

# BRUM BREATHES

## BIRMINGHAM'S JOURNEY TO CLEAN AIR

Presentation to Sustainability and Transport Overview and Scrutiny Committee

STEPHEN ARNOLD  
HEAD OF CLEAN AIR ZONE

16 DECEMBER 2020



**Making a positive difference** every day to people's lives

# Birmingham's Clean Air Zone: 1 June 2021

## TYPE D

Includes all vehicle types

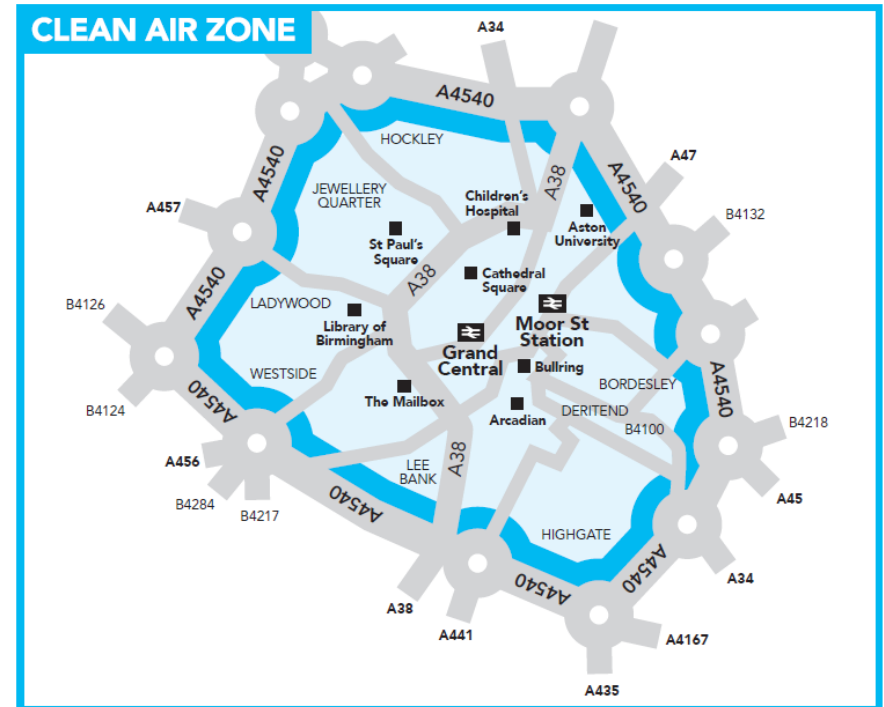


Daily charge will apply 24 hours a day

- |                           |            |
|---------------------------|------------|
| ▪ Cars, taxis, vans       | <b>£8</b>  |
| ▪ HGVs, coaches and buses | <b>£50</b> |

Revenue generated to be invested in transport-related projects and policies

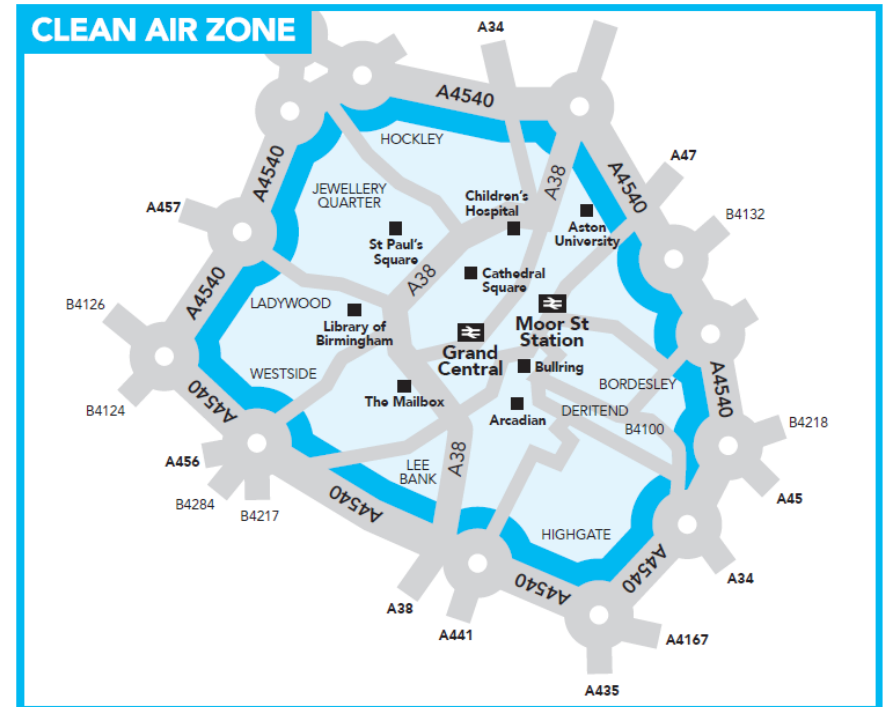
- Opportunities already identified:
  - Controlled Parking Zones to mitigate localised impacts of the Clean Air Zone
  - Funding for the Hydrogen bus pilot
  - City centre pedestrianisation and public realm improvements
  - Enhanced programme of bus priority, walking and cycling schemes



# Preparing for the launch of the Clean Air Zone

## The infrastructure of the Clean Air Zone

- The rollout of the infrastructure required to support and enforce the Clean Air Zone has continued to progress
- A network of 67 ANPR cameras on the perimeter and inside the Clean Air Zone is now expected to be completed in December 2020
- The work to deploy almost 300 road signs is scheduled for completion in the new year.
- Systems integration and testing will also start in the new year
- Final testing and staff training is scheduled to begin three months from the launch date (1 June 2021)

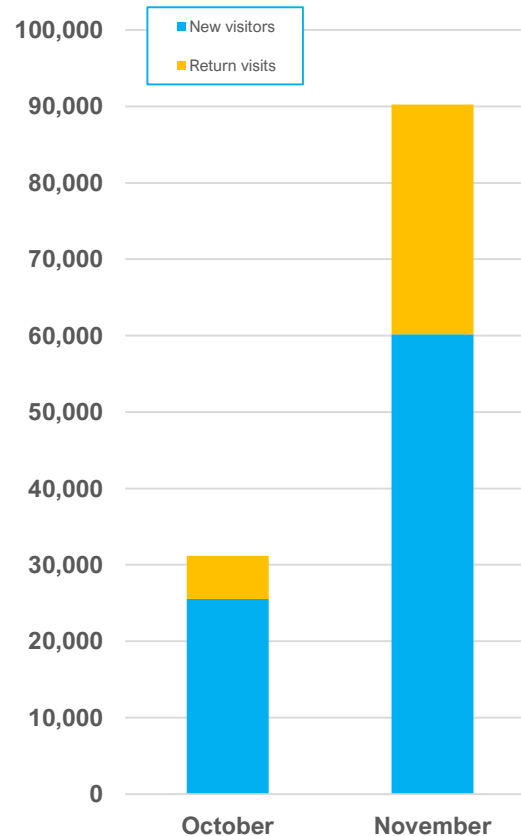


# Preparing for the launch of the Clean Air Zone

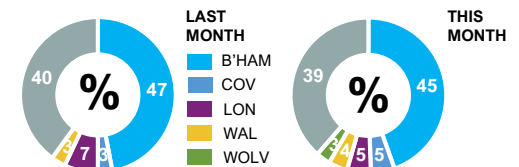
## Building awareness ahead of the launch of the Clean Air Zone

- Awareness of the Clean Air Zone is high (92%\*)
- Awareness about the basic facts of the Clean Air Zone are fairly high in terms of which vehicles would be affected
- Similarly, most respondents with some knowledge of the Clean Air Zone were able to correctly identify (without prompting) some of the vehicles and people that would be exempt from the daily charge
- Just under half of all respondents (46%\*) support the Clean Air Zone with 24%\* not having a view either way
- Nearly two thirds of all respondents (63%\*) thought the Clean Air Zone was being introduced to improve air quality, reduce air pollution and/or public health.

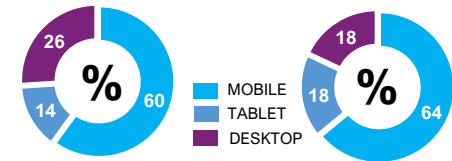
### Online: website traffic



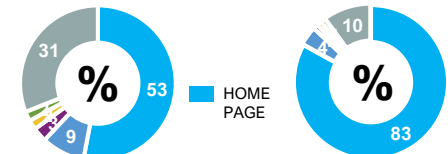
### Where are they coming from?



### How are they getting to us?



### What are they looking at?



\*SOURCE: IPSOS MORI survey commissioned by the Joint Air Quality Unit (Jan – Apr 2020)

# Preparing for the launch of the Clean Air Zone

## Working with multiple stakeholders around the city and region

- Engagement with partners and stakeholders is ongoing
- The Clean Air Zone team are focusing on local and regional stakeholders
- Over the last year the focus of the programme has been on explaining the need for the Clean Air Zone and the support available to various groups

### BUSINESS

- Partnership with the Birmingham and Solihull Chambers of Commerce
- Support for briefing events hosted by Road Haulage Association and others
- Brum Breathes business events and webinars

### COMMUNITY

- Brum Breathes Community Champions (in partnership with Sustrans)
- Briefings (face to face and virtual) with faith group leaders
- Briefings through ward forums
- Clean Air Zone members working group (chaired by Shabana Mahmood MP)

### HEALTH AND VOLUNTARY

- Birmingham Women's Children's NHS Foundation Trust
- Client Earth
- Asthma UK, British Heart Foundation, British Lung Foundation

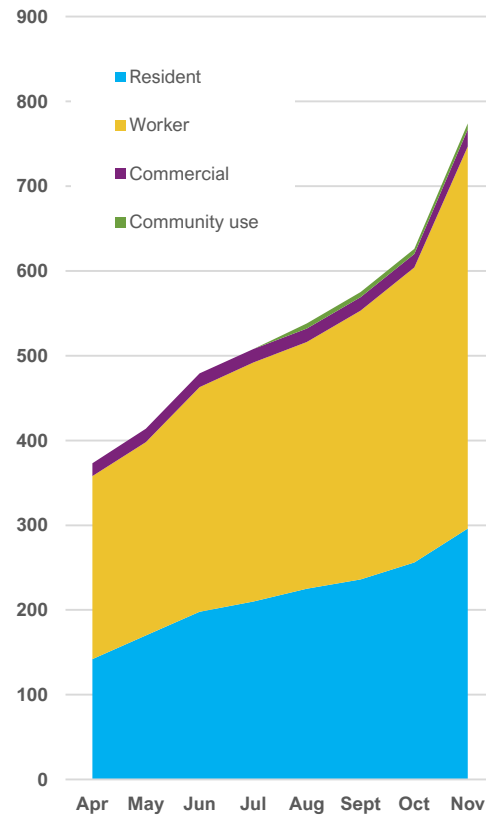
### INFORMATION SHARING

- Brum Breathes monthly email newsletter (c. 5,000 subscribers)
- Content creation – video stories
- Website optimisation – ensuring content supports user journey
- Creation of a working group with neighbouring authorities
- Staff briefings (BCC)

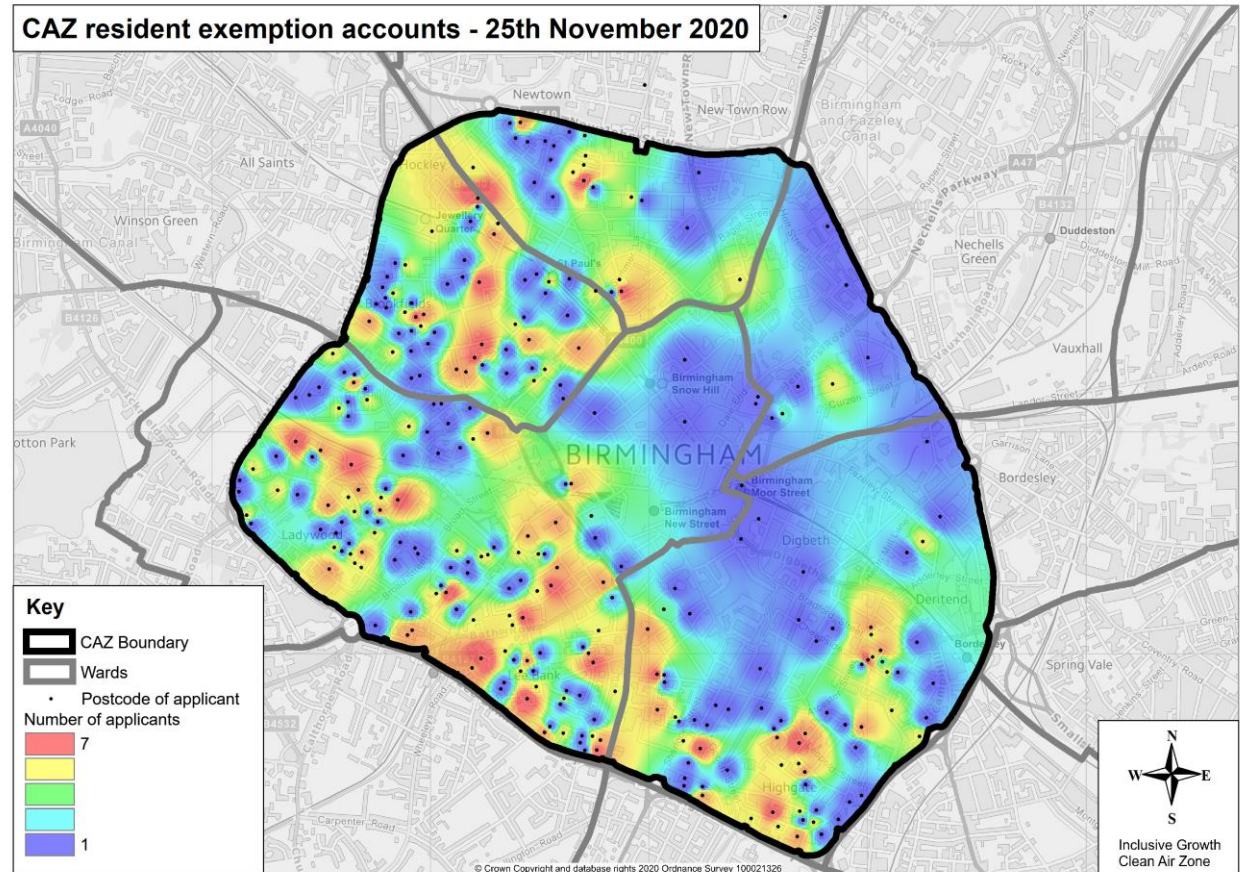
# Preparing for the launch of the Clean Air Zone

## EXEMPTION APPLICATIONS

### APPROVED APPLICATIONS (787)



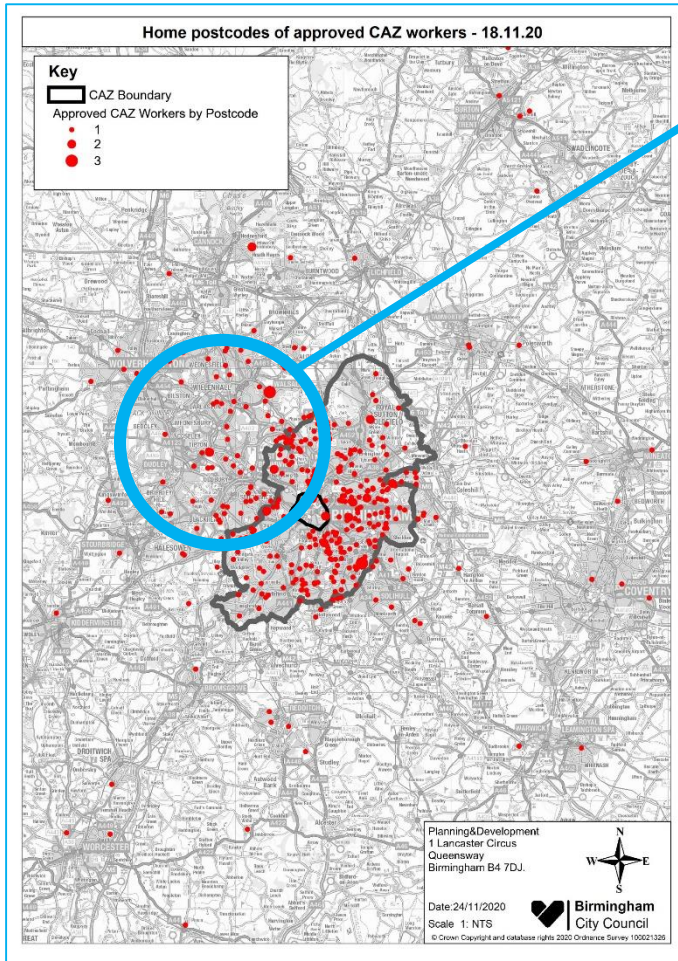
### CAZ resident exemption accounts - 25th November 2020





# Preparing for the launch of the Clean Air Zone

## Exemptions: Workers in the Clean Air Zone

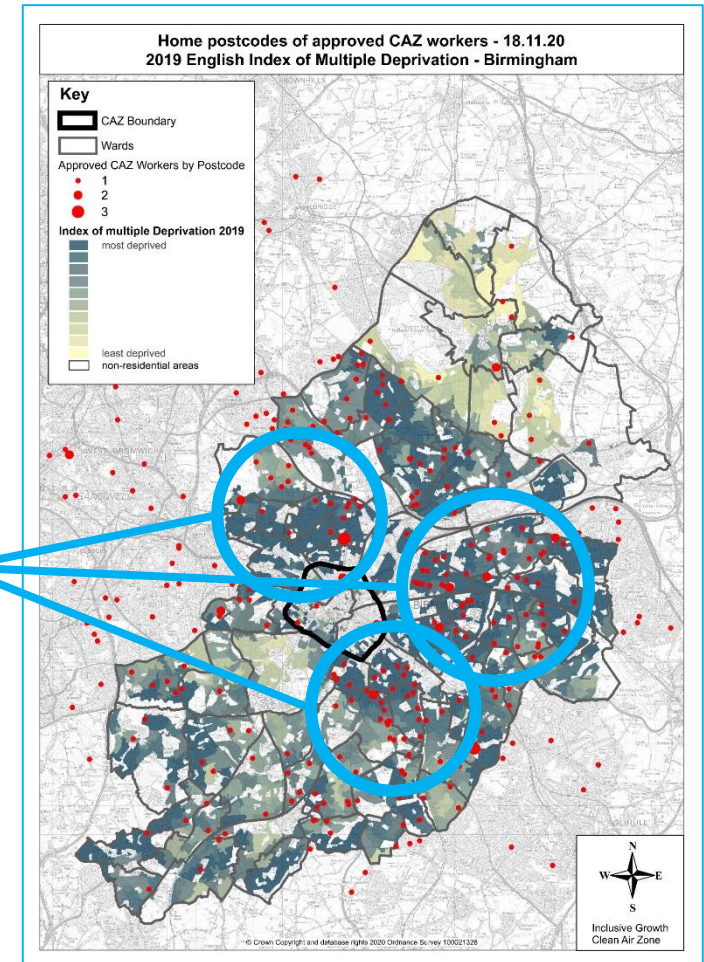


### LOW INCOME WORKERS IN THE CAZ

Cluster of applications to the west of the city – in line with commuter flows

### LOW INCOME WORKERS IN THE CAZ

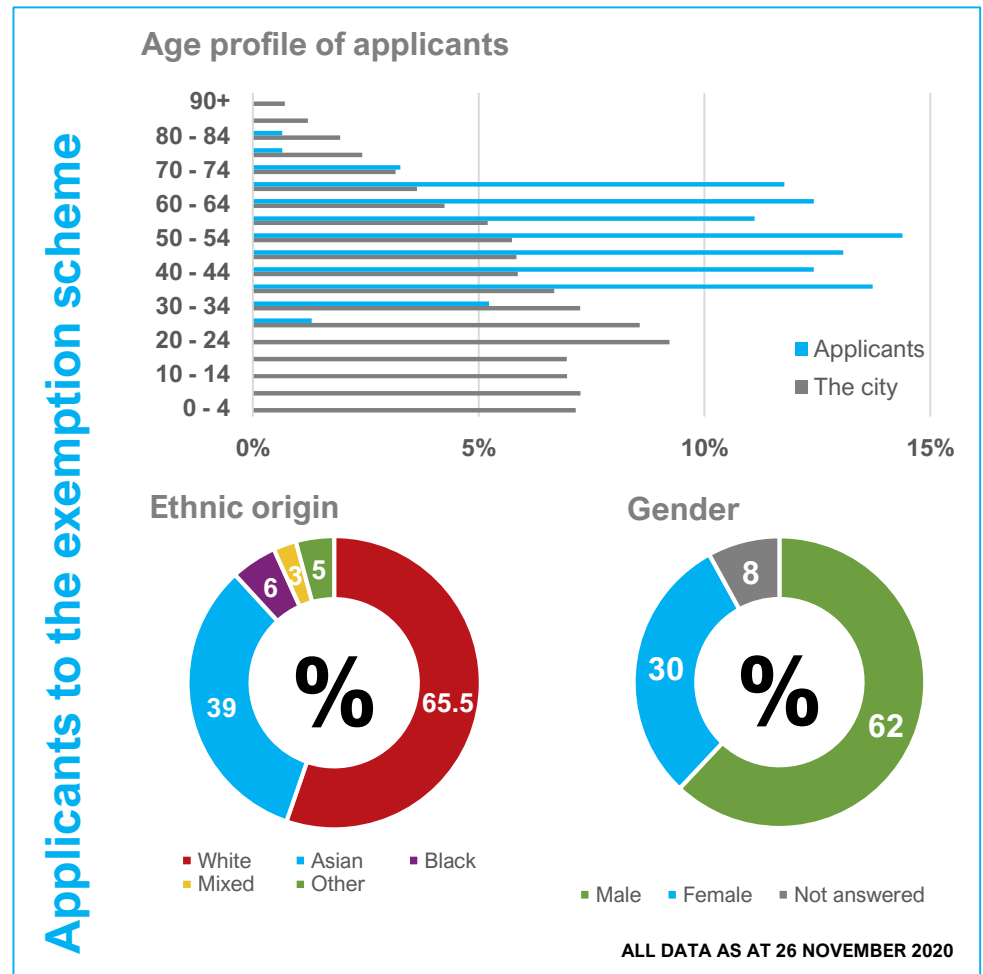
Clusters of applications to areas of the city with higher levels of deprivation



# Preparing for the launch of the Clean Air Zone

## Making the application process as straightforward as possible

- Overall satisfaction with the application process is fairly high (50%\*) with a further 20% of respondents neither particularly satisfied nor dissatisfied
- The main reason for dissatisfaction are the terms and conditions (16.9% of respondents who found the process difficult) and the application platform itself (12.3%)
- An application guidance document is available with 69% of people who used the document saying they found it Helpful or Very helpful
- The team continues to monitor customer feedback on a monthly basis and will continue to refine the process.



\*SOURCE: Clean Air Zone team survey of all applicants to the exemptions scheme (Mar – Oct 2020)



# Preparing for the launch of the Clean Air Zone

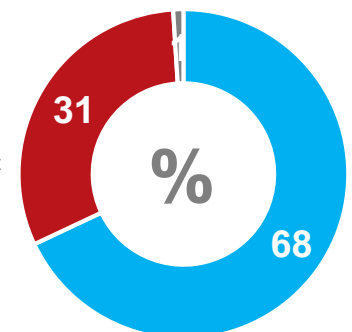
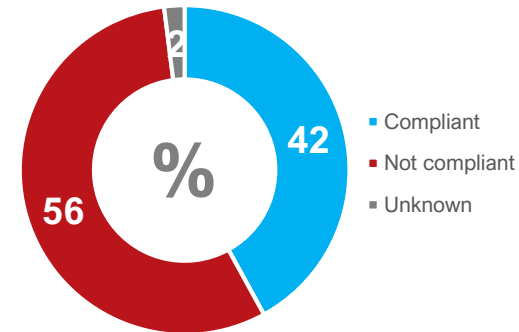
## Financial incentives

- The Council has created a number of financial incentives to help key groups of people prepare for the launch of the Clean Air Zone
- Applications to these funds launched on 8 October 2020
- Since launch these schemes have paid out c. £200k in grant funding
- Taxi grants are generating the most applications with just over 600 received (as at the end of November 2020)
- There is a high level of interest from the private hire fleet
- There has been an improvement in the overall level of compliance in the private hire fleet

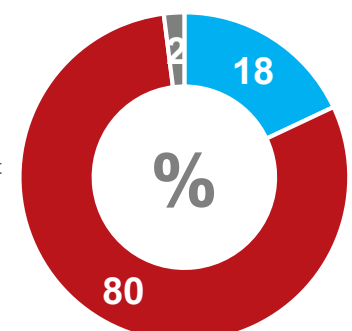
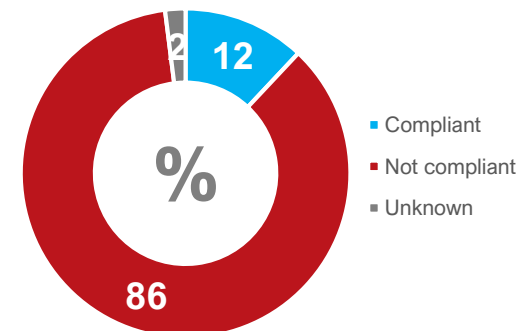
2018

2020

### PRIVATE HIRE VEHICLES



### HACKNEY CARRIAGE VEHICLES



ALL DATA AS AT 26 NOVEMBER 2020

**birmingham.gov.uk**



**@BhamCityCouncil**



**@birminghamcitycouncil**



**@birminghamcitycouncil**

