

A Clean Air Future – Business and Local Authority Collaboration in London

**Run by Cross River Partnership (CRP) in association with London Councils,
London Environment Directors' Network (LEDNET) and the
Association of Directors of Public Health (ADPH)**

Thursday 27th February 2020, 2:00pm – 5:30pm

Lord Mayor's Parlour, 19th Floor, Westminster City Hall, Westminster City Council,
64 Victoria Street, London SW1E 6QP

Full notes

A Clean Air Future – Business and Local Authority Collaboration in London:

Key 25 Top Tips for Actions from CRP

- 1. Consult – take the time to consult early, and with everyone affected – Councils, BIDs, landowners, businesses, residents, tenants, young people.**
- 2. Do Site visits – show residents, Councils and businesses healthy street schemes that are already working – “Seeing is Believing”.**
- 3. Showcase – run taster sessions, try before you buy for Electric Vehicles, Cargo Bikes, School Streets etc.**
- 4. Have a Common Narrative – agree this between Transport, Environment, Energy, Health sectors, using no jargon.**
- 5. Reach Beyond Borough Boundaries – partnership working works! Cycle lanes need to continue across borough boundaries.**
- 6. Think Globally, Act Locally – use international case studies to raise ambition e.g. weekly car free days.**
- 7. “Every Little Helps” – personalise the Air Quality and Climate Emergency issues, we can all do our bit.**
- 8. Measure – capture quantified ‘before’ and ‘after’ effects of schemes. Use simple statistics to make your case. Create your evidence base.**
- 9. Make a Plan – make it SMART, review it, refine it.**
- 10. Deliver incremental local changes towards an ambitious wider strategy.**

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11. Inspire – encourage Local Authorities, BIDs and Communities via Awards.
12. Present London’s Streets as Places, to socialise, learn, exercise, experience – “Go Through” to become “Go To”.
13. Use all available tools at our disposal – require green infrastructure as a planning condition, roll out Green Leases.
14. Be bold – address the sources as well as the effects of Air Pollution simultaneously.
15. Maximise the natural alignment between Air Quality and Carbon Reduction actions within the overall Climate Emergency.
16. Lobby – create “One Voice” across the public and private sectors, present a clear ask for the London Lorry Control Scheme review.
17. Support rapid implementation of cross-cutting schemes e.g. London Councils Bye Laws on Dockless Bikes.
18. Recognise that London is a 24-hour City.
19. Educate – ask for World Health Organisation Air Quality standards to be applied to the UK’s Environment Bill.
20. Embrace technology – to communicate (social media), to enforce (roadside cameras), to generate income for positive investment.
21. Amplify clear messages – find influencers and role models from other spheres to lead positive social media campaigns.
22. Be commercial – use vehicle-related pricing schemes to reduce vehicle numbers, use, emissions.
23. Incentivise – make buildings and transport emissions an intrinsic part of the requested government Business Rates Review – reward good behaviour financially.
24. Design as “Custodians of the Future” – how do we want to leave things for our children, and our children’s children?
25. Learn from others – International COP26 in November 2020 in Glasgow will bring inspiration from around the world.



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A Clean Air Future 27/02/20 Attendees

First name	Last name	Organisation	Workshop group
Abby	McDougall	Cross River Partnership	2
Abdel	Najid	South Bank Employers Group & South Bank BID	4
Alan	Urqhart	London Borough of Waltham Forest	2
Alex	Watson	Lambeth Council	3
Alison	Gregory	The Northbank BID	3
Amandeep	Kellay	Better Bankside	3
Barry	Smith	WEP	3
Brendon	Harper	Westminster City Council	3
Catherine	Westoby	Transport for London	2
Chioma	Wuche	Cross River Partnership	3
Claire	Hepher-Davies	The Crown Estate	3
Dan	Jones	London Borough of Tower Hamlets	1
Dan	Johnson	New West End Company / HOLBA	3
David	Beaumont	Victoria BID	2
Elena	Waite	Victoria BID	3
Freddie	Talberg	EMSOL	4
Georgina	Street	Euston Town & Camden Town Unlimited	2
Hayley	Regan	Westminster City Council	1
Cllr Heather	Acton	Westminster City Council	3
Javad	Ossoulian	London Borough of Haringey	1
Jo	Hetherington	London Borough of Islington	4
Joleene	King	ADPH	
Joseph	Cerasale	Heart of London Business Alliance	2
Joshua	West	Cross River Partnership	
Kamal	Hanif	H&F Council	2
Kate	Hand	LEDNet	1
Kate	Fenton	Cross River Partnership	
Laura	Jacklin	Cross River Partnership	1
Livia	Caruso	Hammersmith BID/LBHF	2
Marcos	Gold	Hampstead Village BID	2

Marie Noelle	Vieu	Lambeth Council	4
Matthew	Browning	Lambeth Council	4
Matthew	John	Hammersmith BID	2
Nadia	Broccardo	Team London Bridge	3
Nic	Wells	Westminster City Council	3
Nicole	Klynman	Hackney and the City	2
Paul	Collins	Future Wood Green BID	1
Paul	Clift	Islington Council	2
Paulius	Mackela	LEDNet	4
Peter	Bond	Kingston and Sutton Councils	1
Rachael	Aldridge	Cross River Partnership	
Rachael	Smith	Primera	2
Rebecca	Brown	Royal Borough of Kensington and Chelsea	3
Richard	Tisdall	Tisdall Associates	1
Ruth	Calderwood	City of London Corporation	1
Sam	Margolis	London Borough of Camden	2
Sarah	Foster		1
Sarah	Wixey	WYG	2
Scott	Marshall	The Crown Estate	4
Sharon	Baldwin	Orpington BID	4
Simon	Pitkeathley	Camden Town Unlimited / Euston Town BID	2
Simon	Dishman	London Chamber of Commerce and Industry	4
Stephen	King	London Councils	4
Steven	Medway	Cadogan Estates	1
Susannah	Wilks	Cross River Partnership	
Tamara	Djuretic	Barnet Council	4
Themis	Skouros	London Borough of Redbridge	4
Tony	Leach	Parks for London	3
Tomos	Joyce	Cross River Partnership	4
Will	Dyson	New West End Company	2



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Full notes

Chair for the Event – Simon Pitkeathley, Chief Executive of Camden Town Unlimited and Euston Town BIDs, Co-Chair of the Cross River Partnership Board, Member of the Mayor’s Local Economic Action Partnership (LEAP)

1. Welcome: Councillor Heather Acton, Cabinet Member for Public Protection and Licensing and Chairman of Licensing, City of Westminster

- Welcome to this collaborative event, where we will be discussing London’s Clean Air Future
- Public Protection includes air quality, we are responsible for the air quality in Westminster
- We currently have our [Westminster Air Quality Action Plan](#) out for consultation. If you are interested in contributing, please take the [survey](#) (consultation will close 3rd March 2020 at midnight)
- Under our action plan, we are tackling the climate emergency: carbon neutral by 2040
- Strategy is aligned with London Councils, citizen resourcing too
- Combined private, public, community sector action needs to be achieved to improve air quality
- [Marylebone Low Emission Neighbourhood](#) (LEN), the first LEN in London. We piloted various measures to improve air quality e.g. parking surcharge for diesel engines. Successful in reducing diesel vehicle movements in the area. This has now been rolled out and taken up by other boroughs
- This afternoon is about learning from elsewhere, scaling up, avoiding pitfalls. There are distinguished speakers here, with great experience in the field. There will be opportunities for questions and discussions later on. Let’s identify how we can achieve carbon neutrality together
- Thanks to [Cross River Partnership](#) and [London Councils](#), [LENet](#) and [ADPH London](#) for hosting this event

2. Scene Setting: Chair – Simon Pitkeathley – CEO, Camden Town Unlimited and Euston Town BIDs, Co-Chair of CRP Board, Member of the Mayor’s LEAP

- Thanks to Councillor Heather Acton for hosting us here at Westminster City Hall – up in the air! Tweet for today and beyond: #CleanAirFuture
- Collaborative event, creating London’s Clean Air Future together
- Implementing the Mayor’s proactive approach to achieving better air quality
- Burning of fossil fuels is the main contributing factor to air pollution and more. 28 local authorities have already declared a climate emergency - what can we do together to address the problems associated with poor air quality? There’s a lot we can do, and it’s even better if we do it together
- Many different people are talking today, about what they’re already doing and what they can do more of
- Opportunities to ask questions later, splitting up into 4 workshop groups

- Encouraged to engage with the great green wall at the back: what is your Clean Air Future? In three words
- **3. LEDNet-ADPH Air Quality Position: Dr. Tamara Djuretic Director of Public Health - Barnet Council and The Royal Free London Group ADPH London Air Quality Lead**

Cleaning up London's Air

- Why did we choose to [collaborate](#)? Recognised that the air in the UK and London needs to be tackled at the National, Regional and Local levels. At the local level (most of the actions do sit at the local level), there is the need for an air quality action plan every 10 years
- Different expertise and evidence from both sides of the collaboration
- Air quality is a complex issue. Wanted to highlight our ambition, and mention that what happens at the London level is also being replicated at the national level
- Public Health England has been drawing on a number of points. We know the main sources of air pollution in London and the country are from transport, as well as aviation and construction. Therefore, the statement talks about transport and active travel, but also other sources of pollution. The best way to reduce air pollution is at the source, which is also the most difficult thing to do
- Indoor air pollution should also be considered
- Standards, funding and governance. WHO-based targets for particulates. There's ambition to achieve these by 2030, we just need to understand how that's going to happen and when. How to deliver powers if no attached resource? Funding is needed for councils to deliver. We are lobbying for 2.5% of GDP to be spent on tackling climate change
- Funding support from private sector and NHS. Want to work with NHS, in terms of supporting effort. GLA has an important role, but want to make sure whatever their policies are, need to be implemented at the local level. Some actions can be done *just with collaboration*, some need appropriate funding.
- Air pollution from the built environment: keen to do public campaign – clean air debate with the public. There is responsibility for each of us to do that
- Key recommendations: LB Barnet survey, of children and young people, talking about a number of things. Air quality, for the first year, has come up really high on the agenda. Protecting children through a healthy streets approach. Restriction of driving across the city. Want to see filtering down of information through the NHS. How can we do these things together, and also use feedback

Question: What was the exact study mentioned? *In Westminster, air quality was important 3 years ago.*

Answer: This was a local study, a survey of children and young people in Barnet. Air quality came up significantly. Children also educate their parents, so it was important to involve children. Perhaps in outer London boroughs, air quality has not become a concern until more recently.

Question: What do you mean by unifying narrative?

Answer: The narrative can be conflicting: what actions can you do to protect yourself, as well as decrease air pollution? There is not a unified narrative across the country, let alone in London. Communicate in simple language, and then get the public to do it themselves. Clear set of guidelines

are needed. Guy's and St Thomas's Hospital have a [simple patient clean air leaflet](#) which should be replicated London-wide.

Question: Who are you representing? What 'teeth' have you got in this? What does this mean in terms of carbon reduction?

Answer: Directors of Public Health – everyone local authority has one. At the London level, there are 6 priorities to lead on. Our Joint Statement with London Councils is evidence-based. It's all about how we can influence action at the local level.

Kate Hand, London Councils: Implementing actions are played out in terms of things to improve public health. Reducing air pollution activities can also reduce carbon emissions. Co-joined agendas: climate action and air pollution. Also improves public health and lives – this is the narrative behind the climate change project.

Question: What's "restricted driving"?

Answer: Restrict may not be the right word, but it's all about awareness raising as there is such a big workforce in London. For car free day in September, we want all Local Authorities to participate this year, to use this day to promote active travel more and reduce air pollution in London. Brent is a huge borough, and so transport links raise a problem. Also, some of the outer London boroughs haven't got the infrastructure to promote cycling. Could champion other modes of travel and try to restrict travel in that way.

Kate Hand, London Councils: Restricted driving is a really effective way of reducing air pollution.

4. Cadogan Estates: Air Quality - what we're doing, why, and the challenges and opportunities we foresee – Steven Medway, Place Manager

- Place making and sustainability. Cadogan Estates is located just over the boundary from here in RBKC. It consists of 96 acres in Chelsea. A family owned business of 300 years.
- 11 hotels, with 2 more on the way, 700 plus residential houses/apartments, 32 million visitors every year, 20,000 people employed. 60% commercial, 40% residential income.
- Air quality – Stewards of Chelsea, community is very important. Don't want to engage with just the loudest people, want to get out to all people who live and work in the area.
- Environment and community: with 1,100 people participating in a recent [poll](#), over 600 people said that air quality was the number one problem. Plastic was the second most popular issue to manage. There is a real issue around air quality and traffic in the area.
- Research included talking to businesses, residents, a series of round tables, people engaging in these issues, understanding ways in which the issues could be challenged.
- 2016 Sloane Street Waste Reduction Scheme: retailers using just First Mile/Council waste providers. This is beneficial as less waste trucks coming into the area.
- Planting 95 new trees along Sloane Street as part of the strategy. Adding in infrastructure to the street. Looking at drainage, water etc.
- Most recently (based on feedback from stakeholders, community): Chelsea 2030. 18 targets committing to over the next 10 years, with 5 targets dedicated to air quality. Offsite consolidation, zero emission suppliers, all Cadogan suppliers by 2023 will be zero emission. By

2030, 70% tenants will be net zero compliant too. Hope to have the framework delivered by summer.

- Importance of key stakeholders: [Clean Air Villages programme](#), [Healthy Streets Everyday](#). Learning from the public sector, what they're doing. Also working with [Adam Handling](#) (food waste reduction scheme), using that as a platform to get other restaurants to buy into the issue. [Pavilion Road](#): launching an e-cargobike scheme, delivering within a 5-mile radius on an electric bike, facilitating businesses to do better. Hoping to be the first zero-emission street in Chelsea. Challenges include getting people internally to understand the importance. Funding can also be an issue. Location is both a challenge and an opportunity ... central London may always have an issue with air quality, but tenants are also very willing to make a difference.
- Community stakeholder engagement is important.

Question: How did you get responses from the community?

Answer: The platform launched last year. Used social media (e.g. Facebook and Instagram) to send images on feeds, asking whether would like to have a say in the future of Chelsea. Money gets donated to charity when people do the 'game'. People can do this on the bus, when they don't have time to get to a meeting. For those not on social media, will also continue to do the roundtables.

Question: What's the Congestion Management Strategy?

Answer: Working with RBKC. Developments: making sure that whenever anyone builds anything, plan in place that is adhered to. As a landowner, work with suppliers, for people to deliver what they say when they say.

Question: Is there anything you're doing in terms of building emissions?

Answer: It's all part of the net zero plan. We notice that Cadogan is an old estate. Working with [BREEAM](#), as now looking to refurb houses in the future, and applying these principles to residential homes as well as commercial properties looking forward. A lot of residential on long leases, may have to look at offsetting. Have to look at the buildings which can be controlled.

5. London Borough of Camden: Using parking policies and other related car reduction measures to address the air quality crisis

Sam Margolis, Transport Policy & Programmes Team Manager

- Policy background: last year, council adopted [Clean Air Action Plan](#), [Healthy Streets, Healthy Travel, Healthy Lives](#).
- Held the UK's first climate level assembly, currently consulting on a climate plan.
- Consulted on the transport strategy: ¾ visitors agreed to reduce emissions and traffic. Parking policies to switch to low emission vehicles. Traffic levels dropped by 25%, 2001: 56% residents didn't own a car, now 65%. 2017: no new parking spaces provided on site, except disabled parking.
- Strong growth in EV parking permits, cycle schemes in the borough (also being built at the moment, changing streets and policies).
- Diesel presents challenge, but by 2041, 5% of resident trips made by car. Half of trips made by foot. 25% reduction traffic levels by 2041.

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- Entirely covered by controlled parking zones (CPZs), existing policies are strong. Permit holder cannot cross to another zone without paying for parking. Levels of demand and pressure in each CPZ.
- Consulting CPZ reviews. CPZ changes affect everyone. Parking and healthy streets consultation. Ask residents for views – where they want EV charging points, cycle hangers.
- Parking bays for more sustainable modes, consulting on rapid charging points.
- Rolling out cargo bike scheme, replacing vehicles - opportunity to reduce motorised vehicle trips.
- Developing Freight Action Plan.
- Offering Freight Audits to businesses, by WEGO.
- Excellent use of current dockless bike operators - Lime and Jump bike operators, operating via Memorandum of Understanding with LB Camden, until London Councils Bye Law comes in during the summer. Working with businesses to increase for commuting.
- [West End Project](#): Alfred Place, £35 million West End project.
- Cleaner, low traffic, healthier environment for visitors, staff and residents in the area. Preventing traffic totally between area-wide restrictions.
- Lots of places have school streets – now creating whole school street zones encompassing several schools all at once. Preventing parents from pick/up drop off in these zones in school times. May 2020. Monitor these schemes closely – NOx levels dropped around 10%. Area-wide traffic reductions. Recently implemented paid-for parking charges. Hourly charge: resulting in paid-for parking transactions. Reduction of essential vehicles trips. Addressing all areas: including residential parking permit prices – up to £475 per year to get a residential parking permit.
- Across all parking policy, making changes.
- Highway provision and policy: workplace parking levy. Near the end of feasibility study.
- 2,500 working permits across the borough.
- Strong policy and evidence base. Clear commitment to 2-year cycle reviews. Looking at everything at disposal to improve air quality and reduce traffic levels.

Question: In terms of Lime and other bikes – how have you prevented hazard on pavement?

Answer: They efficiently deal with parking problems, so trying them for a year. Want to work with London Councils on launching new Bye Law, identifying a network of bays within the borough. Imperfect transitional situation at the moment, managing best as possible.

Question: What is your journey, in terms of securing engagement, officers to deliver all of this?

Answer: Very supportive environment, cabinet is committed to this agenda. Air quality crisis: aligned with this. Lucky to have strong support in Camden, outer London boroughs may not have this support. All about the evidence base, data is key. If you can use evidence from a borough like Camden, by all means go ahead and do that.

Question: Some of Camden borough is within ULEZ, some outside... has the impact of ULEZ aligned with your projects? (Redbridge.)

Answer: Possibly a question for the GLA or TfL. Improvement in air quality as a direct result of ULEZ. Evidence points to own policies making an impact on the air quality outcome, not just the ULEZ. Significant reduction, 77% compliance rate in the zone. Significant impact on air quality, because of ULEZ. 31% reduction in NOx roadside.

Question: Indicate to short journeys within boroughs – have these reduced? What interventions have had the biggest impacts on these short journeys? Dan Jones, Tower Hamlets.

Answer: Residents journeys (2km, 5km) – transport strategy about why need to do these things. Haven't got data around how the measure took place – but would be very valuable.

Question: Freight audits – commissioned in house?

Answer: Commissioned WEGO

6. Cross River Partnership: Key air quality projects and collaborations

Susannah Wilks, CRP Director

- Thank you very much for joining us here today.
- CRP is a unique central London delivery agency bringing together Local Authorities and Business Improvement Districts. We currently have a wide portfolio of projects, many of which are key for air quality.
- The CRP vision is all about engaging with people. People are at the centre of everything we do.
- All of our projects are delivering, looking to innovate, learn from them, share with others. Making places that are great: balancing the views and needs of residents, visitors, businesses in congested central London.
- The [10 healthy streets indicators](#) developed by Lucy Saunders feed into all of our projects.
- [Clean Air Villages](#): CRP is working with boroughs, BIDs and businesses themselves, designing actions that will change behaviour, and improve air quality.
- [Brixton shared Electric Vehicle scheme](#): The first of its kind in the UK. Many polluted diesel vehicles have been removed from the area as a result of this initiative. 13 businesses are already regularly using the vehicle.
- Clean Air Villages: [Directory of Ultra-Low Emission Suppliers](#). The only suppliers listed are those using sustainable delivery methods. Perfect to grow, spread out, help everyone to be more sustainable.
- [Clean Air Thames](#): CRP delivery partners on this are the City of London Corporation and the Port of London Authority. This project is supporting rapid technological change, encouraging innovation in the vessels engines sector through retrofitting of on-vessel post-combustion exhaust treatment systems, thereby reducing the harmful emissions being released into the air.
- [Healthy Streets Everyday](#): another Mayorally-funded programme, very ambitious, embracing 17 boroughs across London, 2 BIDs, Cadogan Estates, plus academic and charity partners.
- CRP is supporting each of the participating 17 Local Authorities to deliver what meets their needs and priorities, at the same time as fitting in with the strategic priorities of London government and central government.

- All of the Healthy Streets Everyday partners bring something special to the project, each is playing to their own strengths, as well as benefitting from the strengths of all of the other partners.
- 3 different methods of how to clean up London’s air on Healthy Streets Everyday programme. 1. Streetscape design improvements 2. Increasingly strict regulations for motorised traffic, enforced. 3. Events: educating, inspiring people, so people can see the art of what’s possible on their streets.
- One of LEDNET’s recommendations is to restrict motorised traffic. We are supporting this via taster play streets, school streets, car free events. “Try before you buy”. How streets could be with reduced, or totally removed, traffic.
- Car free day 2019: more than 300 street closures.
- The Mayor has just announced Car free day for 2020: how many street closures can we achieve together?
- In 2021 could we have a Car free day every month, or even every week? Cities across the globe are already doing this.
- Trying to use carrot and stick methods simultaneously in this project.
- CRP is also working with partners to install green infrastructure. This is supporting LEDNET’s objective to protect schools and young people from poor air quality.
- Genuinely believe we should be using as many tools as possible to improving air quality. And we are committed to sharing our tools and resources with partners and communities, just as we are doing here today. Together is better.
- CRP and partner Project Outcomes: Legacy. Want to create mechanisms that will go beyond time-specific projects. We want to set up mechanisms, phenomena, that will keep on improving Air Quality on an ongoing basis, for our children, and for our children’s children.

7. Four Discussion Groups

An opportunity to delve into tangible ideas further, and to identify practical collaborative actions.

1. Discussion Group 1 – Streets

Facilitated by: Ruth Calderwood, City of London Corporation

CRP Note taker: Laura Jacklin, Cross River Partnership

1. How can residents and businesses be supported to re-imagine the purpose and function of streets?

- It is important to provide **information and statistics on air pollution**. As it is worth setting the scene with what the data shows and find the right solutions.
- As well as having the data it needs to be turned **into meaningful information** and how is air quality meaningful for different groups.
- As air pollution cannot be seen there needs to be ways of showing those who use streets how damaging it is.
- **Training & workshops** are important to understand what resident and businesses would like to see happen.
- Councils should invite BIDs along to workshops and instead of having PowerPoint presentations have more **roundtables** so that people can be more descriptive.
- **Collaborating on funding** for air quality could help to get all groups more involved with what they would like to see streets become.
- Tenants associations should be considered as part of consultations as they are living in these areas.
- **Social media campaigning** to be used in getting more people involved, like Cadogan Estates have done, making sure all audiences have their say.
- There tend to be always strong voices that can sometimes be a minority of the people who are in the community, so worth trying to find other ways to interact with the rest of the community.
- In London, **language can be a barrier**. In London communities in some boroughs there are approx. (Wood Green town centre) - e.g. (85%) of their town centre has their first language as Turkish.
- Project in Waltham Forest data – they surveyed local businesses on how visitors and residents get to the shops on the high street. The survey results show that most people tend to walk or take public transport to these areas. **Survey work** should be done on this to show **business owners** how their footfall is getting to the high street and be part of the conversation of **how to convert car parking space into beneficial uses**.
- There has been a recent Waltham Forest car parking study done on the high street which was a 2-year piece of work working on the whole town centre and has shown usage is **down on the use of car parking**. Car parks tend to be used by businesses not necessarily visitors.

- A potential idea is to take businesses to areas where they have changed the streets/ reimagined the streets and show how businesses there have changed their behaviour in relation to air quality. E.g. changing the car parking spaces into parklets – **site visits**.
- In Bethnal Green area - we put residents and businesses in the room together so they can understand each other's points. Those who cannot make workshop, you should still go out and talk to those businesses and residents - face to face **interaction is key**. Most rewarding to get information from **engagement**.
- **Neighbourhood plans** are also essential - residents could use this to take power over their streets and Councils can help them in that process (frameworks of the local Council). While this can be very time consuming, it will make sure it is embedded into the local Council.
- How can residents and businesses be supported to re-imagine the **purpose and function of streets**?
- Instead of highstreets being a Route A- to B, a **go-through** place, make it an area for people to **go to**, to socialise and shop.
- BIDs to help push Councils to adopt the [UK Highstreet 2030 plans](#) –The BID in Haringey bought this to the attention of their Council to use as a baseline for the high streets.
- **Learning from other people outside of the UK**, as well as other cities across the UK. There is now a better network of BIDs that are looking at **re-imaging high streets** and some great case studies are coming out of this.

2. How can restrictions and rewards be designed to work well together to improve Air Quality?

- Carrot and stick approach (restricting vehicles, timed closures) There seems to be quite a lot of restrictions put in place e.g. congestion zone, ULEZ zone and timed restrictions.
- London still needs to function by getting goods into the city for businesses to run, how do we find an equal solution?
- In Bromley- **schools and school traffic** have been the focus, especially in the peak hour morning commute where parents are driving their children to school. School streets in Greenwich have helped with easing this issue and closing the roads at the peak hours. It hasn't had such an impact on those residents who live on the street near the schools because at this rush hour residents couldn't move in the street due to the congestion anyway. Bollards are used to close the school streets and they have got the school caretaker involved in putting the bollards up.
- Lots of restrictions that could be enforced to close roads including **Play Streets**.
- **Freight consolidation** (needed and cheaper) is a necessary change business could take. Downside is there isn't a clear business model for this and a hard discussion point for businesses that have not done this before.
- **Consolidating waste contractors** is a tried and tested solution with many BIDs and landowners already doing this. There is a need to emphasize the advantages of this change over to businesses.
- Work in freight consolidation in Regent's Street with the Crown Estate- the project is working well but it takes a lot of time to put in (with a lot of planning and dedication).
- Q. How did you get the first businesses on board? Because the Crown Estate are a landowner we spoke to our tenants/ businesses in conversations on **Green Leases** and

overall, about CSR. The waste side and recycling are aspects that were prioritized and now none of this goes to landfill anymore, but now looking at the different modes of the transport that are now picking waste up.

- What is the future of the streets? **Lean in on difficult conversations** with different stakeholders to understand their idea of the future.
- There **could be a new ULEZ congestion 3.0 after 2025** what would this look like – will it restrict further vehicles? **Need a longer and more detailed timeframe on legislation** and how it will be implemented so businesses can future proof for the longer term.
- Central London: how the low emission zone will benefit the different boroughs - it may influence the outer boroughs.
- There is currently the [TfL Scrappage scheme](#) for small businesses but is there something Councils can help businesses with when switching over like; business rate relief, helping them find low emission vehicles (**suitability**).
- Evidence in Norway that helping buy low emission vehicles works.
- **Challenge:** charging infrastructure not there yet, rapid chargers are being put in without the required power. Examples of local businesses who have gone to get an EV but had to change back to ICE vehicles due to the infrastructure not being ready.
- 85% of the charging points will be at home, there needs to provision for residential charging provision – and the top up chargers (rapids) comes up later. Need to know more about the way people park and use their vehicles to check the infrastructure matches.
- If home charging is going to be more important for residents and businesses, then there needs to be guidance on how to install these. There is a concern that front gardens will start to be paved to put in parking which could lead to local flooding issues. **Solution is for boroughs to have guidance on how to make this more sustainable whilst adding in the new charging system.**
- [West Trans](#) (West London partnership) have recently had a project where they have rented out a **fleet of 8 electric bikes** to employees to commute with for up to a month. This came about due to businesses asking their staff to decrease the vehicle journeys to the site, so by giving an alternative option it has helped them change their mode of commuting. Some have even bought bikes since trialling on this project.
- **Try before you buy schemes** e.g. **Brixton shared EV van** where businesses can try out a service and see how it works for them. **Car clubs** that are in the boroughs- make use of sharing schemes to decrease the number of vehicles in your borough. Behaviour change is key to solving these issues but give **solutions rather than restrictions**.
- Try and liaise with local dealerships in the boroughs to get businesses a try and buy scheme. Also, **charging infrastructure** is a still a big challenge and this needs to be fixed.

3. What lessons can be shared between inner and outer London, and vice versa?

- **Sharing learning** and re-imagining the streets for residents and businesses.
- **Best practice** from every borough, there isn't much difference between inner and outer, everyone is dealing with the same issues.

- Physically take the businesses out to see how streets/ areas have changed in other parts of London. Facilitate the conversations between businesses across boroughs to help the transition of change. **Seeing is believing.**
- Waltham Forest example- a business that was against the change of the street is now one of the advocates of the scheme.

4. How can the Air Quality issue be escalated within the wider climate emergency?

- Local boroughs could use BIDs in their areas to **voice issues and change things**. Example; outer boroughs of London had issues with police numbers, so lobbied with BIDs across London to get larger numbers dedicated to these outer boroughs. The result is positive and has shown an increase in officers being spread out to these areas.
- Local Chamber of Commerce, FSB, IOD are powerful voices – try to **use other partnerships to lobby on a bigger scale** for change in the climate emergency.
- Sharing projects and results, learning and go in as **one voice**.
- Partnership boards for Councils especially new climate boards to include both residents led, and business led (Camden is a resident led one for climate change).
- Business and boroughs all have strengths, **best to draw the strengths together** (break down the walls between public and private).

Workshop 1 Summary – Streets (Ruth Calderwood, City of London Corporation)

- The public need information to be portrayed in a **simple and meaningful way**, stepping aside from the jargon used by professionals.
- To facilitate this, specific training needs to be made available to the public i.e. **workshops**.
- Partnerships need to provide **one voice** for businesses and local authorities, ensuring **alignment** with their aims and objectives.
- **BIDs need to speed up action** in local government supported funding processes. When working jointly, local authorities need to **make the most of the benefits** BIDs bring to partnership.
- **Social media** allows a wider audience to get involved but issues such as language barriers must be taken into account.
- Businesses can sometimes assume that their customers only travel by car. This is often not the case and **surveying can confirm** this, building an evidence base.
- Local planning documents can help enable people to shape whilst **facilitating conversation**.
- Important to learn **lessons of best practice**, reimagining streets as places and not somewhere to get from A – B.

- How can the design of restrictions / rewards work well?
 - Local authorities: There are many restrictions in this sector, but to deliver messages around streets effectively the changes to air quality would need to be quantified, **building an evidence base**.
 - Freight consolidation: Restrictions in the sector can save time. **Pilot studies** can help facilitate these changes.
 - Car dealerships: Liaise with dealerships to enable customers to test low / zero emission vehicles. **Try before you buy**.
 - Infrastructure: The **correct infrastructure** needs to be in-place for zero emission vehicles to build the public's confidence to purchase such a vehicle.

- Air quality within the climate change emergency:
 - The voice of BIDs are important as well as **working in partnerships** to allow common objectives to be achieved.

2. Discussion Group 2 – Behaviour Change

Facilitated by: Livia Carouso, Hammersmith London BID

CRP Note taker: Abby McDougall, Cross River Partnership

1. How can behaviour change be encouraged and sustained amongst business and residential communities?
2. What specific 'tools' / projects do we have at our disposal?
3. Are there any opportunities for rewards and / or income generation?

[1-3 all discussed together]

- In terms of **behaviour change**, for **communities and people**, we're talking about behaviours like driving to work, and for **businesses**, things like changing the supply chain, and their procurement options.
- Hampstead BID recently introduced a [preferred supplier scheme with First Mile](#). As part of this they give out certificates (e.g. a gold, silver or bronze accreditation) which helps to incentivise businesses. This kind of '**league tabling**' helps create competition among businesses. Only been trialling this for a few months but hope to be able to share positive results over the next year or so.
- Could we better **monetise changes** we'd like businesses to make – such as, shutting a front door of a shop. This would help quantify the scale of changes proposed. This is similar to the approach used by First Mile, quantifying in terms of 'number of trees' saved.
- *Agree about the **value in producing stats***. 772 trees saved over the last 3 or 4 months through Hampstead BID scheme with First Mile.
- This all comes back to **measurement**, whether that's monitoring air quality, the number of vehicles removed, etc. How are we monitoring what we're doing to help drive change?
- What's the story we're trying to create? For example, it is helpful to get various facilities managers in a room, who speak the same language. It is also useful to keep members regularly/continuously updated.
- It would be useful to have access to the data from the projects mentioned by those at the workshop, provided it is available. You get **most behaviour change at the point of change**, for example when buying a new property. Camden try to use this to incentivise (further) change at these transitional points.
- For any proposed change, there needs to be a **clear framework and timeline**. We need to recognise it will take time for people to adjust. **Council incentives** should also be clearly signposted in one place, perhaps hosted on a complete list on their website for reference.
- In Hampstead, people are quite resistant and apprehensive to change. Again, if you can actually demonstrate savings, this helps. The BID are trying to discourage the view that it is '*someone else's problem*' and encourage the idea that '**every little helps**', particularly if we work together.
- Public resistance stresses the importance of using trials to demonstrate the effectiveness of a new scheme.

- We need to remember that we [the group] are working in the business of air quality, and that **the narrative needs to be translated for businesses and residents for whom other issues may be more relatable**.
- The Hampstead BID has been running a coffee cup recycling scheme with Camden. We have found **smaller, independent coffee shops quite easy to engage with**, just by dropping in with a flyer from off the street. **Larger businesses**, however, are far less easy to access.
- The NWECC feel they have a role to play in helping businesses to look beyond their own internal processes to recognise the impact they can have beyond their ‘front door’.
- Q – Are you finding it difficult to engage businesses who are already pursuing their own sustainability agenda, particularly larger businesses who may be dismissive if you approach at a local level about issues that are handled at a national level?
- It is an issue, in terms of engagement, when strategy is handled by head office, which local branches have no control over. We have found using case studies and sharing best practice has helped with this.

4. How can the Air Quality issue be escalated within the wider climate emergency?

- There **aren’t enough shocking facts or messages out there about air quality**. We [the public] know it’s serious, but not exactly how bad.
- Is it possible people are a bit fatigued with hearing about air quality? Is it over-talked in the media?
- On the contrary, we are finding it a really good time to engage with people about the climate emergency.
- We need to look through the lens of **young people**. Combining both air quality and the climate emergency, young people are clearly the group who will be the most adversely affected across their lifetime. It’s important to address this and focus on young people.
- The second most polluted school in the UK is located in the Hammersmith BID area. Recognising the importance of engaging with young people, we have worked with the school, for example on green infrastructure such as planting trees.
- NW3 as a postcode has the highest density schools in the UK. This includes a lot of private schools who classify as Hampstead BID members.
- Q to the group – What’s the role for ‘**Champions**’ and who should they be?
- High street retailers are crucial. NWECC are trying to work with these retailers to target younger people to shop more consciously.
- Is there perhaps a hypocrisy from many young people, whereby they support fast and unsustainable fashion, while attending a climate emergency strike? If so, is there a need for awareness raising among young people?
- Regarding sustainable schemes from high street retailers – such as, H&M’s [Garment Collection Programme](#) to encourage shoppers to return unwanted clothes for recycling – does anyone have any evidence or data from these as to how widely used they are?
- Many retailers are currently implementing similar schemes. There is room to shout out about it more by using case studies, for example. There were a group of tailors on Savile Row who decided to group together to arrange for a **collective cargo-bike delivery** to the street. When we approached them about this, the tailors mentioned that their incentive to do this was that it **simply made more business sense**.

- There is something to be said about boiling this down to the **individual level**, both in terms of the **responsibility** and the **opportunities**.
- The presentations mentioned the use of both ‘carrot’ and ‘stick’ methods to create behaviour change. Do we think measures should be a combination of both?
- At LB Camden, we recognise we are in a unique position, with very good transport links and good [political] support in favour of air quality related issues, meaning that the ‘carrot’-incentive already exists. This helps us to introduce more ‘stick’-type initiatives, perhaps with greater success.
- If all Boroughs are declaring climate emergencies, does this allow us to go *further*? We need **new measures**.
- Are some measures, such as a **one-off [Car Free Day](#)**, perhaps a little **gimmicky** and just for PR? Should we be focussing on more permanent and constant measures, that will have a greater impact on improving air quality. What does a one-off really achieve?
- Yes, a sustained initiative is also more likely to have a greater impact on behaviour change, than a one-off event.
- [*General support from the group for more regular and London-wide car free days, as mentioned by CRP’s Susannah Wilks during the presentations*].
- The group have mentioned that we require case studies to provide an evidence base. We already have these from other cities around the **world** who have already implemented more widespread car free initiatives. Why aren’t we using these **case studies** to implement action, rather than continuing to talk about potential action.

Workshop 2 Summary – Behaviour Change (Livia Caruso, Hammersmith BID)

- It's important to **collect baseline data** for comparison purposes. Measurement and data collection will allow people to see the change they are making.
- The use of **certification schemes** could enable communities and businesses to better understand behaviour change. Gold, silver and bronze categories will allow for the transfer of lessons of best practice principles between members of the public.
- Important to have **one clear narrative** for people - infographics are good for this.
- Different groups / organisations should take responsibility and **champions should be recognised** by remaining at the heart of these initiatives.
- **Bold leadership** is needed to make a bigger change overall which can help facilitate behaviour change. The use of the word emergency is serious and are we not doing enough, we need to **go further**. Is one car free day a year enough?
- A different way of thinking needs to be adopted, **sharing lessons** of best practice.
- **Monetisation**: There can be savings when it comes to behaviour change and it's important to encourage businesses whilst identifying the roles people should play.
- This can be championed via:
 - Fora, climate alliances, climate action plans, encourage global businesses.

3. Discussion Group 3 – Working Together

Facilitated by: Dan Johnson, NWEA and HOLBA

CRP Note taker: Chioma Wuche, Cross River Partnership

1. How can personal travel and freight deliveries / servicing be successfully managed in dense urban environments?

Personal travel:

- Giving people options to encourage the **active travel** element e.g. healthy streets
- Communicating with landowners across central London so cycle lanes can be joined up **across borough boundaries**
- **“Way finding”** - people who might not know how close they are for example pedestrians using walking routes and cycling instead of taking a taxi
- [Living Streets](#) are doing a central London walking network/publishing a map. Linking up/desire line e.g. did you know you can walk from Tate Modern to Oxford St. in 30 mins?
- There are already some maps doing exposure to Air Quality, CRP’s [Clean Air Route Finder](#) e.g. maps that show you how long it takes to walk above ground instead of using the tube
- Making people aware of options e.g. award programme/healthy snack at the end of the month to **incentivise people** to address the air quality challenge via gamification rewards
- Figure heads/ famous people/politicians/influencers as **“walking champions”**, benefiting city itself and making walking glamorous
- **Using influencers** to promote messages. E.g. tapping into **social media** apps like tic tok and Instagram, particularly for the younger generation. Local authorities are behind on social media
- Making it safe and inclusive, and prioritising **personal safety** as you don’t want to encourage people to walk in an unsafe area
- **Lighting** in the public realm
- A potential proposal - leaving **pedestrian crossings always on green**. Looking into signalling in the morning peak times. A potential **‘Green Day’**. Prioritising Pedestrians. Looking at trialling it in London Bridge area

Feedback to group:

- Cycle network, Mayor of London continue this investment
- Way finding, physical and digital
- Promoting attractive networks, communicating benefits of certain journey times
- Points scheme, rewards
- Designing for safety, both the road and personal safety
- Looking at what types of modes have priority

Freight/commercial traffic:

- Successful from who's point of view? A lot of businesses don't see problem with making their deliveries on time
- Engaging people from businesses e.g. tapping into social media
- There is a **disengagement with buyers** e.g. **"I just want my parcel to arrive"**
- There is also a disconnect between Air Quality issue and Health issue
- Consolidating freight deliveries in one area avoiding blocking
- Benefits for businesses: More exposure for retailer and savings for retailer (Consolidation zones)
- Are we confusing the population around messaging in Air Quality?
 - e.g. issues around the Air Quality on your tube journey to work, in the building you work, going to school, jogging/ running. Potentially people are getting confused.
 - The connection between Carbon/ Air Quality can be confusing
- We can argue that we need to consume less/buy less but the economic argument as a BID is to make money, so it is hard to negotiate
- Breathe London website: pollution monitors. Pattern of pollution percentage cubed.
 - Pollution at 4am in the morning is low- is this messaging confusing
 - Are we moving towards an appropriate Science education?
- It is numbers that scare people e.g. figures show that freight traffic is expected to grow, people like stats and numbers (things that are easier to quantify)
- How can we address the growth in commercial traffic?
- Air Quality monitoring- **Packaging**- taking up so space much in vehicles
- Analysis of a building/DSPs £3,000 to monitor Air Quality and baseline this and make recommendations for one business. **Incremental change**. If this can be developed into a wider narrative e.g. CRP's [deliverBEST](#) tool is a good starting point
- People/buyers need to know what the **true cost of deliveries** is e.g. making a Deliveroo food delivery, what is the **true** cost of this
 - This needs to be scalable. Pushing of good practice. How much benefit can happen across the board?
- In regard to the restrictions in emissions; **new Mayor doing more**, being bolder after May 2020 elections
- **Olympics 2012 games follow up**: This was a good time where people accepted short term restrictions, could these be repeated permanently?

Feedback to group

- Link the buyer's decision so they fully understand the impact of their decisions
- Crowded messages, what interventions can people support when there is a traffic of messages constantly being conveyed
- Are we producing and consuming too much? Should we look at prioritising this instead
- Looking at the analysis of building what are the demands of certain buildings. Use that data base to deliver service plans
- TfL have been generous in supporting local projects but need to roll them out on a big scale and **be more strategic**

2. How can the needs of residents and businesses be reconciled?

- Are they already reconciled?
- It is more common ground than uncommon ground
- People like good places to live and work, both businesses and residents want a successful, attractive place.

Tensions

- Noise pollutions, freight deliveries
 - Lessened by consolidation
 - Retiming - [London Lorry Control Scheme](#) review by London Councils
 - Code of practice
 - **Technology** to enforce charging people who make noise (like a Parking Charge Notice)
 - The West End in London is busier at 3am in the morning. It is difficult to find quiet slots
 - Good management of Dockless Bikes
- Westminster Air Quality Action Plan: Should we focus on **building emissions as well as transport?**
- Relationships between landlord and tenant
 - Retrofitting
 - Occupiers and responsibilities
 - Heritage buildings
 - Incentivising for landlords
 - Tenants look for sustainable buildings, [BREEAM standards](#)
 - Building health checks/health check ratings
 - However, initiatives such as the [GLA scrappage scheme for boilers](#) saw a low take-up
 - Is there an opportunity to link the review of the current **business rates** system to take into account emissions and thereby incentivise landlords to clean up their buildings and boilers?

Feedback to group

- There is a lot of common ground we have and potential partners we can work with
- There are also tensions e.g. timing of freight and deliveries
- Issue is about detailing about behaviour change and management on how these deliveries are managed
- No2 emissions are lower in Westminster for transport. But issue is buildings, does our focus have to change, moving over to retrofitting? Shift in our thinking?

3. How can BIDs, landowners and businesses be motivated to support Local Authorities in implementing their Air Quality-related policies working together?

- An **award** for local authorities/recognition
- **More BIDs**
- Communicating the good work that is happening
- Sharing good practice
- Finding out who is responsible for what
- Loss of customers threat
- Real challenge is getting business who are not in the BIDs' areas to change their practices
- Leadership from [Federation of Small Businesses](#)
- Call for action: develop a narrative around achieving something jointly, this can be motivating. Potential of [International COP26 in November 2020 in Glasgow](#).
- Or close a London bridge- drive people to do something different
- Change the narrative that central London is always going to be polluted
- Community action, community progress and improvement
- Pride in Clean streets

4. How can the Air Quality issue be escalated within the wider climate emergency?

- On cigarette packets people understand the impact on health. Maybe adopt this approach to Communicate health impacts of poor Air Quality
- We are custodians, something better for the future. **Custodians of the future**
- **More pan-London approaches**
- Message potentially being lost in Climate emergency
- More powerful than individuals targeting small pockets- addressing idling vehicles on the side of buses
- **Air Quality can help the climate change agenda.** It is something that you can see the immediate benefits of
- TfL advertising, short trips, need more support from London radio campaigns/newspaper campaigns, there is not enough of this/needs a push. Needs some more **high profile media** to get behind it

Workshop 3 Summary: Working together (Dan Johnson, NWECC and HOLBA)

How can personal transport and freight deliveries / servicing be successfully managed in dense urban environments?

- Personal travel, better infrastructure and better communication can all be joined up through improved wayfinding, promoting networks and communicating the **benefits of sustainable travel** i.e. clean air routes.
- **Incentives** through a point scheme to encourage active travel whilst supporting figure heads.
- Change thinking around what types of roads have priority, keeping personal and road **safety at the forefront**.
- **Messaging** around climate change and air quality can **cause confusion** around which interventions to adopt.
- Freight / commercial vehicles:
 - **Result of consumerism**, although the benefits need to be fully understood. Effective delivery and service plans need to be put in place. TfL are generous at supporting projects, but these initiatives now need to be **rolled out on a wider scale**.
- How to reconcile residents and businesses?
 - **Both groups have a common ground**, requiring a pleasant place to live and work.
 - 24/7 deliveries in London's West End, re-timing these deliveries could mitigate this.
 - Sources of NO₂ such as **traffic are beginning to decrease**, although, emissions from building are not. Should this now be our focus?

It needs to be recognised that the private sector can do things local authorities cannot and vice-versa. A support system between the two sectors needs to be recognised.

4. Discussion Group 4 – Legislation

Facilitated by: Paulius Mackela, London Councils

CRP Note taker: Tomos Joyce, Cross River Partnership

1. What is the role of legislation and regulation in improving Air Quality?

- A **facilitator** is needed to make change.
- A **bold** decision is needed. This can sometimes be politically uncomfortable e.g. **ULEZ** which is the key to making this change.
- Reality is to achieve **net zero** and this is a vision to strive for. [London Councils](#) always have this in mind when working on projects.
- **BIDs are able to persuade** business to help work towards this goal of becoming net zero.
- Before putting any legislation in place, **standards and mechanisms must be devised**. This will enable people to make change and eventually **engrain behaviour change**.
 - By 2050 these changes will become the norm, but a mechanism must be put in place to achieve this.
- There's a large percentage of the population who would not follow these mechanisms for improving air quality if there wasn't any legislation in place.
- DEFRA's **legislation are only averages** (e.g. NO₂ 24hr average), meaning that short-term exposure to the most polluting vehicles are not fully accounted for.
- There is currently **no standard** in the UK for PM_{2.5}.
- The health effects of PM_{2.5} are **not fully understood**, although, and the evidence base is accumulating.
 - UK air quality standards should be those set by [WHO](#) and this is what we should be aiming for. Tough to achieve and has **not been achieved in London**.
- If you don't meet these standards, what's the consequence?
- The public believe air quality standards are set for their health. Air quality / health experts should **set an example** for this.
- How can you legislate for behaviour change?
 - If it's law people should abide by this.

2. What new laws and regulations are required, at what levels, and how can they be enforced?

- Once we leave the EU where will air quality legislation sit?
 - What is the role of local authorities in this and do they have powers and funding to enforce this?
 - Will national government will set standards which local authorities deliver?

- Without the appropriate **resources, legislation** cannot be applied. Working in **partnerships** could help this by painting the bigger picture.
- Create new legislation which the public will find easy to adapt to e.g. plastic to paper bags.
- Cost can become an issue when changing to a new initiative and businesses may not implement this if it's not legislative. The **next generation** are beginning to **demand this change** regarding climate and the environment.
- It should be compulsory that all schools restrict traffic outside their gates, although, **not all legislation is appropriate** for all 33 London boroughs.
- **Congestion is one of the biggest problems** and solving this would not only help improve air quality but also noise pollution. Legislation needs to change to help facilitate this. **PM_{2.5} will only rise on the agenda.**

3. How can a holistic approach be taken so that businesses are not confronted with a plethora of complicated, un-coordinated and contradictory rules?

- How do we work with businesses on issues around air quality?
 - What's the response from businesses and suppliers when asked to change the way they operate?
- This is **dependent on the business** and the costs implications of adopting new methods. There is often a lot of on the ground enthusiasm and push from staff, although, senior management may push back due to financial implications. The financial gain from **going green does not always provide returns**. Engagement is the best way to make this change.

4. How can the Air Quality issue be escalated within the wider climate emergency?

- There is a real case for green walls through the planning process.
- Air quality and zero carbon emission are **now critical**.
- How do we become more efficient with this legislation?
- **When it costs** people, change will occur.
 - New legislation needs to be carefully thought out. We **don't want to cause issues** of greater congestion as a result of everyone buying electric vehicles. We care about air pollution at **times when it affects us**, not when it's the early hours of the morning. Create legislation which operates during certain times. At night the **atmosphere naturally cleans the air**.
 - We live in **24-hour cities** and BIDs are encouraging this. Time restrictions at certain times of the day would **not be helpful**.
 - It is difficult to measure air quality due to a **shortage of monitors**.
 - A lot of work needs to be done in the realm of air quality monitoring. A tool that promotes different routes to walk does **not address the air quality problem** at source.
 - Air pollution sources include traffic and building. We need legislation that will tackle each of these.

- Legislation won't help us achieve targets of becoming carbon neutral. A building cannot be built without carbon.
- [Absolute Zero report](#) provides an evidence base for becoming zero carbon in the next 10 years.
- Local Authorities have a lot of public support for air quality issues and change.
- We have many priorities and we are reliant on the car for comfort and practicality. We must **consider the inequalities** caused as a result of new legislation e.g. how older, more polluting buses are being pushed into the outer boroughs.
- Local Authorities have power but may not be able to use them due **lack of resources**.
- Environmental health officers will not work on air quality issues first. Issues such as food hygiene will take priority.
- Enforcement should be about **education**.
- If people can't do something, we should **help them understand** the reason why they shouldn't be doing something.
- **Legislation is there to act as a stick.**

Workshop 4 Summary - Legislation (Paulius Mackela, London Councils)

First two questions focused on legislation and improving air quality.

- Legislation on national, pan-London and local authority levels should **be bold for standards to follow**. The current environment bill isn't bold enough and should **adopt WHO's standards** by 2030.
- Local Authorities and boroughs have power to enforce this legislation but lack resources. There is a need to **improve air quality monitoring** in the capital to create policy change and educate the public.

Second half focused on how we work with businesses and looked at the wider climate debate.

- Local Authorities have a lot of support and it is the right time to do this due to the climate emergency. It's important to **work in partnership** showing the cost saving and benefit.
- There is **not one homogenous policy** that will work for everyone. This should be realised and should be tailored to different settings and needs.

8. Summary, next steps and close (Simon Pitkeathley)

Two themes with all four presentations:

1. **Engagement:** takes time for businesses and residents, generally under-allocate resource to this.
2. **Communication:** How to talk about this in a way that's clear and understandable.

Feedback from the Green Wall

Themes to note:

- **Evidenced based intervention.**
- **Effortless:** It has to work for people.
- **No fires:** 1st and 4th world problems.
- **Trees:** More of them.
- **Health:** Freedom from asthma and clean skin. We are ageing much quicker as a result of poor air quality!
- **Technology:** Devise new ways to help improve, measure and incentivise better air quality.
- **Fun:** Engaging and easy for the public.
- **As good as the countryside:** Make London feel like the country.

Thank you to Councillor Heather Acton for hosting our event here at Westminster City Hall.

Thank you to all those who presented, facilitated, contributed and helped make this event such a success.

Do join us for a glass of wine and further conversations!