



## Air Quality Action Plan Adoption and Publication Communications & Engagement Plan

Communications lead Engagement Lead	Jack Butler	Project lead or stakeholder	Lauren Salisbury
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### 1.Introduction

- 1.1 Brent Council's current Air Quality Action plan (2017-2022) expires at the end of 2022. In order to comply with statutory requirements it is necessary to update the AQAP every five years. Therefore, it is necessary to deliver an updated plan from 2023.
- 1.2 Brent has identified air quality as a priority for the borough in the Borough Plan 2021-2022 under the theme "A Cleaner More Considerate Brent".
- 1.3 This project fits into the wider Brent Climate and Ecological Emergency Strategy 2021-2030 which sets out parallels for responding to the climate crisis and improving air quality.
- 1.4 We will work closely with Brent's diverse communities to produce a challenging and actionable plan for reducing air pollution in Brent, over the next five years.

1.5 This communications plan compliments the plan used for engaging the community on the development of the Air Quality Action Plan and the consultation of the Draft AQAP.

## **2. Communications & Engagement Objectives**

Our communications and engagement plan aims to:

- 2.1 Encourage Brent's diverse residents, businesses, staff and members to note the adoption of the Final Air Quality Action Plan
- 2.2 Gain further understanding of air pollution awareness amongst residents
- 2.3 Share information with residents, businesses, staff and members about air pollution - its sources and impact
- 2.4 Create easy to understand material/infographics
- 2.6 Encourage Brent's community to sign up as Air Quality Champions

## **3. Key messages**

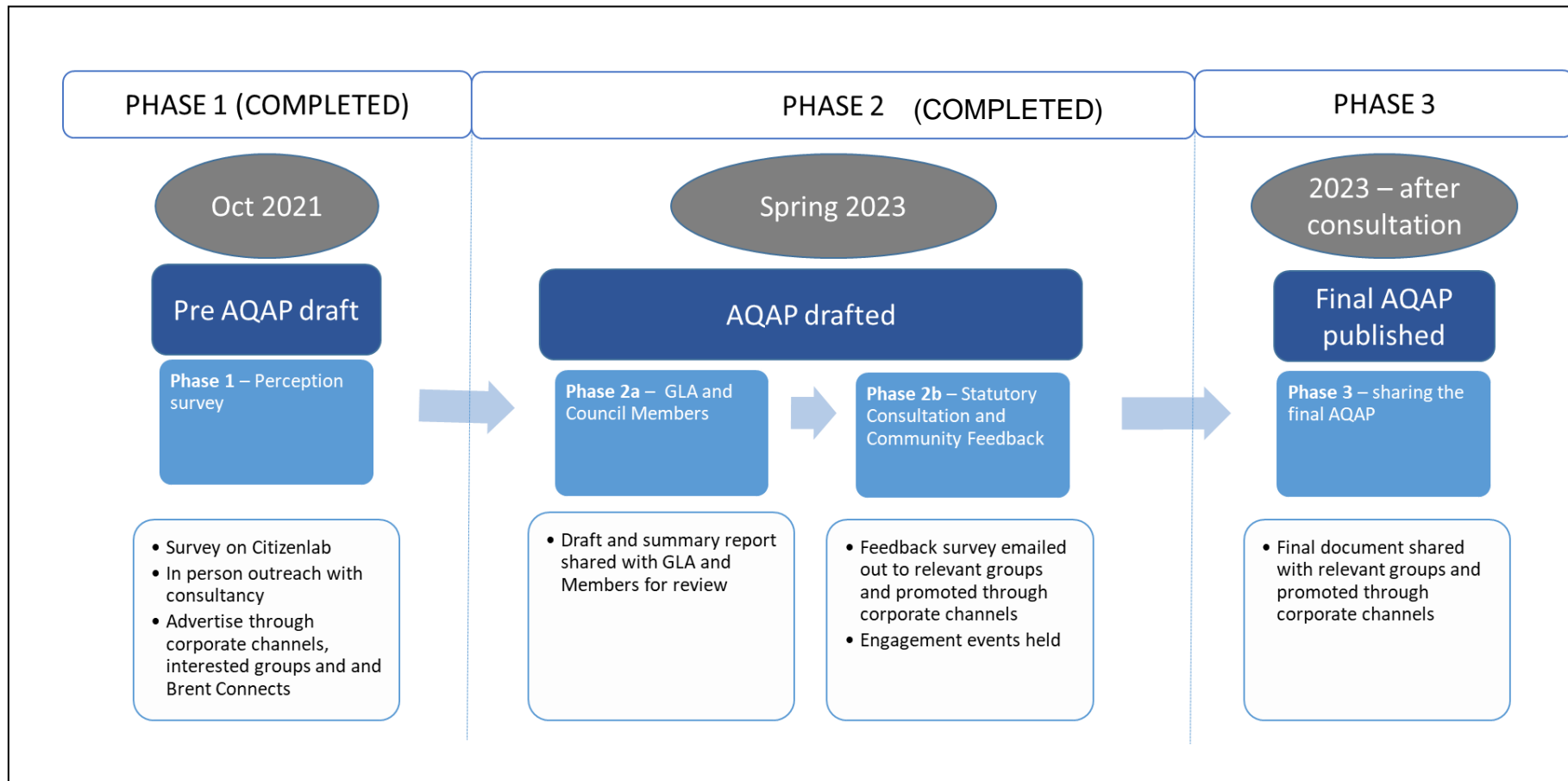
3.1 The key messages are below:

- Brent's Final Air Quality Action Plan 2023-2027 has now been published
- Your views fed into our Air Quality Action Plan and have shaped how we plan to reduce air pollution in Brent and raise awareness of its impacts
- Improved air quality means better health
- Call to action: Opportunity to volunteer as an Air Quality Champion
- Working together to achieve zero carbon emissions in Brent by 2030



## 4. Communications and Engagement Approach:

4.1 There were three phases to the AQAP communications and engagement plan. This document details activities for Phase 3



- 4.2 **Phase 1** of the communications and engagement plan was a targeted campaign, to reach Brent's diverse communities, and encourage input into the first draft of the Air Quality Action Plan as well as improve the council's awareness of resident views on air pollution. We also used corporate communications channels to direct residents to Citizens' Lab for their feedback. A consultancy (Kaizen Partnership) was commissioned to support this work and to provide an output report.
- 4.3 **Phase 2a** – A full AQAP report was prepared and designed through the internal design team to ensure the reports were as readable as possible. The draft was signed off by the Lead Member and the GLA and was approved with minor amendments. Concurrently, we sought views from Councillors by inviting them to submit feedback by email. The draft AQAP was updated based on feedback received and presented to the Lead Member for approval to launch the community engagement.
- 4.4 **Phase 2b – once sign off from the GLA is achieved (4 weeks)** at this point, and feedback from councillors collected, a wider corporate communications campaign for the statutory consultation and community engagement phase took place. The aim was to encourage feedback from residents and interest groups on the Air Quality Action Plan, especially to those residents who are more vulnerable to the health impacts of poor air quality. This followed the guidelines for the statutory consultation process in accordance with the London Local Air Quality Management Guidance 2019. Key assets for this phase for a full AQAP, an easy read AQAP and a video summary of the report. Citizens Lab was used to collate responses as well as holding in person pop up events across the borough and collecting views through community forums.
- 4.5 **Phase 3** – corporate communications channels will be used to promote the publication of the FINAL Air Quality Action Plan 2023- 2027. This document details these activities. This will focus on digital dissemination of the AQAP and consultation report and offer a call to action in the form of an opportunity to apply to becoming an Air Quality Champion.
- 4.6 Communications will be "Together Towards Zero" branded so that residents receive coherent messaging in line with Climate and Ecological Emergency communications.

## 5. Stakeholders/Our Customers:

Internal	External
Brent Council staff	Greater London Authority (GLA) <b>(x)</b>
Members	the Secretary of State (Defra) <b>(x)</b>
Brent Health and Wellbeing Board	the Environment Agency <b>(x)</b>
	Transport for London (who will provide a joint response with the Mayor) <b>(x)</b>
	Other public bodies as the borough considers appropriate – NHS ICB <b>(x)</b>
	bodies representing local business interests and other persons/ organisations as considered appropriate <b>(x)</b>
	all neighbouring boroughs and/or neighbouring district and county councils (Harrow, Barnet, Camden, Westminster, Ealing, Hammersmith and Fulham, Kensington and Chelsea) <b>(x)</b>
	Brent residents and community groups (see resident Stakeholder list- appendix 1)
	Businesses

Statutory stakeholders are marked **(x)**

## 6. Communications Channels

6.1 The following are the existing Brent Council corporate communication channels that we can use to disseminate the final AQAP with stakeholders:

### **External:**

- Your Brent magazine (Published quarterly and delivered to over 135,000 homes in Brent)
- Your Brent e-news (23k subscribers)
- Brent website
- Social media: Facebook (13k followers), Twitter(24.3k followers) and Instagram (3.5k followers)
- Estate noticeboards (council estates) - leaflets
- Posters/leaflets in community hubs (Air Quality Champion leaflet)
- Brent business news e-newsletter (weekly)
- Head Teacher's e-bulletin (fortnightly)
- Medical Practices through NHS ICB - email
- Provider forums emails (Pensioners' forum, Early Years Settings forum, Care Homes forum, Multi Faith, Disability)
- Library Noticeboards – leaflets, digital display (Air Quality Champion Leaflet)
- Residential noticeboards (community hubs, libraries, community centres) – (Air Quality Champion leaflets and digital noticeboards)
- Faith centres - leaflets
- Environmental charities
- Brent Connects – promote opportunity to become Air Quality Champions

### **Internal:**

- Members' Briefings (weekly)
- Members bulletin
- Brent Health and Wellbeing Board
- Town centre managers
- Neighbourhood managers
- Intranet news story

- Yammer
- Weekly round-up
- CMT video
- Team meetings
- Staff forums

## 7. Achieving our objectives (Implementation)

7.1 This section outlines the communications and engagement methods which will be used to deliver the key strategic objectives.

Implementation timeline:

**KEY:**

**Green = complete**

Date	Action	Audience/ Channels	Who	Cost	Notes
<b>PHASE 3: Sharing the final Air Quality Action Plan and consultation report with</b>					
25 September 2023	LMB sign off on updated to AQAP based on consultation results		Lauren	N/A	
27 September	CMT Sign off		Lauren	N/A	
19 October	GLA approval				
30 October	Health and Wellbeing board review				
1 November	PCG Sign off				
November	Create assets for sharing AQAP: <ul style="list-style-type: none"> <li>- Create leaflet for AQ champion recruitment</li> <li>- Update video</li> <li>- Write website content</li> </ul>				
11 December	Cabinet approval				



12 December	Update website and Citizens Lab pages				
14 December	Press release including Air Quality Champions ask				
By 15 December	Share with communications channels as per Section 6				

**Communications sign off protocol:** All press releases/branding to be approved by Lauren Salisbury & Tom Welsh – followed by final sign off by the Lead Member, Councillor Krupa Sheth

**KEY:**

**Green = complete**

## 7. Scoring and Evaluation

7.1 The success of the communications plan – and to measure how we achieved our objectives will be done through:

- Number of residents receiving communications
- Number of website/portal/social media hits

## NOTES