

LONDON BOROUGH OF BRENT



AIR QUALITY ACTION PLAN

2023-2027



EASY READ VERSION



OUR VISION FOR CLEANER AIR

Our vision for cleaner air:

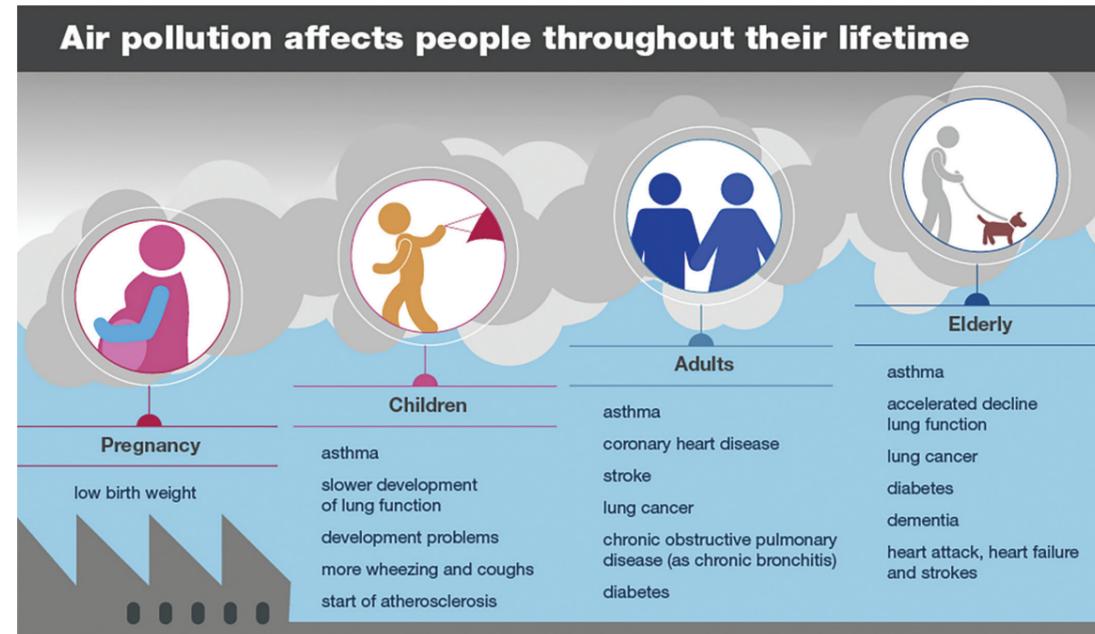
Poor air quality can affect us all. Over 4,000 deaths are caused by poor air quality in London and Brent has 149 of them.

We know that:

- Air pollution is **harmful to everyone** and it can affect **all organs of the body**
- there is **no “safe” limit of air pollution** – long-term exposure to even low levels of air pollution can impact our health in the future
- the health impacts of air pollution are **unequal**, leading to unacceptable **health inequalities**

Therefore, improving air quality remains a priority for London Borough of Brent.

Our vision is to ensure **Clean air for everyone living in, working in, or visiting Brent.**



What is air pollution?

When harmful gases, dust and smoke get into the air it's called "air pollution". When we breathe in harmful gases and particles they can make conditions like asthma worse. It is good to remember that most of the gases in the air either help us, like oxygen, or have no effect on us. However, some things that humans do, like burning coal and driving cars, release gases and particles which are bad for us, such as Nitrogen Dioxide and Particulate Matter. And it is those that we call "air pollution".

Who does air pollution impact?

Air pollution is bad for all our health. It can cause heart and lung problems and can also cause memory problems.

However, some people are more affected by pollution than others. This includes:

- **People with existing health conditions**, such as asthma and heart disease
- Children
- Elderly
- Pregnant women
- **Communities in areas of higher pollution**, such as close to busy roads

CORE AIMS

Core Aim 1

Reduce pollution levels

Reduce levels of pollution as quickly as possible

Focus will be on areas where air quality is worst, where vulnerable members of the community are most at risk.

Core Aim 2

Raise awareness

Raise awareness of the health impacts of air pollution and address health inequalities

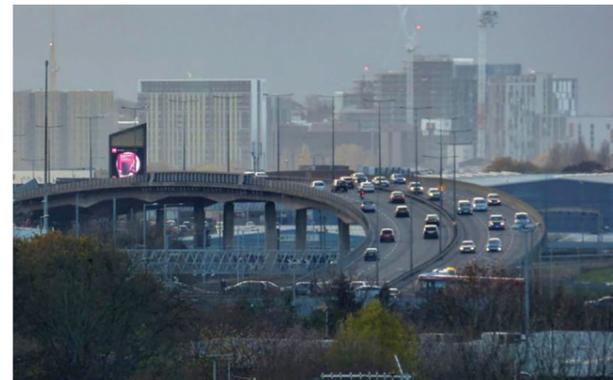
Providing information to those most affected by air pollution on the health impacts and ways to reduce personal exposure, while maintaining a focus on reducing emissions across the borough.

Core Aim 3

Influence change

Brent will set an example to partners and work with other organisations to clean up the air

We will work with partners to take further action to improve air quality.

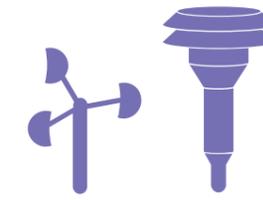


OUR PRIORITIES



Theme 1 - Cleaner Transport:

road transport is the main source of air pollution in London. We want to empower residents to walk, cycle and use ultra-low emission vehicles (such as electric) as far as possible



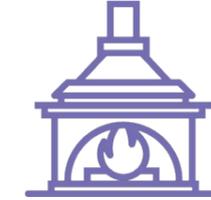
Theme 2 - Keeping track of air pollution:

in order to understand where to take action we need to measure areas to see where pollution is worst



Theme 3 - Let people know about air quality and its health impacts:

increasing awareness around air quality, both outdoors and in your own home, and how residents can help to fight against it, like using a bicycle rather than a car for a short journey



Theme 4 - Reduce emissions from homes:

this includes pollution caused from building new homes as well as from heating our own homes such as from wood burning stoves and boilers



Theme 5 - Improving your neighbourhood:

seeking to improve the environment of your area, by planting more trees, improving walkways, and making roads safer

WHAT HAVE WE DONE ALREADY TO CLEAN UP THE AIR?

Brent School Streets

The council has installed CCTV cameras for enforcement on our school streets, which are when roads outside schools close during drop-off and pick-up times.

School streets have been hugely popular with parents and teachers as they are a lot safer for pupils and have been a good way of getting more pupils walking, cycling and scooting. This in turn helps in cutting down harmful emissions.

By discouraging car use, more people are encouraged to walk and cycle as part of their daily routine. Schools in Church End, Cricklewood, Harlesden, Neasden and Stonebridge are among the schools where School Streets have been introduced.



'I think it is best that cars are not on the road when kids are out because of the pollution. It can damage lungs and affect breathing, especially because of my asthma.'

Christine, who is in year 6 at John Keble school (which has a school street)



Cargo bike trials with Brent Businesses

Businesses and organisations in Harlesden and Willesden Green town centres had the opportunity to trial cargo bikes for free through two pilot projects. We offered businesses money to switch from petrol and diesel vehicles to more environmentally friendly transportation.

In Harlesden, the trial ran for a month and 3 organisations switched to using cargo-bikes during this period. During this pilot, Harlesden Mutual Aid, who deliver food parcels to the local community, used cargo bikes to make 60 deliveries, delivering nearly 2,000 meals.

In Willesden Green, the project ran for a month with four businesses trying out cargo bikes as part of the trial. For the Willesden Green pilot, 72 deliveries were made for a total of four businesses, equating to 56 miles of cargo bike travel.



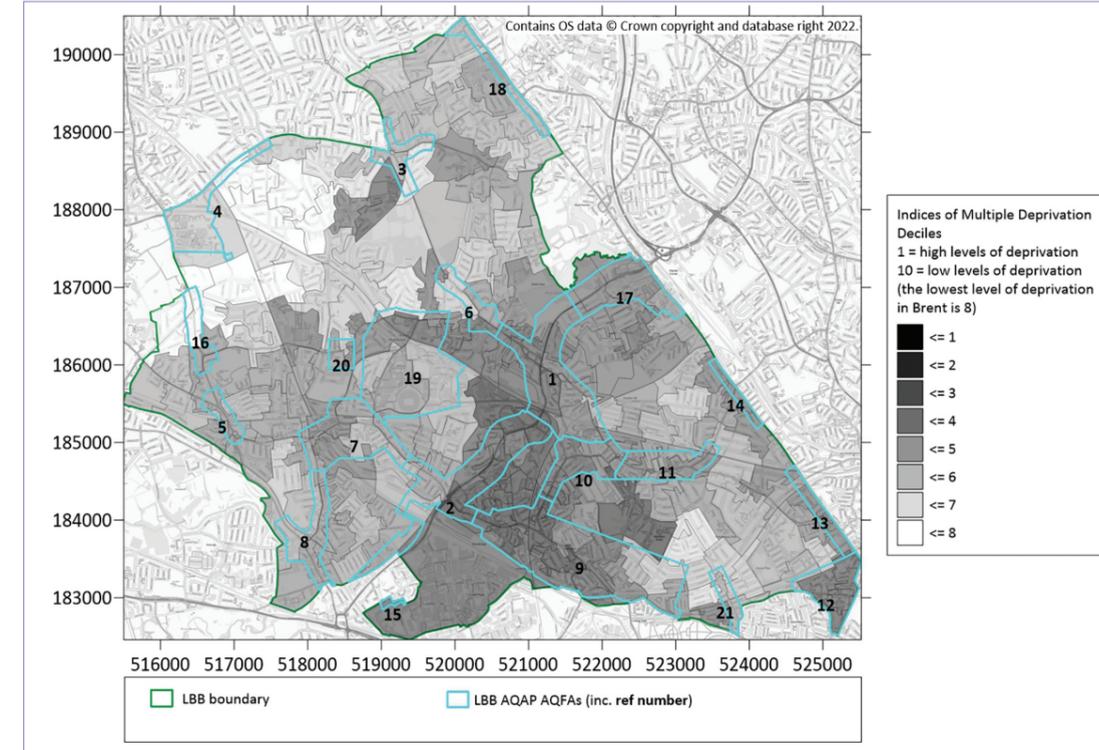
AIR QUALITY IN BRENT

What is air quality like in Brent?

We measure pollution across the borough to keep an eye on how much there is. Our records show that air quality is generally getting better. Compared with 2016, overall there is now less pollution.

However, there are still some places where pollution is too high. We call those "Air Quality Focus Areas". We will prioritise reducing pollution in those locations first to make sure everyone has an opportunity to breathe clean air and lead healthy lives.

LBB Air Quality Focus Areas and IMD



Where does the pollution in Brent come from?

Pollution in the borough comes from lots of different places.

Nitrogen Dioxide is one harmful gas in our air. The main sources of this are:

- road transport, so cars, vans, lorries, and busses
- factories and industry when fossil fuels are burned

Particulate Matter is the name for very small particles in the air which, when breathed in, can harm our lungs and lots of other organs in the body. The main places this type of pollution comes from are:

- the dust made when building new homes
- road transport
- burning wood in a stove or bonfire

Some Particulate Matter in the air comes from nature too, such as pollen and small bits of sand, which can be blown very long distances around the world.



WHAT ACTION WILL WE TAKE?

We have spoken with over 400 people to understand what they would like us to do about air pollution. We listened to this along with scientific evidence to come up with 37 actions which we will do over the next five years. Of these we have 16 priority actions which we have listed below. For the list of 37 actions please have a look at the full air quality action plan here: www.brent.gov.uk/environment/air-quality/air-quality-reports

Cleaner Transport:

1. Make it easier to walk and cycle in your local area e.g. by adding more cycle parking
2. Help you to cycle more by providing free training and schemes to try out bikes
3. Ask people to switch off their vehicle engines when parked up
4. Reduce pollution from deliveries to local businesses and residents
5. Reduce pollution caused by the councils' own cars and transport
6. Install electric vehicle charging point

Keeping Track of Air Pollution:

7. Share pollution measurements in an easy-to-read way

8. Keep our existing pollution measurements

Let people know about air quality and its health impacts:

9. Work with schools and nurseries to raise awareness about pollution in the local area
10. Work with doctors to reduce how much pollution people with lung and heart problems are exposed to both in their homes and outside
11. Let people know about pollution alerts and ways to plan journeys to avoid high pollution

Reduce emissions from buildings:

12. Make homes and buildings throughout Brent as energy efficient as possible
13. Work with builders and developers to reduce pollution from construction sites and developments
14. Making sure people know the rules about what can and can't be burnt in fireplaces and stoves at home to keep you and your neighbours safe

Improving your neighbourhood:

15. Introduce "Green Neighbourhoods" across the borough, with the aim of focussing sustainable solutions in priority areas
16. Develop location specific action plans for Air Quality Focus Areas

COUNCILLOR COMMENT



In 2020 a coroner made history by ruling that the death of a child in South London, Ella Kissi-Debrah, was due to air pollution.

Just this death alone should be enough for us all to stop and reflect on air pollution in Brent and in London. Poor air quality can affect anyone and we know that over 4,000 premature deaths are attributed to poor air quality in London and Brent has 149 of them. There is increasing evidence about the detrimental effects to our health, increasing the chances of developing dementia, being at risk of having a stroke and respiratory conditions, such as asthma.

**Councillor Neil Nerva,
Cabinet Member for Public Health
and Adult Social Care**



Our air quality action plan works in tandem with our aim to become carbon neutral by 2030 and we know that achieving that is about empowering you. So that you can take actions to tackle climate change and improve air quality.

Our core aims focus on reducing Nitrogen Dioxide in the atmosphere by encouraging cleaner travel. We will do this by installing more electric charging points, making our roads safer for cyclists and our streets more desirable to use sustainable forms of transport.

If we all lead by example on air quality we can help to put Brent at the forefront of the fight for fresh air.

**Councillor Krupa Sheth,
Cabinet Member for Environment,
Infrastructure and Climate Action**

If you have any comments on this AQAP,
please send them to:

Brent Civic Centre Engineers Way Wembley HA9 0FJ

Telephone: **020 8937 5230**

Email: airquality@brent.gov.uk

