments..."</i></p> <p><i>"..restrict construction lorries to certain times of the day to least impact pedestrians at peak hours."</i></p>	
Energy	4
<p><i>"... I think there would be easy ways to improve energy efficiency in council buildings without too much extra cost. "</i></p> <p><i>"Energy efficiency programmes to address insulation in people's homes and the roll out of LED lighting instead of the old sodium street lights should also be a priority."</i></p> <p><i>"My understanding is that the current fashion for wood burning stoves has had a huge impact on pollution levels in the capital - I would like to see these properly controlled."</i></p>	
Green Infrastructure	9
<p><i>"Plant more trees and the kind of plants what can clean the air strongly and keep these kind of plants in and around the buildings where child or old people..."</i></p> <p><i>"Plant more trees and green wall structures being hedges or green walls"</i></p> <p><i>"Upgrading of green infrastructure is a no brainer, but won't happen quickly enough to reduce pollution in my areas, which is why I have chosen three options that will have an almost immediate effect."</i></p>	
Industrial pollution	2
<p><i>"...with a waste incineration plant now close by I suspect this is a HUGE 'unseen' source of air pollution in our neighbourhoods and this is a grave concern that needs to be urgently addressed.."</i></p>	
Public engagement	13
<p><i>"...There is nothing about "communicating" directly with residents - providing them with timely user friendly information on the air quality in their environs. In addition to working with local business, what about engaging with schools? .."</i></p> <p><i>"... Surely it would be best to find which actions which make the biggest impact per pound spent (using scientific data) rather than asking peoples opinion?"</i></p> <p><i>" I think organising air quality action days is absolutely crucial to inform people</i></p>	

<i>about the benefits of walking, cycling and using public transports compared to private cars....”</i>	
Transport	84
<p><i>“Local incentives for residents to change their own private vehicles from Diesel to Electric or Hybrid”</i></p> <p><i>“Electric vehicles are not pollution free. If at all policies should not only promote the buying of new vehicles but promote affordable retrofitting that doesn't necessarily come "off the shelf" from large scale production. Small scale, private and small-business solutions must be affordable and should be promoted first of all”</i></p> <p><i>“The law seems unclear about unnecessary idling by coaches etc and it is standard practice for older diesel engines”</i></p> <p><i>“I think buses are a big pollutant but I didn't see them mentioned on the above list.”</i></p> <p><i>“The council needs to put pressure on the government to release money to create electric car docks and also create no drive times and days”</i></p>	
No other comments provided	349
Grand Total	469

Question 4: Are there any other actions you think the council should include in the plan?

Additional actions suggested	Number of responses
Yes	280
No	153
Unanswered	36

Of those who responded with additional measures all but 9 were suggestions for additional measures to reduce traffic emissions, penalise or disincentives diesel use, discourage car use for short journeys such as the school run, improve cycling infrastructure, provide incentives for residents to increase take-up of low emission vehicles. Examples of suggestions for additional measures included:

“A percentage from CIL or Section 106 contributions from the new developments should be assigned for air quality improvement projects in Brent. TFL should use only low carbon or electric buses in Brent.”

“Address the pollution caused by the trains that passing through our borough”.

“Tackle traffic congestion hot spots eg Harrow Road to A40 in Harlesden”

“No mention of renewable energy , eg solar panels, - encourage measures in suitable buildings/plans as part of energy efficiency measures”

“Actively engage with the Mayor's idea of banning or penalising diesel vehicles and extend any Central London restrictions to our borough....

“Brent council needs to work closely with local NHS services to promote "healthy transports" (i.e. walking and cycling) in GP practices, hospitals etc.....”

“There should be digital signs / meters telling us in live time the degree of air pollution in multiple spots across the borough”

Question 5: What do you like most about the plan, and why?

Why they liked the action plan	Total
Cleaner transport	39
Low Emission Neighbourhoods	6
Manage Emissions from Developments and Buildings	2
Positive about the plan holistically	149
Public Health and Community Engagement	3
Reduce emissions from the burning	2
Upgrade of green infrastructure	6
Did not state or was unsure	219

In addition to the above, 21 respondents stated they were concerned about the delivery of the plan and did not believe it could be delivered. 22 respondents stated the plan was not sufficient and cited reasons related to transport mainly. Other responses included:

“Very relieved and glad to see that pollution from waste incineration is being addressed by the council. This is a very concerning issue.”

“The switch to electric as a fuel is very positive. We should be doing everything we can to encourage electric by having more on street charging for free / low cost and switching to electric”

“On-street charging points should increase the adoption rates of electric and hybrid vehicles. This will lower the emissions overall. buses etc wherever possible”

“At least you have some options and one can comment. It is important that improving air quality does not equal having to buy new products from large manufacturers (which can afford certification costs) but that it engages local people and their solutions first of all.”

“Its wide and inclusive span”

“Covers a wide range of issues from public transport to businesses to schools.”

“That the council is putting its own house in order, but hopefully not at the expense of essential services, and will seek to control pollution from developments both during and after construction through the Planning System.”

“The fact that an updated plan is being produced and that local action groups have been involved.”

“It covers nearly all necessary actions - within Councils own powers,- though it should also include renewable energy measures.”

“It mentions idling, which is a big problem both summer and winter”

“I'd like it better if I could see an immediate change in non polluting buses!”

“I think the so-called “targeted upgrade of green infrastructure” is important to create a pleasant environment. Anything that encourages people to spend more time outside is good. This combined with more play days happening across the borough can change how neighbours interact and strengthen communities.”

Question 6: What do you like least about the plan, and why?

Least liked about the plan	Total
Delay in implementing	45
More actions needed	36
Need to be stricter	56
Not Clear	31
Will affect the public purse	11
Won't deliver the improvement	27
Did not state	263
Total	469

"I don't like it as it is mainly about proposed 'promotions' and really taking any action at all."

"I don't think it will make much of an impact unless you take drastic action."

"Lack of clarity about what Brent plan to do... currently nothing compelling."

"Some of the actions above seem very vague e.g.' investigate options for less polluting deliveries'. It may be possible to investigate but I would be more reassured if this point was about a specific solution to polluting deliveries. I would like to see a very heavy charge for any diesel motor vehicles the only way to discourage people from choosing diesel vehicles is to tax them."

"I feel that the actions against idling need to be more strict. There is no need to have a car with the engine idling"

"There is no attempt to reduce the number of cars on the road, nor to install safe cycling and walking routes."

"Doesn't have measurable targets set."

"Waste management is not a part of the plan."

"It shouldn't promote electric vehicles because they are essentially not clean. it should focus more on small-scale solutions that engages local people and their contributions and that does not promote buying new products from large manufacturers. Air quality should also not be associated with bans, restrictions and increasing expenses. It should be associated with local innovation that engages all with an open door for local people."

Question 7: To what extent do you think that these actions will lead to major improvements in local air quality?

Will these actions will lead to major improvements?	
Definitely	41
Very Likely	75
Fairly Likely	173
Not Likely	112
Definitely will not	6
Don't know	40
No response	22

Question 8: How do you think the council can help residents to play their part in improving air quality in Brent?

Respondents provided a range of ideas, the majority of which were focused on traffic and transport and raised many of the issues identified above.

“By engaging via all means of communication - Brent Magazine, Brent and Kilburn Times, social media, street side advertisements/billboards, mailing lists - my Brent, Area Forums, at Brent Civic Centre, via Councillors' blogs, via Residents' Associations and in particular 'Clean Air for Brent', stalls at events, and special event days. Develop engaging materials for different audiences - schools and parents, businesses, drivers etc.”

“Getting them to see the link between what they do and the air we breathe”

“I think there is a lot of goodwill in the community for tackling this problem. ...So I think getting residents involved in fund raising campaigns to fund initiatives that will lower air pollution is possible”.

“I'm sure plenty of people would be willing to volunteer for doing door-to-door visits to educate people in the neighbourhood about air pollution if the council developed a small template/materials/leaflets for people to use” .

“Distribute leaflets with No Idling message. Hand them out in traffic jams”.

“Campaign and support the improvement of areas around stations and at bus stops to make public transport a favoured option - incentivise its use by introducing an annual travel voucher or discount with rates”

“Monthly newsletter (can be electronic) about developments in this direction with suggestions how residents can take part.”

“Engage residents in traffic management through consultations. Setup a small-business and private innovation award for those who contributed to air quality improvement and CO2 reduction solutions”

“Hard-hitting adverts on council vehicles/ billboards/Brent magazine showing a child with asthma or similar and explaining the link with poor air quality.”

“Reminders to residents that as we live in a smoke-free zone, wood cannot be burnt except in some types of wood burning stove”

“The AQAP says little about the role of volunteers who can work with schools, do anti-idling leafleting and other public awareness raising.”

“Keep residents as informed as possible on a regular basis and do a survey in 2 years to find out what people think of the plan once it's been implemented.”

Introducing green initiatives that local communities can be a part off to create change.