

# Birmingham Clean Air Zone Consultation Strategy

## Introduction

Birmingham is on a journey to cleaner air.

Pollution in the air, mainly caused by vehicles on the roads, is having a harmful effect on the health of people living, working and studying in the city.

Our population is growing, new buildings are going up, our rail and metro systems are getting bigger and faster and we have the Commonwealth Games to look forward to in 2022. All these things are great for the city and region. We want everyone to enjoy them, now and in the future. Improving air quality will mean more people, especially children, live healthier lives.

We need cleaner air as soon as possible and have already started to make positive changes. The Government has asked Birmingham, and a number of other cities, to introduce a Clean Air Zone (CAZ) from January 2020. This doesn't give us long, but it is still important that we follow the right steps and ask the right questions to ensure that we take the right actions and make the right changes.

However air quality is not a simple problem and we do not have a simple solution. For instance work to date suggests that the Clean Air Zone will need to restrict all types of vehicle, including private cars. Air quality data from monitoring stations and models show that there are a number of places in the city, near to the busiest roads, where pollutants exceed the legal limit. Our first goal, therefore, is to improve air quality to a level where we are not breaking the law. After that we want to continue to make our air cleaner and improve people's health.

Key messages for all activity:

- Clean air is a basic human right for every single person who lives in, works in and visits Birmingham.
- Air pollution is responsible for up to 900 early deaths a year in Birmingham – this is unacceptable and must be addressed now.
- We are already tackling air pollution in many ways – the Clean Air Zone will be just one.
- If we don't tackle poor air quality together now, there will be serious implications for future generations.
- Improving our air quality is everyone's responsibility.

## Section 1: Research

### Introduction

Air quality affects everyone who visits, lives and works in Birmingham and we know levels of nitrogen oxides (NO<sub>x</sub>) and particulate matter (PM<sub>2.5</sub>) are too high. We know that up to 900 premature deaths a year can be attributed to poor air quality, second only to tobacco smoke. Poor air quality is linked to a wide range of illnesses and conditions, including cancer, diabetes, asthma, stroke and heart disease.

The Department for Environment, Food and Rural Affairs (Defra) estimates that nitrogen dioxide (NO<sub>2</sub>) contributes to shortening lives by an average of five months, with the overall population burden estimated to be the equivalent of nearly 23,500 deaths in the UK each year. The Department of Health's Committee on the Medical Effects of Air Pollutants (COMEAP) estimated that the burden of particulate matter air pollution in the UK in 2008 to be the equivalent of nearly 29,000 deaths, with an associated loss of population life of 340,000 life years lost.

### Public perception survey

In March 2017, we conducted an online survey, gauging public perception of the issues around air quality in Birmingham. 1,104 people responded; 97% thought air quality was either a very or fairly important issue, and 87% believe it needs addressing immediately.

Key findings:

- Health is a key concern for the vast majority, with 88% believing the impact of air pollution on health to be 'very serious', while 68% felt the same way about the impact on the environment.
- People generally understood road transport to be a major contributor to air pollution, citing congestion and idling vehicles (86 per cent), lorries and vans (83 per cent), and private diesel cars (82 per cent).
- People are concerned about the impact of air pollution on themselves and others (67 per cent), the burden on the NHS (60 per cent), and climate change (58 per cent).
- 67 per cent thought air quality was very or fairly important in making travel choices.
- People felt that air pollution should be tackled by more people using public transport (75 per cent), more trees/green spaces (70 per cent), and restrictions on most polluting vehicles in certain areas of city (68 per cent).
- Responsibility for tackling the city's air pollution was felt to lie with Birmingham City Council (89 per cent), UK Government (82 per cent), and members of the public (70 per cent).

### ANPR study

In November 2016, cameras using Automatic Number Plate Recognition (ANPR) recorded vehicles entering and moving around Birmingham city centre, to determine the numbers and types of vehicles and their movements into and through the city centre. A further study was completed in June 2017 monitoring vehicles further out from the city centre.

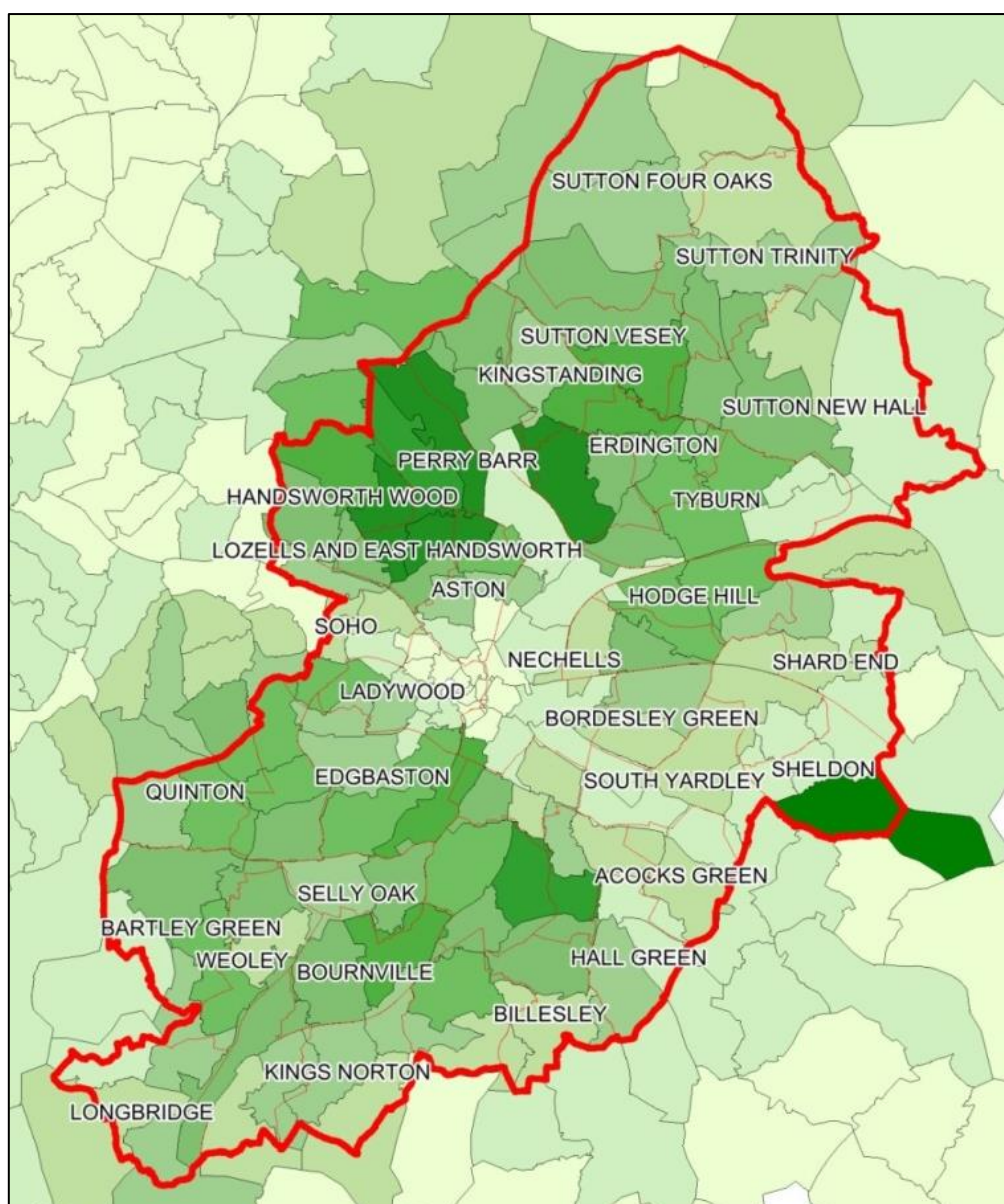
Using the November 2016 data, 83% of the vehicle trips entering the city centre are cars (including Private Hire Vehicles). Looking at Euro standards for compliance with a Clean Air Zone (Euro 4 petrol, Euro 6 diesel), proportions of the fleet compliant as at November 2016 can be estimated:

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Vehicle type	Compliant	Non-compliant	Total
Car	39%	45%	84%
LGV<3.5T	0%	9%	9%
OGV	0%	2%	2%
Taxi	0%	1%	1%
Bus	1%	2%	3%
Other	0%	1%	1%
Total	40%	60%	100%

DVLA records can be used to identify the postcode sector of the registered address of each vehicle. Postcode information has been sourced for a sample of the ANPR data (three week days and Saturday, 06:00-10:00) and from this we can estimate that approximately 68% of non-compliant cars visiting the city centre are registered within the Birmingham boundary.

In the map below, the darker the shade, the higher the number of non-compliant cars registered in the postcode sector:



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## **Equalities Analysis**

The equalities analysis for this consultation identified that people with certain protected characteristics would be differentially affected by the implementation of a Clean Air Zone and other measures to improve air quality:

- Age - Poor air quality has been linked to poor health impacts on children and older people so this policy should have a positive impact for these groups.
- Disability - Poor air quality has been linked to poor health impacts on those with disabilities and long-term health conditions (as pollution contributes to many of these conditions) so this policy should have a positive impact for this group.
- Pregnancy and maternity - Pregnant women are likely to be affected due to the impact of poor air quality on unborn children.
- Race - Higher levels of poor air quality are in area of the city with high populations of Black, Asian and Minority residents.

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## Section 2: Approach to consultation

### Introduction

This section covers consultation on a Clean Air Zone and other measures to reduce air pollution.

It is also not an exhaustive plan; it is likely that new opportunities for engagement will emerge during the consultation, and that initial feedback may identify additional information we can publish. As such, the strategy is 'live' and may change during implementation.

### Consultation content

We will consult on a CAZ D option, to include all roads within the A4540 Middleway ring road, plus additional measures to improve air quality.

Details of the CAZ proposals are set out in the CAZ consultation narrative.

Additional measures to reduce air pollution from motor vehicles are included in the consultation narrative but are likely to require additional public consultation prior to introduction.

Mitigations for certain vehicles or people/groups are also suggested in the consultation narrative.

We will ask members of the public to comment on the proposals for the CAZ, to suggest any further measures which we have not included, to tell us the impact the CAZ will have on them, and to help us understand what mitigations may be required for particular people/vehicles.

Representatives of businesses and organisations will be asked a slightly different set of questions, intended to elicit similar information but tailored to their different context and needs.

### Roles and responsibilities

Role	Name
<b>Senior Responsible Officer</b>	Jonathan Tew, Assistant Chief Executive
<b>Political lead</b>	Cllr Waseem Zaffar, Cabinet Member for Transport.
<b>Air Quality communications lead</b>	Stephen Arnold, Head of Marketing
<b>CAZ communications and consultation lead</b>	Mel Jones, Head of Transportation and Traffic Services
<b>Supporting departments</b>	<ul style="list-style-type: none"> <li>Transport &amp; Connectivity (Economy Directorate) – Philip Edwards</li> <li>Transportation Behaviour Change – Rebecca Hawthorne</li> <li>Transport Policy – David Harris</li> <li>Public Health – Chris Baggot, Vicky Idiens Mason</li> <li>Environmental Health – Mark Wolstencroft</li> <li>Corporate Comms/Press Office – Stephen Arnold, Jonathan Horsfall</li> <li>Turner &amp; Townsend (programme management) – Vinny Naga</li> </ul>

### Timing

Subject to Cabinet approval, a 6 weeks consultation will be held from 4 July to 17 August 2018.

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## Dissemination of information

Full consultation information (including technical reports) will be held online on the council's website ([www.birmingham.gov.uk/caz](http://www.birmingham.gov.uk/caz)) and Be Heard.

Key documents (consultation summary booklet, key consultation information clearly presented on a – 4-8 pages A4, paper copy of questionnaire) will be available in libraries across the city.

Messages informing people about the consultation and directing them to the website will be shared out across appropriate channels including:

- Existing stakeholder and community networks
- Existing email and other electronic communications (corporate BCC, departmental and schools)
- Roadside signage on approach to CAZ area
- Radio and press advertising
- Public transport user messages, e.g. on bus stops
- Printed flyers (to be delivered to properties in and near to proposed CAZ and used at events/elsewhere as appropriate)
- Traditional media (press release/media briefing)
- Social media

Wherever possible, we will make best use of existing contacts and networks to raise awareness, engaging directly with larger and umbrella organisations and asking them to target their members. We don't want this to be an issue which is 'pushed' on people from above, we can expect a better response if people hear about it from a trusted source and then get taken on the journey with us.

## Response channels

Responses will primarily be collected online via Be Heard; there will be a single online survey but respondents will be categorised as responding as an individual citizen or on behalf of a business/organisation and asked a different set of questions (with some common questions).

Where contact is made a channel other than Be Heard, we will strongly encourage people to also complete the questionnaire online or on paper, if they are able.

In addition:

- Email correspondence will be collated via [cleanair@birmingham.gov.uk](mailto:cleanair@birmingham.gov.uk) with emails acknowledged and respondents informed as to whether they can expect a direct response to their message.
- Hard copies of the information and questionnaire (for individuals) will be available in libraries with a collection box for returns or on request by phone with a freepost address for returns.
- A dedicated phone line will be available with an answerphone outside office hours.
- 11 face to face 'drop in' sessions will be hosted by Birmingham City Council officers in multiple locations across Birmingham.
- Business/stakeholder briefing sessions will be hosted within the city centre.
- Officers will attend key strategic stakeholder meetings (targeted to maximise impact with very limited officer resource).
- A face to face 'drop in' session for Councillors will be held alongside Full Council meeting in July.

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- A presentation and materials pack will be made available for Ward Forums on request – officers will not attend the individual meetings due to meeting cycles and resource constraints.

## Branding

Consultation collateral will carry the #brumbreathes branding, including the BCC logo. Where possible, information specific to transport initiatives, particularly the Clean Air Zone will also feature the Birmingham Connected logo.

## Budget

Costs of consultation are expected to be recovered from the Joint Air Quality Unit, through which national government is making funds available for implementation of air quality solutions. Prior to recovery, the cost will be charged to the Future Council Transformation programme for the Clean Air Zone (TA-01849-01-1).

## Consultees

We have identified nine key sectors for targeted engagement:

- |                                  |                              |
|----------------------------------|------------------------------|
| • Business and economy           | • Media, comms and marketing |
| • Education and skills           | • Science and technology     |
| • Environment and sustainability | • Transport                  |
| • Health and wellbeing           | • Political                  |
| • Housing and communities        |                              |

In addition, as a public engagement exercise, we seek to engage with the citizens of Birmingham as individuals. Poor air quality and its solutions is an issue affecting every citizen, so we will endeavour to make as many people as possibly aware of the consultation. However, it will be particularly important to actively engage with those parts of the community who:

- are most affected by the impacts of air pollution:
  - younger people
  - disabled people
  - pregnant women
  - people from BME communities
  - city centre residents
  - city centre workers
  - residents along major roads
- cause more air pollution and are thus likely to be more affected by measure to reduce it:
  - people frequently driving to the city centre in diesel cars
  - people who drive significant distances within Birmingham as part of their job

Finally, the city council itself is a significant contributor to air pollution and internal engagement will be needed. Work on air quality is already undertaken across several council departments, but it is likely that every department will be affected by the implementation of solutions.

## Materials and resources

Item	Copy/content	Distribution
Flyer	Short, to raise awareness of consultation and direct to website	<ul style="list-style-type: none"> <li>Delivered to all properties in and near proposed CAZ area</li> <li>All events</li> <li>Available to Councillors, officer and partners to promote the consultation</li> </ul>
Poster	Short, to raise awareness of consultation and direct to website	<ul style="list-style-type: none"> <li>Printed copies to libraries hosting materials</li> <li>Available to Councillors, officer and partners to promote the consultation</li> <li>All events</li> <li>Available online (pdf download)</li> </ul>
Booklet	4-8 page document with the consultation narrative	<ul style="list-style-type: none"> <li>Printed copies to libraries hosting materials</li> <li>Available to Councillors, officer and partners to promote the consultation</li> <li>All events</li> <li>Available online (pdf download)</li> </ul>
Social media schedule and images	Sample tweets/Facebook posts for use across BCC accounts	<ul style="list-style-type: none"> <li>BCC corporate and departmental social media</li> </ul>
Web copy (.gov.uk) and images	<p>Copy based on booklet content.</p> <p>Slider images to promote on landing pages</p> <p>All documents available as PDF downloads</p>	<ul style="list-style-type: none"> <li><a href="http://www.birmingham.gov.uk/caz">www.birmingham.gov.uk/caz</a></li> <li>Main birmingham.gov.uk homepage</li> <li>Key landing pages including /connected, /transport, /cleanair</li> </ul>
Be Heard copy and questionnaire	<p>Copied based on simplified/shorter version of booklet.</p> <p>PDFs of booklet and policy statement</p> <p>Questionnaire for individuals and organisations</p>	<ul style="list-style-type: none"> <li><a href="http://www.birminghambeheard.org.uk/economy/caz">www.birminghambeheard.org.uk/economy/caz</a></li> </ul>
Paper questionnaire	Questionnaire for individuals only	<ul style="list-style-type: none"> <li>Printed copies to libraries hosting materials</li> <li>All events (events will primarily collect questionnaire responses on tablets connected to Be Heard)</li> </ul>
Press release	Release and supporting 'facts and figures' timed for consultation launch	<ul style="list-style-type: none"> <li>Via press office</li> </ul>
Presentations	<p>Presentation for delivery by CAZ team</p> <p>Presentation suitable for partner presentation without CAZ team</p>	<ul style="list-style-type: none"> <li>Staff training session ahead of consultation</li> <li>Business/stakeholder events</li> <li>Other events as appropriate</li> <li>Download from website</li> </ul>
Email	Model email for Councillors/stakeholders to	<ul style="list-style-type: none"> <li>Download from website</li> </ul>



Item	Copy/content	Distribution
	disseminate	
FAQs	Response to emerging FAQs during consultation period	<ul style="list-style-type: none"> <li>Download from website</li> </ul>

## Evaluation

The consultation report will present:

- details of feedback received
- preferred options for air quality solutions, including the CAZ
- feedback to inform the content and methodology for implementation of the CAZ and additional measures.

The report will be made available to the public 4 weeks after consultation ends, removing any sections where data protection or other sensitivities prevent publication.

## Section 3: Stakeholder management plan

### Stakeholder matrix

The table correlates stakeholders with communications channels. It is likely that some people will also find out about the consultation directly via our response channels, i.e. BCC website, Be Heard website and materials in libraries, but we will not rely on this.

A wider stakeholder engagement plan is being created for overarching engagement on Air Quality in Birmingham.

■ dark purple indicates a primary channel for engaging the stakeholder; ■ light purple indicates a secondary channel for engaging the stakeholder.

Stakeholder sector	Stakeholder example (not comprehensive)	Social media	Existing email & other E comms	Traditional media (press release)	Stakeholder & community networks – incl. Councillors	One of: Roadside signs (recommend), Radio ads, Bus rear ads	Public transport user messaging	Printed flyers (distribution strategy tbc)
Individuals	Younger people	■	■	■	■	■	■	
	Disabled people	■	■	■	■	■	■	
	Pregnant women	■	■	■	■	■	■	
	People from BME communities	■	■	■	■	■	■	
	City centre residents	■	■	■	■	■	■	
	City centre workers	■	■	■	■	■	■	
	Residents along major roads	■	■	■	■	■	■	
	People frequently driving to the city centre in diesel cars	■	■	■	■	■	■	
	People driving significant distances in Birmingham within job	■	■	■	■	■	■	
Business & Economy	Business Improvement Districts (especially city centre)	■	■	■	■	■		
	Chamber of Commerce	■	■	■	■	■		
	Federation of Small Businesses	■	■	■	■	■		
	Greater Birmingham and Solihull LEP	■	■	■	■	■		
	Individual businesses	■	■	■	■	■		
Education & Skills	Universities	■	■	■	■	■		
	Colleges	■	■	■	■	■		
	Schools	■	■	■	■	■		
Environment & Sustainability	Environmental Groups	■	■	■	■	■		
Health &	Public Health England/LfPH	■	■	■	■	■		

Stakeholder sector	Stakeholder example (not comprehensive)	Social media	Existing email & other E comms	Traditional media (press release)	Stakeholder & community networks – incl. Councillors	One of: Roadside signs (recommend), Radio ads, Bus rear ads	Public transport user messaging	Printed flyers (distribution strategy tbc)
Wellbeing	Clinical Commissioning Groups							
	Hospitals, GP surgeries, etc.							
Housing & Communities	Housing Associations							
	Tenants' and residents' groups							
Media, Communications & Marketing	Local Press/Media							
	BBC WM							
	West Midlands Growth Company							
Science & Technology	Universities							
	Science Parks							
Transport	Transport for West Midlands							
	Highways England							
	Public Transport operators							
Political	Birmingham Councillors							
	Birmingham MPs/MEPs							
	WM Mayor							
	WMCA							
	Other WM elected members/LAs							
BCC	BCC departments							

## Stakeholder Briefings

It is likely that this consultation will generate a lot of questions from businesses within Birmingham, not all of which we will be able to anticipate at the planning stage.

A number of business and stakeholder briefings will be held within the city centre and will provide an opportunity to present the consultation information in a little more depth and to open more direct dialogue between Birmingham City Council and businesses. This will also be an opportunity to enlist the assistance of key businesses and stakeholders in disseminating consultation information via their own networks.

At least one member from the technical support team and a senior BCC officer will be present at each business briefing and there will be an opportunity for delegates to stay behind after the briefings to engage directly with the BCC staff.

Stakeholder Briefings Provisional Events Timetable:

Date	Day	Time
11 July	Wednesday	08:00 – 12:30
18 July	Wednesday	13:00 – 18:00
09 August	Thursday	08:00 – 12:30

## Stakeholder Relationships

Through Birmingham Connected and other BCC networks, we have good relationships with a large number of stakeholders, which should be used to disseminate consultation information and stimulate conversation.

The consultation will also present an opportunity to build relationships with new stakeholders.

## Reaching the people most affected

During the consultation, we will use networks to reach as many people as possible in Birmingham. Some specific groups have been identified as more affected by the introduction of a CAZ than others, and consultation responses will be monitored to ensure that these people are adequately represented.

If adequate representation is not achieved, it may be necessary to weight responses during the analysis, or to undertake further proactive engagement with key groups (e.g. focus groups) after the consultation.

Further, in order to ensure that people who will be most affected by the CAZ area well informed about the CAZ, we will hold a number of public drop-in sessions in multiple locations across Birmingham, giving members of the public an opportunity to engage with Birmingham City Council officers and find out more about the CAZ. Paper questionnaires and other consultation materials will be available at the drop-in sessions, with individuals encouraged to complete the questionnaire on the day.

Feedback gathered from the drop-in sessions will be fed to the correspondence log, which will be issued to the consultation analysis consultant to include on the analysis report.

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**Public Drop-In Events Timetable**

Date	Day	Venue	Time
09 July	Monday	Acocks Green Library Shirley Road B27 7XH	15:00 – 18:30
17 July	Tuesday	Ladywood Community Centre 222 St Vincent St W B16 8RP	16:00 – 20:00
19 July	Thursday	Stirchley Baths Bournville Lane B30 2JT	15:00 – 19:00
24 July	Tuesday	Handsworth Wellbeing Centre Holly Road B20 2BY	16:00 – 20:00
26 July	Thursday	Heartlands Hospital Heartlands Education Centre Bordesley Green Road B9 5SS	16:00 – 20:00
28 July	Saturday	All Saints Community Centre 2 Vicarage Road Kings Heath B14 7RA	12:00 – 16:00
31 July	Tuesday	30 Mere Green Rd Mere Green Community Centre Sutton Coldfield B75 5BT	16:00 – 20:00
02 August	Thursday	The Fort Shopping Park 20 Fort Parkway B24 9FP	16:00 – 20:00
04 August	Saturday	One Stop Shopping Centre 2 Walsall Rd Perry Barr B42 1AA	10:00 – 14:00
07 August	Tuesday	University of Birmingham (main plaza) Edgbaston B15 2TT	16:00 – 20:00
11 August	Saturday	High Street, Birmingham	10:00 – 14:00

In addition two sessions will be held in BCC offices, for council staff only, and one session July's Full Council marketplace, for BCC Councillors only.