

Hounslow Air Quality Action Plan 2023-2028

DRAFT

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Executive Summary

The Council is committed to improving public health across Hounslow in the shortest time possible whilst ensuring compliance with the legal requirement to work towards meeting air quality objectives under Part IV of the Environment Act 1995 and the London Local Air Quality Management Framework. This commitment is incorporated within the Corporate Plan 2022 – 2026, which sets out the Council's ambition to deliver a Healthier Hounslow by *'improving the borough's air quality, by providing safe walking and cycling routes and good public transport options.'*

The London Local Air Quality Management (LLAQM) Framework places an obligation on all local authorities to regularly review and assess air quality in their area, and to determine whether the air quality objectives are likely to be achieved. This Air Quality Action Plan (AQAP) has been produced as part of our duty to comply with the LLAQM Framework. The AQAP outlines the necessary steps we will take to improve air quality in Hounslow between 2023-2028 and prioritises the need to provide sustainable transport, reduce peak-time congestion, reduce exposure to harmful roadside pollutants, install electric vehicle charging points; as well as collaborate with community groups, regional and national government agencies and businesses that have a significant influence on the Boroughs air quality, namely: Transport for London, Heathrow Airport Limited and National Highways. This recognises limits on the powers of the Council to take direct action.

Air Quality Action Plan 2018 to 2023 – Progress to date

This Action Plan will replace the previous AQAP which covered the period from 2018-2023. Highlights of successful projects delivered to date include:

- Upgrades to the air quality monitoring stations and expansion of the air pollution monitoring network across the wider borough.
- In 2021 adopted the 2005 World Health Organisation guidelines for NO₂ and PM₁₀ and PM_{2.5}
- Tackling air pollution concerns in and around schools by installing air filtration units in classrooms, promoting the TfL STARS Scheme, hosting anti-idling sessions with Idling Action, and building upon the work of the Mayor's Air Quality Audits Initiative by undertaking school air quality audits in schools in Hounslow.
- Continuous promotion of active travel initiatives over the use of private vehicles and supporting electric vehicle infrastructure which has resulted in the council developing and adopting an EV Strategy and installing over 149 residential charge points.
- Developing and implementing transport infrastructure projects to support the uptake of active travel such as walking and cycling. This includes the new Cycleway 9, Liveable Neighbourhoods, and 27 School Streets.
- Operating 5 cycle hubs across the Borough which provide residents with access to cycle training and Dr Bike maintenance sessions. The hubs are located at Convent Way Housing Estate, Inwood Park, Lampton Park, Osterley Park and Hanworth Park. These have proven to be very popular with Hounslow Residents.
- Provided free cycle training for 646 adults and 1,272 children, which has increased confidence and safety when riding a bike. Over 645 bikes have been repaired by Dr Bike and 87 residents have signed up for the 'Try before you buy' bike scheme.
- To date, 90% of the borough's roads are now 20mph contributing to improving road safety and our Vision Zero target as well as creating healthier and greener streets.
- Council responded to the ULEZ consultation which would extend to the whole of Hounslow should the changes go ahead. This would tighten the emission standards in the borough and improve air quality as it did in inner London. As part of the Council's Parking Strategy review, consideration will be given to the introduction of an emissions-based charging system which will consider all permit types.

- Adopting the Green and Blue Infrastructure Strategy which will tackle air pollution by increasing urban greening along the road network.

Air Pollution and Public Health

Air pollution is associated with a number of adverse health impacts, it is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. There is also often a strong correlation with equalities issues because areas with poor air quality are also often the less affluent areas^{1,2} and it is estimated that the annual health costs to society of the impacts of air pollution in the UK is estimated to be roughly £15 billion³.

There has been a marked shift in public and scientific understanding of the health issues caused by air pollution since the publication of Hounslow's last action plan in 2018. Ella Adoo-Kissi-Debrah, who lived near the South Circular Road in Lewisham, died in 2013 at the age of nine. In 2020 she became the first person in the UK to have air pollution listed as a cause of death by a coroner following an inquest. This was a landmark in UK law around air pollution.

Two core reports into the effects of air pollution in London and in Hounslow include a 2020 study by Imperial College London (ICL), and a 2015 study by King's College London (KCL). Both reports were published before the landmark case in 2020.

- The Kings College London study estimated the mortality burden of concentrations of particulate matter $2.5 \mu\text{g m}^{-3}$ (PM2.5) and Nitrogen dioxide (NO₂) in London in 2010. In this context, mortality burden refers to the number of years of life lost due to a particular disease which is translatable to attributable deaths. KCL estimated there were 102 attributable deaths and associated life years lost in Hounslow in 2010 as a result of PM2.5. It estimates there were 3537 attributable deaths in Greater London total.
- The Imperial College London study was commissioned by the GLA to assess the impact of the Mayor of London's air quality policies and existing air pollution levels in the capital on public health. This was developed using 2019 and future levels of air pollution up to 2050 (projected from 2013). The Imperial College London study estimated that, based on 2019 data, between 114-128 deaths could be attributed to concentrations of NO₂ and PM₁₀ in the borough.

Key areas of focus

Hounslow is committed to reducing the exposure of people in Hounslow to poor air quality in order to improve their health and wellbeing. We have developed actions that can be considered under seven broad topics, specified by the GLA:

- **Monitoring and other core statutory duties:** Maintaining monitoring networks is critical for understanding where pollution is most acute, and what measures are effective to reduce pollution. Under the London Local Air Quality Management (LLAQM) framework, the Council has a statutory duty to monitor, report on and improve air quality. Working in partnership

¹ Environmental equity, air quality, socioeconomic status and respiratory health, 2010.

² Air quality and social deprivation in the UK: an environmental inequalities analysis, 2006.

³ Defra. Air Pollution: Action in a Changing Climate, March 2010

with the GLA and surrounding boroughs, Hounslow is taking ambitious action to improve local air quality and is committed to working towards 2021 WHO guidelines.

- **Emissions from developments and buildings:** Emissions from all buildings account for approximately 15% of the NO_x emitted across London, therefore it is important that action is taken to decarbonise the building stock in order to reduce NO₂ concentrations.
- **Public health and awareness raising:** Increasing awareness can drive behavioural change to lower emissions as well as to reduce exposure to air pollution.
- **Delivery servicing and freight:** Vehicles delivering goods and services are usually light and heavy-duty diesel-fuelled vehicles with high primary NO₂ emissions.
- **Borough fleet actions:** our vehicle fleet includes light and heavy-duty diesel-fuelled vehicles such as mini buses and refuse collection vehicles with high primary NO₂ emissions. Tackling our own fleet means we will be leading by example.
- **Localised solutions:** these seek to improve the environment of neighbourhoods through a combination of measures; and
- **Cleaner transport:** road transport is the main source of air pollution in London. We need to incentivise a change to walking, cycling and ultra-low emission vehicles (such as electric) as far as possible.

Within these seven topics, the following twelve priorities have been identified, nine of which have been put forward by the GLA as key areas for all London Boroughs to focus on:

1. Awareness raising through a new targeted public health communication campaign
2. Installing a new network of 'low-cost' air quality sensors in Hounslow
3. Incorporating air quality objectives into procurement of the council's major contracts
4. Supporting and promoting alerts services such as airTEXT and the Mayor's air pollution forecasts
5. Enforcing the Non-Road Mobile Machinery (NRMM) Low Emission Zone
6. Promoting and enforcing the Smoke Control Zone which covers Hounslow
7. Promoting and delivering energy efficiency retrofitting projects in workplaces and homes
8. Continuing to install Ultra Low Emission Vehicle (ULEV) infrastructure including EV charge points
9. Improving walking and cycling infrastructure to enable the safe uptake of active travel
10. Regular Car Free days/temporary road closures in high footfall areas
11. Reducing emissions from Council fleets
12. Improving air quality at schools through expanded monitoring and a programme of air quality audits with funding allocated to support the implementation of recommendations.

Further detail about these priorities is provided in section 2.

Stakeholder Engagement

This Action Plan has been developed following engagement with a wide range of stakeholders and the local community. Their input has resulted in developing a plan that can make a difference to air quality in the borough. We would like to thank all those who have worked with us to date, and we look forward to working with you again as well with new partners as we deliver this new action plan over the coming years.

In this AQAP we outline how we plan to effectively use local levers to tackle air quality issues within our control. However, we recognise that there are a large number of air quality policy areas that are outside of our influence (such as Euro standards, national vehicle taxation policy, taxis, and buses), and so we will continue to work with and lobby regional and central government on policies and issues beyond Hounslow's influence.

Responsibilities and Commitment

This AQAP was prepared by the Environmental & Climate Division of Hounslow Council with the support and agreement of the following officers and departments:

Officer	Department
Wayne Stephenson	Environment and Climate
Jefferson Nwokeoma	Traffic, Transport and Parking
Kelly O'Neill	Public Health
Matthew Rees	Development Management
Ian Gillespie	Planning Policy
Wendy Cheesewright	Vehicle Fleet Management
Daniel Austin	Procurement and Contracts
Rory Prendergast	Asset Management - Housing
Charles Pipe	Energy

This AQAP has been approved by:

Name	Signature
Councillor Katherine Dunne <i>Deputy Leader of the Council and Portfolio holder for Climate, Environment and Transport Strategy</i>	
Victoria Lawson <i>Executive Director of Environment, Culture and Customer Services</i>	
Wayne Stephenson <i>Director of Environment & Climate</i>	
Kelly O'Neill <i>Director of Public Health</i>	
Jefferson Nwokeoma <i>Assistant Director of Traffic, Transport & Parking</i>	

This AQAP will be subject to an annual review, appraisal of progress and reporting to the Cabinet member responsible for air quality. Progress each year will be reported in the Annual Status Reports produced by Hounslow, as part of our statutory London Local Air Quality Management duties and submitted to the GLA prior to publication on the council's website.

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

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Abbreviations

AQAP	Air Quality Action Plan
AQMA	Air Quality Management Area
AQO	Air Quality Objective
BEB	Buildings Emission Benchmark
CAB	Cleaner Air Borough
CAZ	Central Activity Zone
EV	Electric Vehicle
GLA	Greater London Authority
LAEI	London Atmospheric Emissions Inventory
LAQM	Local Air Quality Management
LLAQM	London Local Air Quality Management
NRMM	Non-Road Mobile Machinery
PM ₁₀	Particulate matter less than 10 micron in diameter
PM _{2.5}	Particulate matter less than 2.5 micron in diameter
TEB	Transport Emissions Benchmark
TfL	Transport for London
µg m ⁻³	Micrograms of pollutant per cubic metre of air
ULEZ	Ultra-Low Emission Zone

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Foreword

The 3rd edition of the Air Quality Action Plan builds upon the work of Hounslow Council to improve the borough's air quality, as set out in the 2018 Action Plan and the more recent *Clean Air for All* Programme which was presented to Cabinet in September 2021. It aims to address the urgent issue of air pollution and improve the quality of life for all those who live, work, and visit our borough.

Since the last Action Plan was published in 2018, there has been a significant shift in our understanding of air pollution. Much has changed in the past five years, with an expanded public awareness of issues of air pollution and respiratory health in the wake of the 2020 COVID-19 pandemic. Changes in public behaviour during periods of national lockdown were a stark indication of the impact on local pollution levels of a drastic reduction in car use. These levels have bounced back in the last two years but remain below levels seen pre-pandemic.

Additionally, scientific understanding of the risks of air pollution has continued to increase. We know that air pollution is one of the greatest environmental challenges we face, and it is responsible for a range of serious health problems, including respiratory illnesses, heart disease, and stroke. While the majority of areas of Hounslow are meeting existing UK legal limits for pollutants including nitrogen dioxide and particulate matter, in 2021 the World Health Organisation (WHO) updated their Global Air Quality Guidelines for the first time since 2005, referencing the "marked increase of evidence that shows how air pollution affects different aspects of health"

In response to this challenge, we have made significant progress in reducing air pollution in Hounslow. Our approach has been based on a combination of measures to reduce emissions from transport, industry, and construction, while working with partners such as Heathrow Airport Ltd, National Highways, Transport for London and the GLA. Local and regional initiatives have led to improved air quality at a borough level, these include the promotion of cycling and walking, updates to the Council's fleet, increasing public awareness as well as the expansion of the Ultra-Low Emission Zone.

As a result of these efforts, air quality has improved in our borough. We have seen a reduction in the levels of particulate matter and nitrogen dioxide, which are two of the most harmful pollutants. We are also seeing a shift in public attitudes towards air pollution, with many people now taking action to reduce their own emissions and improve air quality in their communities.

However, there is still much work to be done. We are committed to continuing our efforts to reduce air pollution and ensure that everyone in our borough can enjoy clean, healthy air. Our updated Air Quality Action Plan sets out a range of new measures to build on the progress we have made so far. This includes a focus on improving air quality at schools through interventions such as school streets. I am confident that by working together, we can continue to make significant progress in improving air quality in Hounslow. I urge all residents, businesses, and visitors to support our efforts and play their part in creating a healthier, cleaner environment for all.

Councillor Katherine Dunne

Deputy Leader of the Council and Portfolio holder for Climate, Environment and Transport Strategy

1 Introduction

The Air Quality Action Plan outlines the actions that Hounslow will deliver between 2023-2028 in order to reduce concentrations of pollution, and exposure to air pollutants; thereby positively impacting on the health and quality of life of residents and visitors to the borough.

It has been developed in recognition of the legal requirement on the local authority to work towards air quality objectives under Part IV of the Environment Act 1995 and Schedule 11 of the Environment Act 2021 and relevant regulations made under that part and to meet the requirements of the London Local Air Quality Management statutory process⁴.

1.1 Air Quality in Hounslow

1.1.1 Annual means levels for Nitrogen Dioxide and Particulate Matter

The UK Clean Air Strategy, released in 2019, provides the overarching strategic framework for air quality management in the UK and contains national air quality standards and objectives established by the Government to protect human health. The Strategy objectives set limit values which local authorities in the UK are legally required to meet. These values, along with annual mean data from Hounslow's six automatic monitoring stations from 2022, are presented in table 1.

Borough-wide, Hounslow is meeting the existing national objectives for annual mean levels of the gas Nitrogen Dioxide (NO₂) as well Particulate Matter (PM₁₀ and PM_{2.5}). The UK's existing national objectives are significantly higher than World Health Organisation's (WHO) recommended guideline values, revised in 2021.

In the 2018 in the London Environment Strategy, the Mayor committed to meeting the WHO's previous recommended guideline values, published in 2005, across London by 2030. Additionally in September 2021, prior to the World Health Organisation's revision of its recommended guideline limits, Hounslow Council committed to working towards the 2005 WHO guidelines for all three pollutants, which 2022 data shows is being exceeded slightly (see table 1 below).

Following the revision of the WHO guidelines to much more stringent levels, pollution levels in Hounslow are exceeding the new guidelines and so a key area of the action plan's focus is to help the Mayor meet the 2030 target and work towards the new WHO guidelines.

Table 1: Summary of legal limit values for air pollutants

Pollutant	Hounslow 2022 Annual Mean	UK National Legal Objective	WHO 2021 Guideline	WHO 2005 Guideline
Nitrogen Dioxide (NO ₂)	27.9 µg/m ³	40 µg/m ³	10 µg/m ³	40 µg/m ³
Particulate Matter (PM ₁₀)	21.4 µg/m ³	40 µg/m ³	15 µg/m ³	20 µg/m ³
Particulate Matter (PM _{2.5})	10.8 µg/m ³	20 µg/m ³	5 µg/m ³	10 µg/m ³

⁴ LLAQM Policy and Technical Guidance. <https://www.london.gov.uk/what-we-do/environment/pollution-and-air-quality/working-boroughs>

1.1.2 London Atmospheric Emissions Inventory (LAEI) Modelled Data – 2019

The most recently available modelled emissions data for London is set out in the 'London Atmospheric Emissions Inventory.' The LAEI releases its modelled data every three years, approximately three years in arrears, meaning that the most recently available data is for 2019 (released in 2022).

The LAEI 2019, provides an update to the previous LAEI 2016 baseline which also contains revised emissions levels for 2013 and 2016. These datasets enable comparison of the most recent modelled pollutant concentrations across London and Hounslow to previous years.

In the LAEI maps, concentrations of pollutants are shown as a change in colour from dark blue (<19 $\mu\text{g m}^{-3}$) to dark red (>55). Much of the pollution in Hounslow is concentrated in areas of higher levels of traffic such as arterial roads and major junctions, and this is reflected in the figures 1, 2 and 3 below.

London Borough of Hounslow
Annual Mean NO₂ concentrations 2019

LAEI 2019

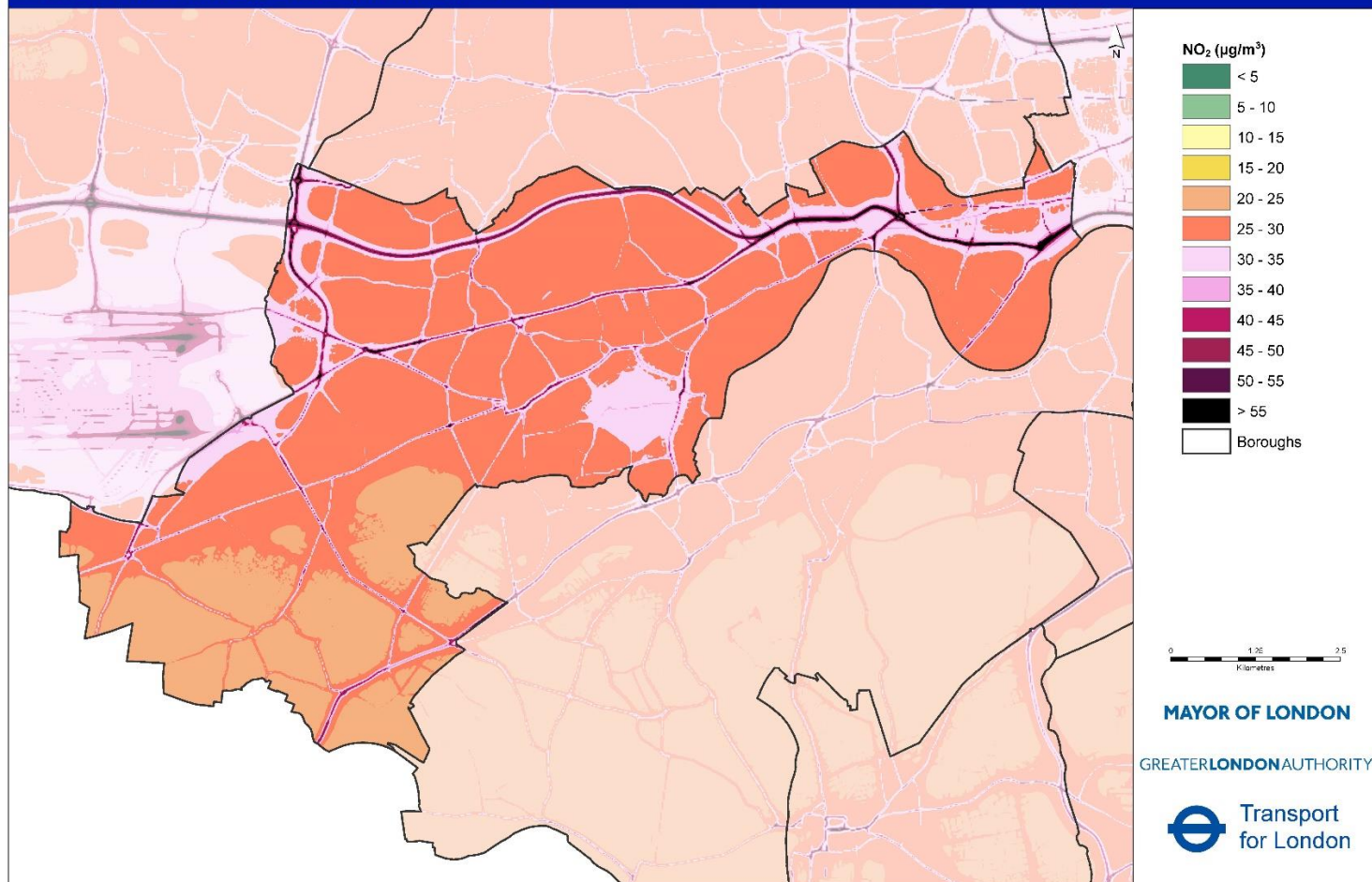


Figure 1 shows that across the borough, NO₂ pollution levels are well below the UK's current objective level of 40 µg/m³ predominantly falling within or below the 25-28 µg colour band.

The highest concentrations (>45) follow the path of the M4 motorway across the north of the borough, in particular where it meets the A4 (Great West Road), but these concentrations reduce quickly moving away from these roads and larger junctions.

Away from major road network pollution levels fall, but are visibly elevated above the 25-28 µg band in two other areas:

- The West of the borough closest to Heathrow Airport
- South of the centre of the borough around Mogden Sewage Works.

Figure 1: Modelled map of annual mean NO₂ concentrations in Hounslow (from the LAEI 2019)

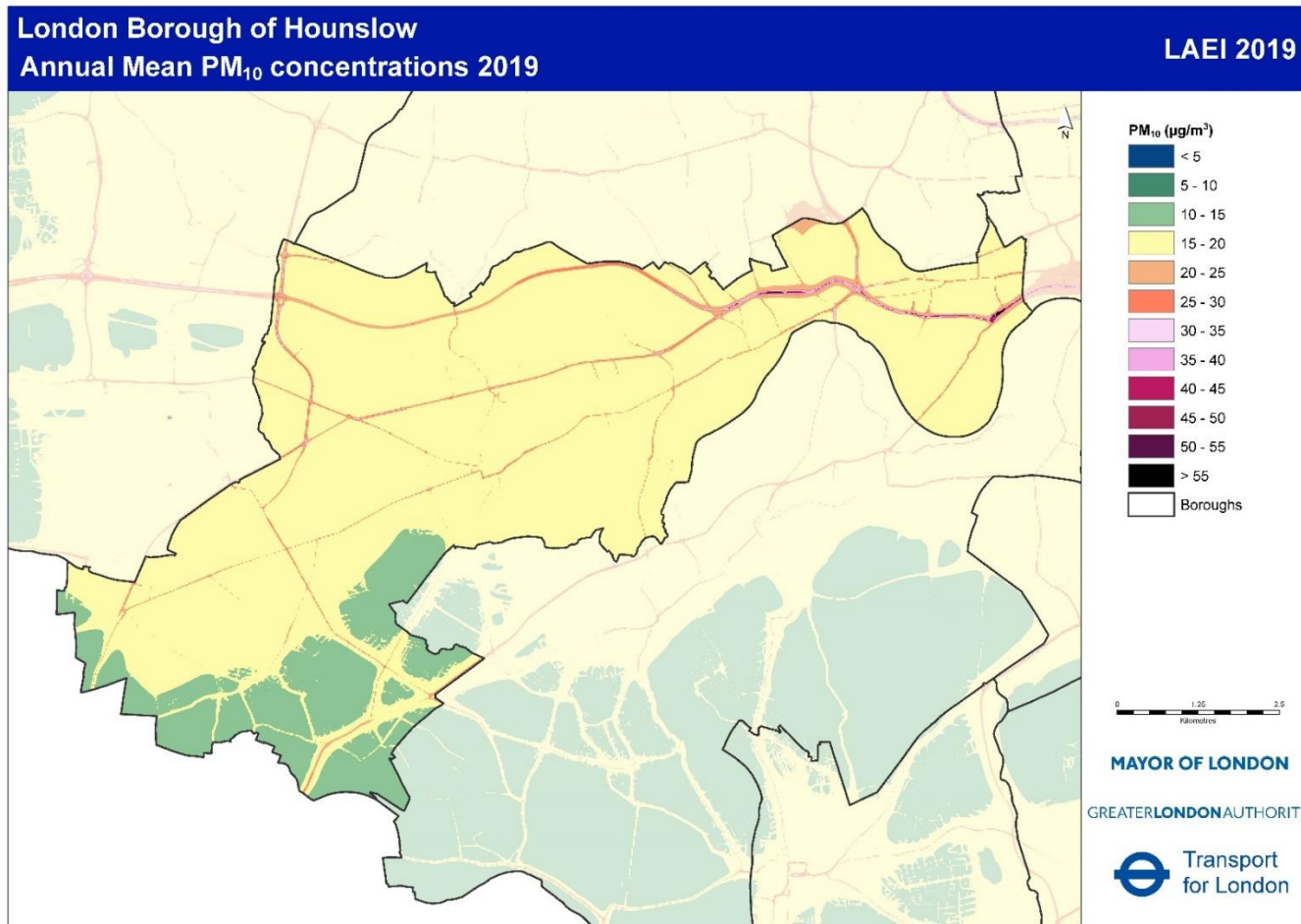


Figure 2 show LAEI 2019 data for Particulate Matter (PM10) in Hounslow. It is evident the PM10 levels mirror that of the NO2 levels, with the same patterns of higher pollution levels along major roads being evident.

The majority of the borough sits within the lowest two PM10 bands (<math>< 19 \mu\text{g}</math>). The map shows that much of Hounslow is understood to have pollution concentrations which meet the current UK legal objectives of $20 \mu\text{g}/\text{m}^3$, they are nonetheless in exceedance of the 2021 WHO guidelines.

Particulate Matter sources range from very local, such as wood burning in homes, bonfires, and construction, to emissions from much further afield, such as agriculture outside London and even clouds of dust blown from the Sahara.

Figure 2: Modelled map of annual mean PM₁₀ in Hounslow (from the LAEI 2019)

London Borough of Hounslow
Annual Mean PM_{2.5} concentrations 2019

LAEI 2019

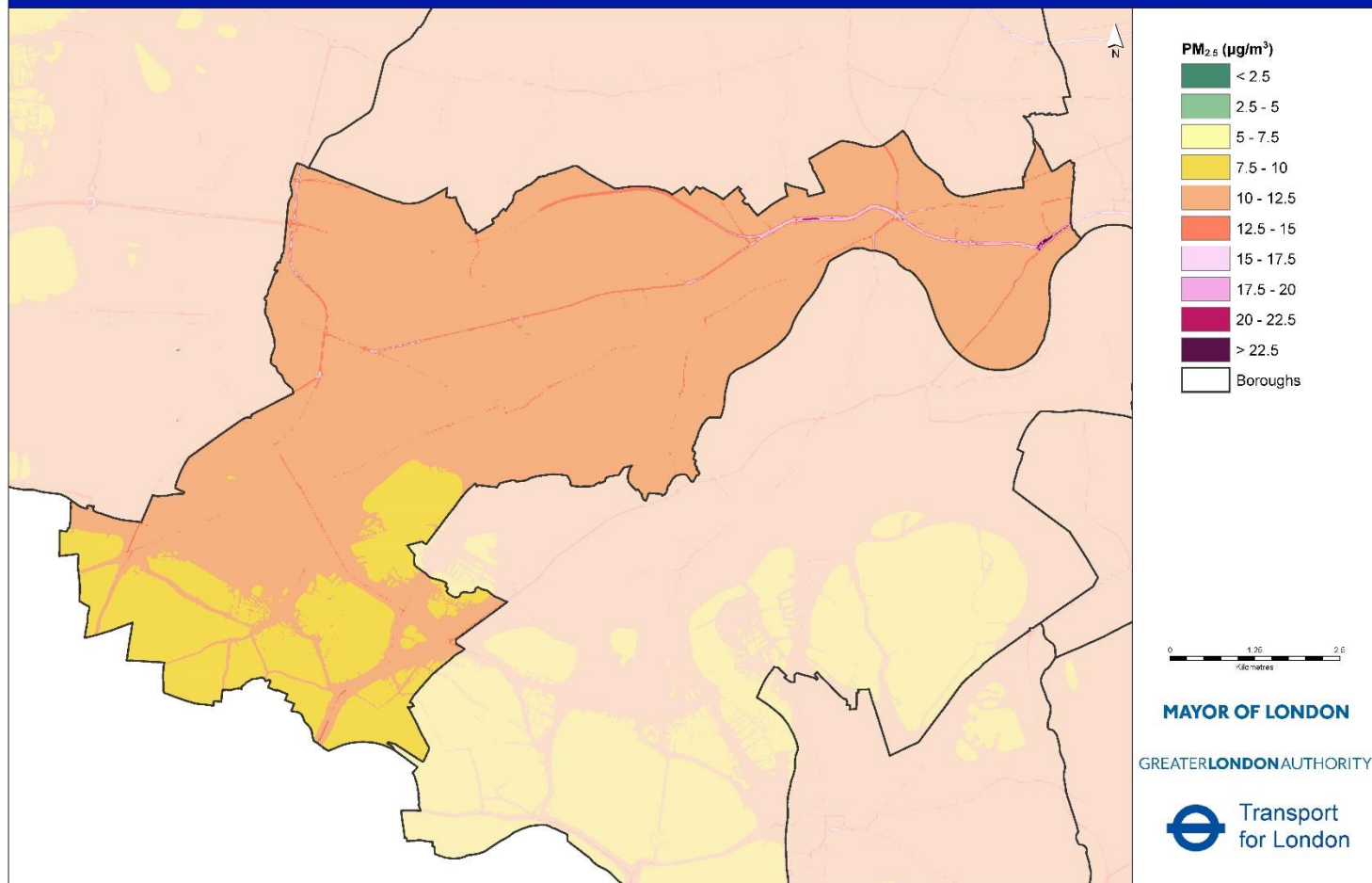


Figure 3 shows LAEI 2019 data for particulate matter (PM_{2.5}) in Hounslow. It is evident the PM_{2.5} levels mirror that of the NO₂ and PM₁₀ levels, with the same patterns of higher pollution levels along major roads being evident.

The majority of the borough sits within the middle (10-12 µg) band for PM_{2.5}. While the maps show that much of Hounslow is understood to have pollution concentrations which meet the current UK legal objectives, they are nonetheless in exceedance of the 2021 WHO guidelines.

Current understanding is that there is no safe level of particulate matter (PM_{2.5}) pollution for humans. These particles, which are smaller than 2.5 micrometres, can pass from the lungs to the bloodstream and lead to respiratory and cardiovascular issues.

Figure 3: Modelled map of annual mean PM_{2.5} in Hounslow (from the LAEI 2019)

1.2 Air Quality Management Areas

The London Borough of Hounslow was declared an Air Quality Management Area (AQMA) on 7th June 2006. The AQMA has been declared for the gas Nitrogen Dioxide because LAEI modelling, and monitoring conducted in Hounslow in line with the London Local Air Quality Management (LLAQM) Framework show that some areas of the borough continue to exceed to meet the UK annual mean limit of 40 µg m⁻³.

1.3 Air Quality Focus Areas

An air quality Focus Area is a location that has been identified as having both high levels of air pollution and human exposure. Air quality Focus Areas have been selected by the GLA as areas where there is the most potential for improvements in air quality within the Capital. These areas have been selected through an analysis of the following factors:

- Baseline air quality for NO₂ and PM₁₀ by 20m grid resolution
- Locations where air pollution limit values have been exceeded
- Level of human exposure
- Local geography and topography
- Local sources of air pollution
- Traffic patterns
- Future predicted air quality trends

There are five Focus Areas in Hounslow, shown in figure 4. These are:

1. Chiswick Town Centre (A315)
2. Chiswick (A4) Cedars Road/Hogarth Lane
3. Heston A4 Great West Rd/Heston Rd/Lampton Road
4. Hounslow A4 Great West Rd/Vicarage Farm Road
5. Hounslow Town Centre area

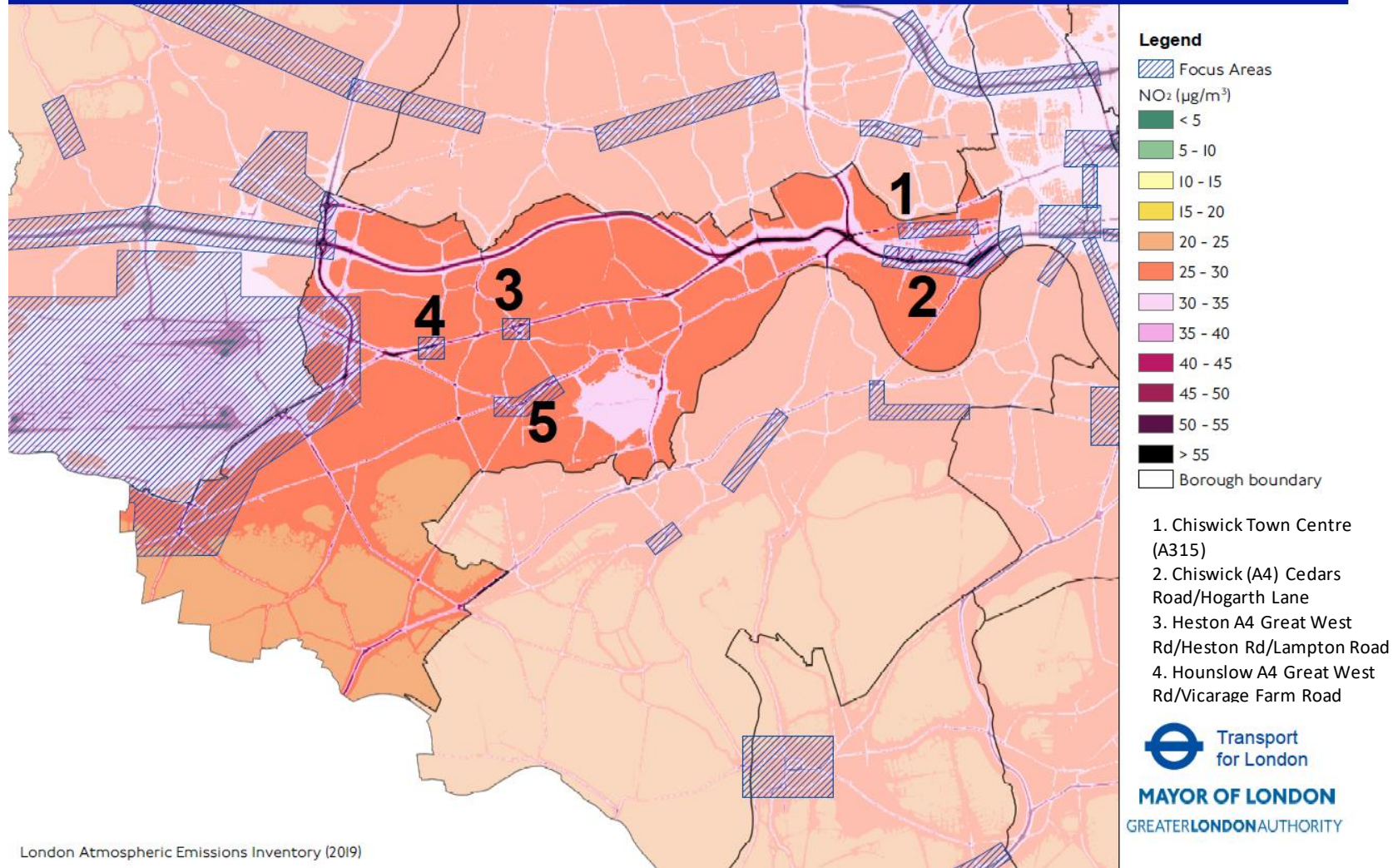
Additionally, the air quality Focus Area *Heathrow Area* which falls within the London Borough of Hillingdon, encompasses an area of the West of Hounslow. The A4 (Great West Road) in Brentford is also an area with high levels of pollution in Hounslow and is also considered a focus area for improving air quality along with those listed above.

As Focus Areas, these six areas of Hounslow will be subject to enhanced monitoring and prioritised for the delivery of the actions set out within this report, with particular focus on the implementation of schemes which deliver on Hounslow's 12 key priorities for reducing pollution levels.

Hounslow's Local Implementation Plan (LIP) is also identified as a key delivery mechanism for the Air Quality Action Plan due to its focus on transport, which is a significant contributor to air pollution in Hounslow. The LIP, as with the AQAP, identifies the air quality focus areas as areas of priority to deliver impactful schemes and support Hounslow's partners with accelerating improvements in these areas.

Partners and key stakeholders identified in the AQAP and LIP for the improvement of air quality in Hounslow include Transport for London, National Highways and Heathrow Airport Ltd (HAL). Hounslow Council, working with the existing Heathrow Air Quality Working Group, is committed to supporting HAL in delivering a *Better, Not Bigger* Heathrow which serves London and minimises the airport's contribution to air pollution from aviation and staff and passenger surface travel.

Focus Areas LAEI 2019 in Hounslow



London Atmospheric Emissions Inventory (2019)

Figure 4: Map of Air Quality Focus Areas

1.4 Sources of Pollution in Hounslow

Pollution in Hounslow comes from a variety of sources. This includes pollution from sources outside of the borough, and, in the case of particulate matter, a significant proportion of this comes from outside of London and even the UK. Using the most recently available data from the London Atmospheric Emissions Inventory (LAEI, 2019) we have been able to better understand where pollution comes from in Hounslow and use this to inform our Action Plan for the coming years. The LAEI releases its modelled data every three years, approximately three years in arrears, meaning that the most recently available data is for 2019 (released in 2022).

1.4.1 Nitrogen Dioxide (NO₂)

Of the pollution that originates in the borough and across London more widely, the main sources of oxides of Nitrogen (NO_x) including Nitrogen Dioxide (NO₂) are from road transport (36%, 708 tonnes/annum) and aviation (35%, 692 tonnes/annum). The main sources of Particulate Matter are a result of construction and road traffic. This is illustrated in Figure 5 below.

Data from the London Atmospheric Emissions Inventory (LAEI 2019) shows a reduction in total emissions of Nitrogen Dioxide between 2013 and 2019. This is illustrated in Figure 6 below.

As in previous years, road transport is the most significant contributor of NO_x including NO₂. Road vehicles in Hounslow contributed more than 700,000 tonnes of NO_x in 2019, representing 36% of all NO_x emissions. Broken down by vehicle type, the largest emitters are diesel cars, followed by diesel LGVs and petrol cars. These three categories of vehicles combined make up more than two thirds of total annual NO_x emissions, at over 485,000 tonnes.

Aviation is the sector responsible for the second highest level of emissions of NO_x at 692,000 tonnes, 35% of the total.

LAEI projections for 2025 and 2030 – which do not account for the impact of changes to the London-wide Ultra Low Emission Zone (ULEZ) – anticipate that a shift to cleaner vehicles on Hounslow's roads will lead to road transport representing a much smaller contribution to total NO_x emissions in the coming years, while the contribution from aviation and industrial/commercial heat and power will remain much the same.

Figure 5: NO_x Emissions by source (from the LAEI 2019)

LAEI - Emissions by Source

NO_x Emissions, Hounslow, 2019

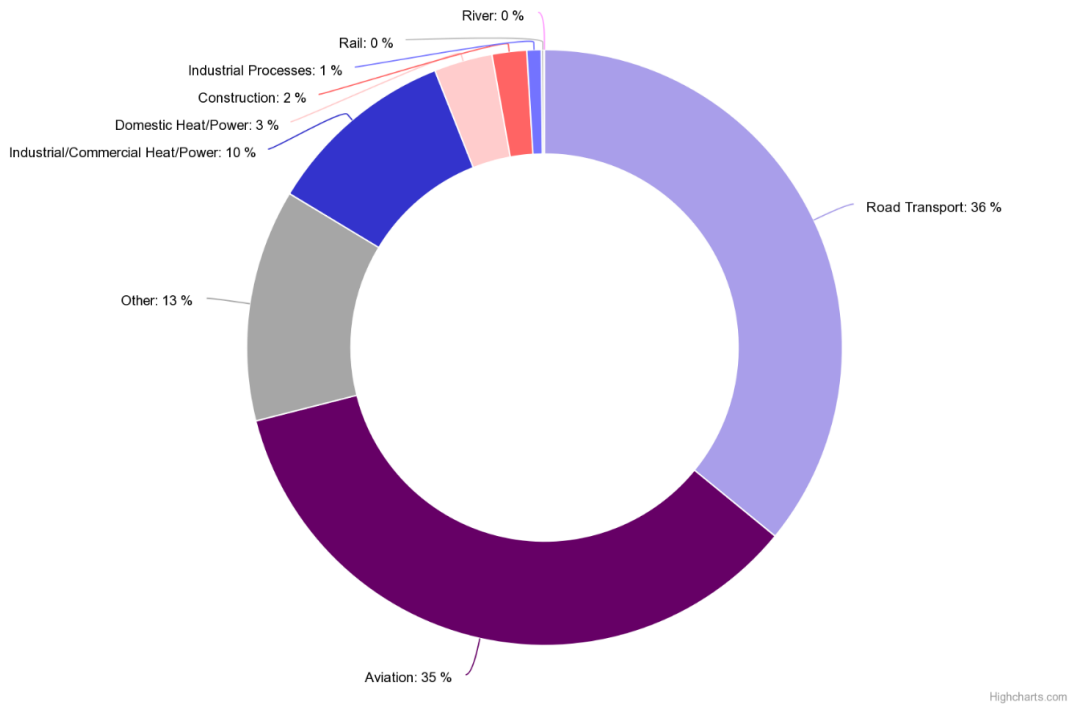
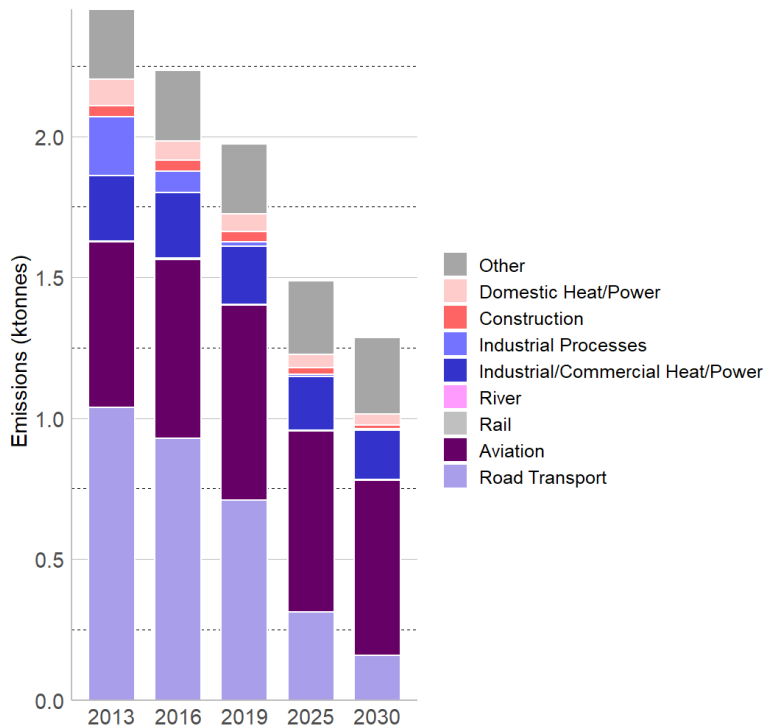


Figure 7: NO_x Emissions trends from 2013 to 2030 by source (from the LAEI 2019)

LAEI - Emissions Trend by Source

NO_x Emissions, Hounslow



Source: Strategic Analysis, TfL City Planning

1.4.2 Particulate Matter 10 (PM₁₀)

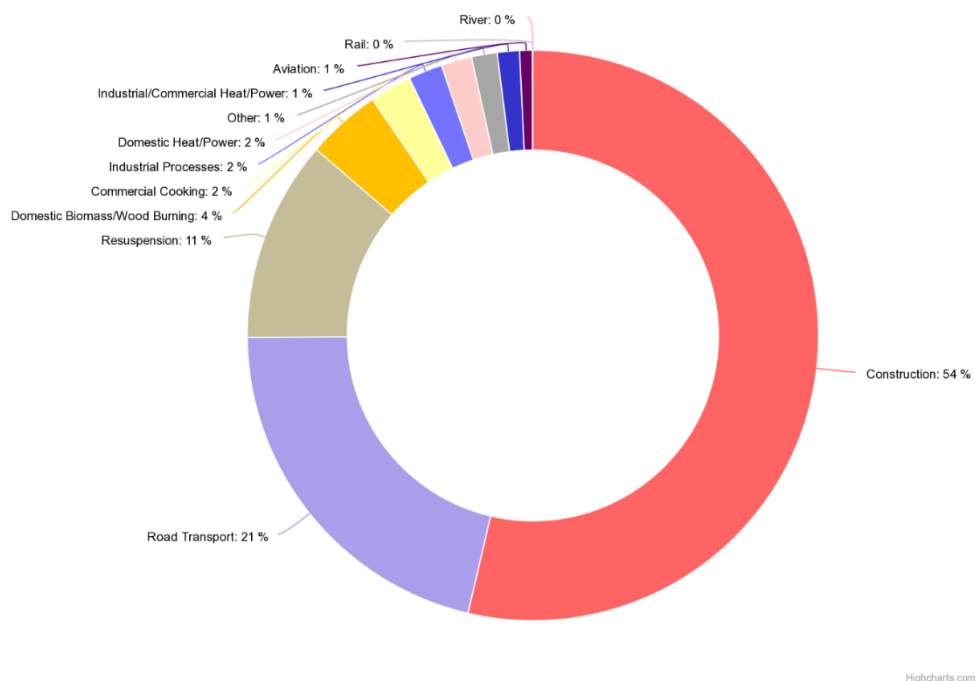
Figures 7 and 8 shows that construction is by far the biggest emitter of PM₁₀ pollution in Hounslow, contributing more than 50% (233.5 tonnes) of the total annual emission of larger particulate matter. Emissions from construction include dust as well as Non-Road Mobile Machinery (NRMM) exhaust emissions. This represents an increase over both 2013 and 2016 datasets and has led to total PM₁₀ emissions in Hounslow rising from 364 tonnes in 2013 to 435 tonnes in 2019, an increase of approximately 20% in six years.

After construction, road traffic contributes 21% (92 tonnes) a small decrease in real and percentage emissions from previous years.

Unlike NO₂ emissions, aviation is a very small contributor to particulate matter pollution, contributing just 1% of PM₁₀ levels.

Figure 8: PM₁₀ Emissions by source (from the LAEI 2019)

LAEI - Emissions by Source
PM10 Emissions, Hounslow, 2019



1.4.3 Particulate Matter 2.5 (PM_{2.5})

Road transport was the largest contributor to PM_{2.5} pollution in Hounslow based on 2019 data, accounting for 36% of emissions (14 tonnes). This was followed by construction – predominantly dust – with 18% (24 tonnes). As with Nitrogen Dioxide and PM₁₀, PM_{2.5} emissions from road transport have reduced over the period 2013 to 2019. However, PM_{2.5} emissions from construction activity have increased in both real and percentage terms over the same period, mirroring the change seen in PM₁₀. This is illustrated in Figure 9 below.

Data from the London Atmospheric Emissions Inventory (LAEI 2019) shows that PM_{2.5} levels, while lower in 2019 than 2013, increased marginally between 2016 and 2019. This is due in

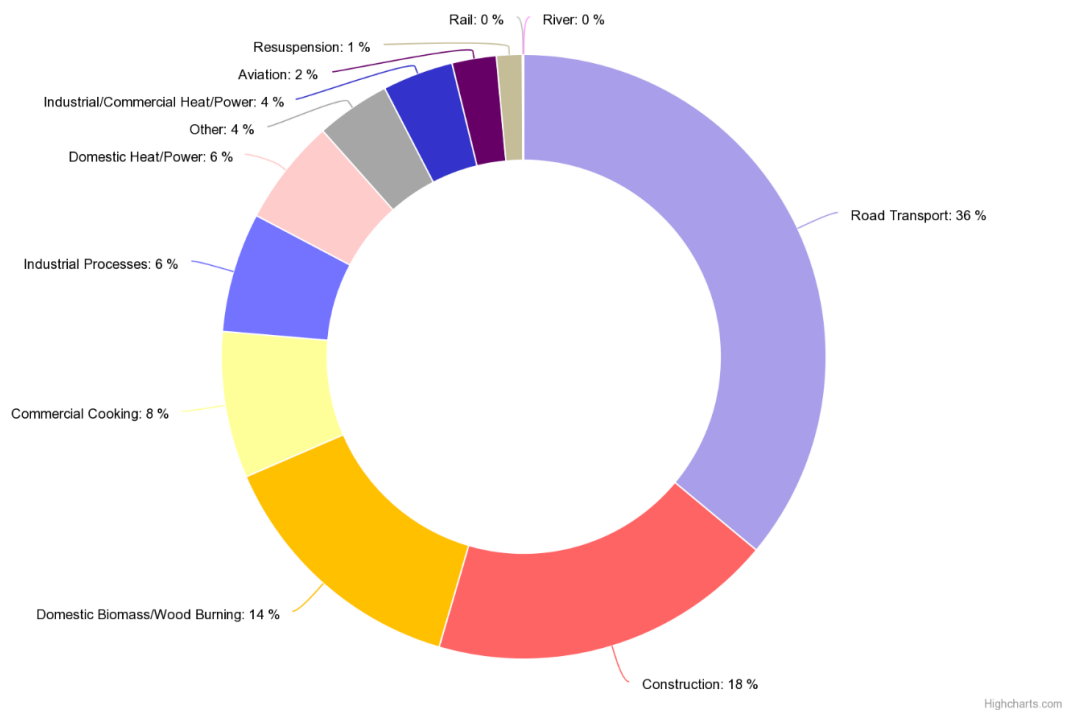
part to an increase in emissions of fine particulate matter from construction. This is illustrated in Figure 10 below.

Domestic biomass and wood burning is the third largest emitter of PM_{2.5} in Hounslow. However, unlike NO₂ emissions, aviation is a very small contributor to particulate matter pollution, contributing 2% of PM_{2.5} levels.

Figure 9: PM₁₀ Emissions trends from 2013 to 2030 by source (from the LAEI 2019)

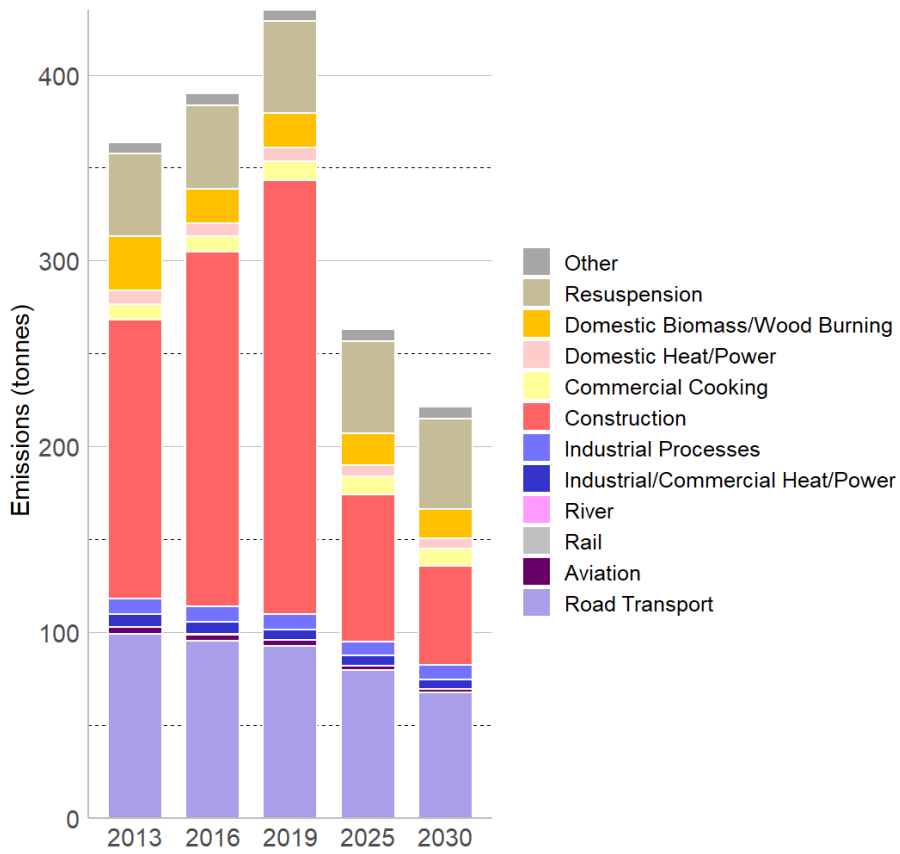
LAEI - Emissions by Source

PM_{2.5} Emissions, Hounslow, 2019



LAEI - Emissions Trend by Source

PM₁₀ Emissions, Hounslow

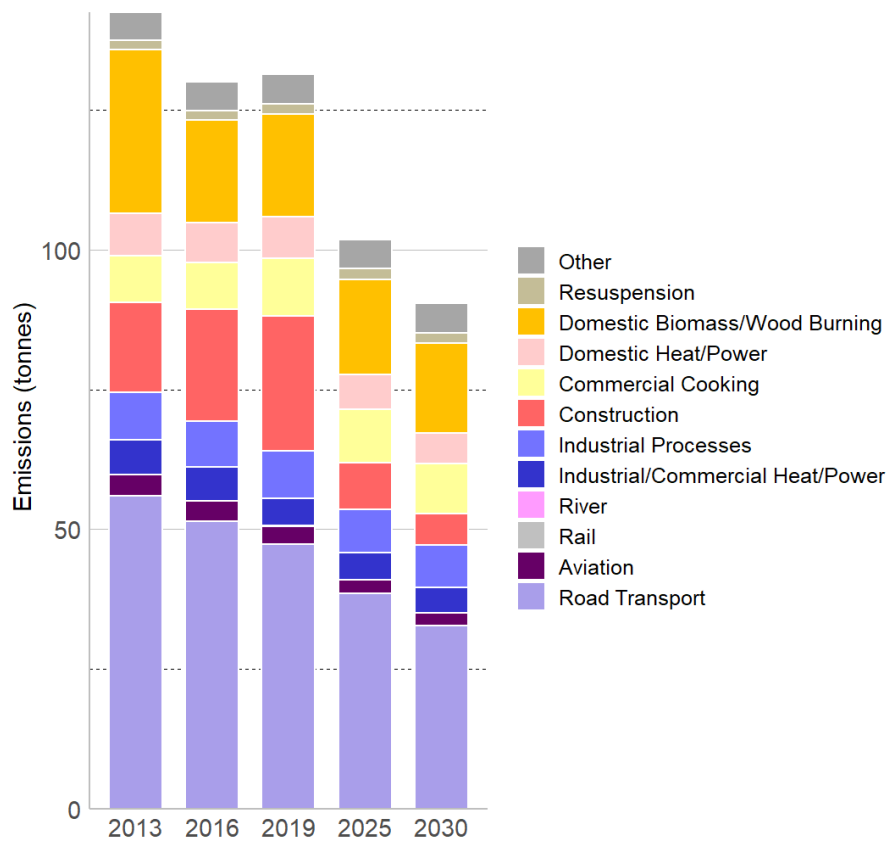


Source: Strategic Analysis, TfL City Planning

Figure 11: PM_{2.5} Emissions by source (from the LAEI 2019)

LAEI - Emissions Trend by Source

PM_{2.5} Emissions, Hounslow



Source: Strategic Analysis, TfL City Planning

Figure 12: PM_{2.5} Emissions trends from 2013 to 2030 by source (from the LAEI 2019)

1.4.4 Emissions from road transport

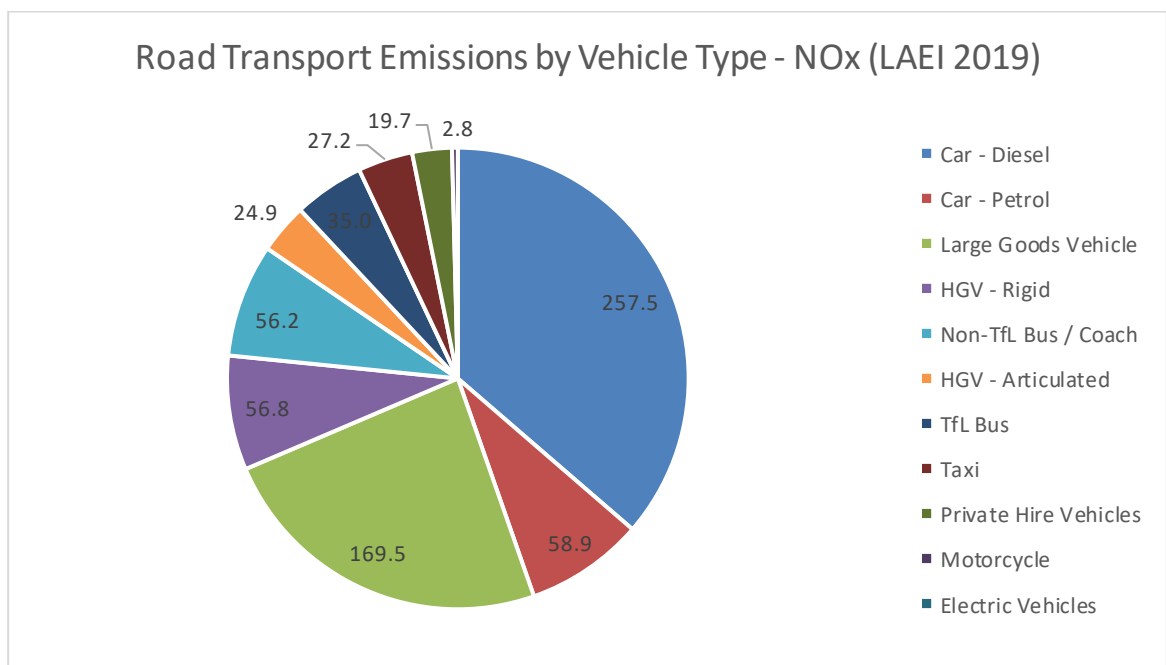
Figures 11, 12 and 13, below, show the proportion of emissions (tonnes) emitted by different types of vehicles. In each case, petrol and diesel cars are the largest contributors, and in the case of particulate matter, these two categories account for more than 50% of the total emissions from road transport in the borough. Large goods vehicles (LGVs), heavy goods vehicles (HGVs) and buses/coaches are all significant contributors.

NOx emissions are dominated by diesel-powered vehicles, whereas contribution of particulate matter is more closely linked to the quantity of vehicles on the road.

At present electric vehicles, which produce no NOx emissions 'at exhaust' but have been linked with particulate matter due to their increased weight over comparable internal combustion engine models, are greatly outnumbered by petrol and diesel vehicles and therefore make a negligible contribution to the totals (0.3 tonnes).

Data from Hounslow broadly mirrors that of London as a whole. Diesel cars are the largest contributor to total NOx emissions in the capital, followed by diesel LGVs while emissions from rigid HGVs and petrol cars are similar. In terms of particulate matter, cars contribute the bulk of emissions, again followed by LGVs.

Figure 13: Road Transport Emissions by Vehicle Type - NOx (LAEI 2019)



The LAEI 2019 also provides data in central, inner, and outer borough categories. Outer London boroughs such as Hounslow see a disproportionately high level of emissions from road transport and aviation in particular, when compared to central and inner London boroughs.

Figure 14: Road Transport Emissions by Vehicle Type – PM10 (LAEI 2019)

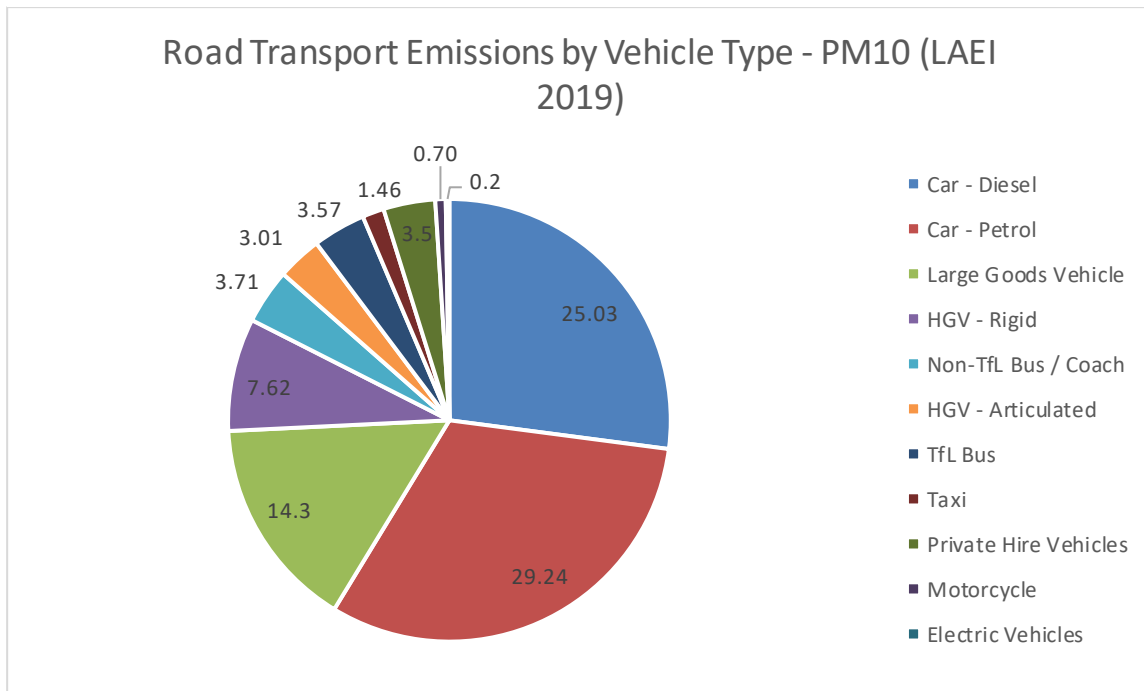
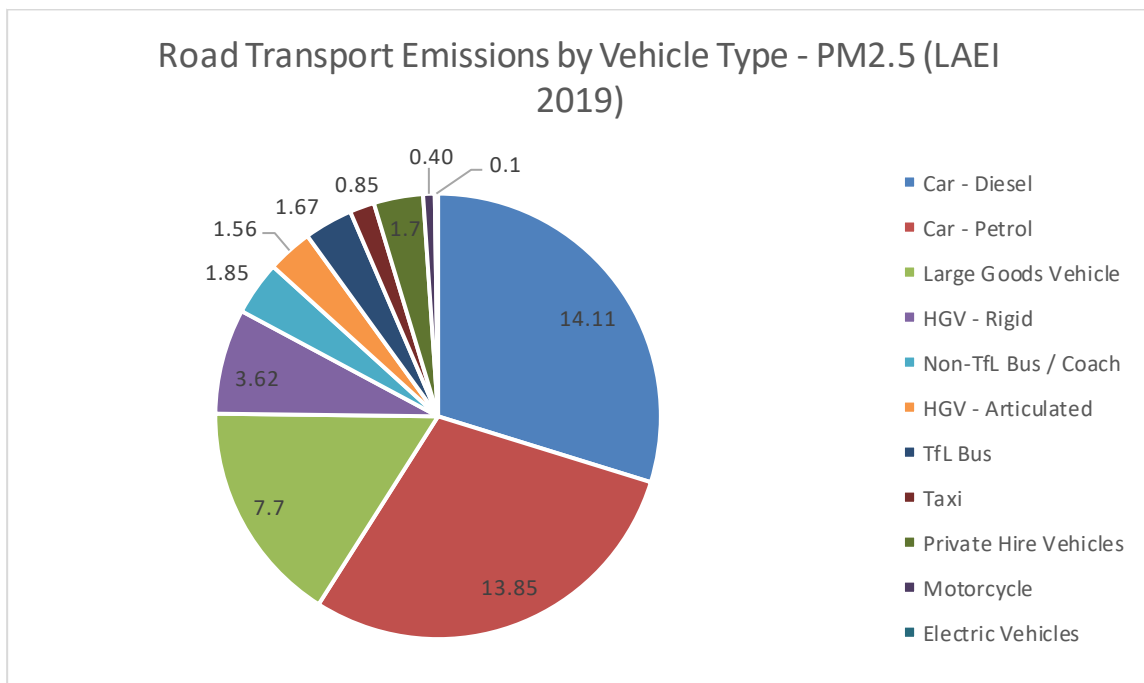


Figure 15: Road Transport Emissions by Vehicle Type – PM2.5 (LAEI 2019)



2 Hounslow's Air Quality Priorities

The Air Quality Action Plan outlines Hounslow's work to continue delivering improvements in air quality right across the borough, with emphasis on our key air quality priorities.

Hounslow have set twelve air quality priorities in total. These include seven set by the GLA, three Hounslow-specific priorities, and two that are deemed priorities by both the GLA and Hounslow.

Since the adoption of the previous 2018 AQAP, Hounslow Council has adopted the Greener Borough Framework (adopted in November 2022) which brings together numerous strategies that overlap with the actions set out in this AQAP. The Action Plan should be read in conjunction with other council wide strategies, including those relating to transport, environmental strategy, public health, and the council's Corporate Plan 2022–2026 which sets the priorities for the borough. This AQAP has been developed in collaboration with the relevant council teams that will suitably take the actions forward.

The complete set of actions to be taken by the council are set out in section 4. Over the course of this Action Plan, the council will prioritise the following 12 priorities, and progress on these priority actions will be reported on separately each year through the council's Annual Status Report.

Table 2: Hounslow’s Air Quality Priorities

Priority No.	Organisation Priority	Priority Title	Priority Detail
1	GLA / Hounslow	Public health and awareness raising	<p>Hounslow will launch an Air Quality public health campaign in the first year of this plan’s adoption. Hounslow will raise public awareness of the issues of air pollution, including both physical and mental health and wellbeing, and publicise the actions our residents can take to reduce both the sources of air pollution and their exposure to polluted air. This includes, but is not limited to:</p> <ul style="list-style-type: none"> - Expanding consistent, physical messaging in public spaces and on community infrastructure, Example areas could include problem air pollution areas, Faith Settings, Sports Clubs/Leisure Centres, GP Surgeries, Schools, Supermarket car parks, School open days/parents’ evenings, Workplaces, digital advertising boards, Bus Stops or Side of Buses - Raising awareness on anti-idling through signage at car parks, housing estates and schools, events, and where feasible through enforcement - Raising awareness of the impact of illicit wood burning and fires in Smoke Control Areas (SCA) - Improve the uptake of Air Quality information to vulnerable persons in the Borough - Engaging on air quality issues with businesses through the Borough’s West London Business, Safer Business Hounslow (Hounslow Town Centre, Chiswick Business Traders, and the Hounslow Chamber of Commerce. - Raise awareness on the impact of indoor air quality on human health and ways to reduce exposure e.g., damp and mould; wood burning - Publishing articles on air pollution through relevant council channels - Hounslow Matters, Thrive Newsletter, Headteachers bulletins etc. - Expanding the air pollution alerts services such as AirTEXT, as well as the Mayor's air pollution forecasts by providing a platform for the public where information on air quality will be displayed in a visual, easy-to-digest, real-time format. - Expand consistent, virtual messaging online. For example, using Facebook, Twitter, Instagram, TikTok, Nextdoor, Radio stations etc.

Priority No.	Organisation Priority	Priority Title	Priority Detail
2	Hounslow	Install a network of 100 automatic air quality sensors across the borough	<p>Hounslow is committed to procuring and installing a network of at least 100 automatic air pollution monitoring sensors across the borough over the plan period. This new network of sensors will be in addition to the current network of automatic stations and diffusion tubes.</p> <p>The sensors will be placed primarily at sensitive sites such as schools, hospitals, care homes and where pollution levels are high. These sensors will measure NO2, PM10, PM2.5 and Ozone.</p> <p>The data from these sensors will be made available to the public in real-time on an online platform. This platform will also allow residents to search for directions through the borough along the cleanest route at the current time. This platform will be publicised as part of the Air Quality Public Health Campaign.</p>
3	Hounslow	Include air quality Key Performance Indicators and objectives within all major contracts the council procures.	<p>Recognising the influence Hounslow council has as a major purchaser of goods and services within the borough, we will embed air quality KPIs and objectives within all major contracts over a certain value (TBD).</p> <p>This encapsulates any project requiring development: including transport works, housing renewals, regeneration projects, and other pilot projects the council undertakes. We will review the council's internal environmental policies to strengthen the references to air quality, ensuring our own projects and contractors are aligned with our air quality goals.</p> <p>At minimum, we will introduce requirements to monitor local air quality over the project's lifecycle.</p>
4	GLA / Hounslow	Supporting alerts services such airTEXT and promoting the Mayor's air pollution forecasts	<p>Hounslow will continue to promote alert services as part of the ongoing Air Quality Public Health Campaign.</p> <p>Hounslow are also developing a borough-specific platform for residents to view their local air quality in real time (see priority action 1). The council are currently exploring the creation of a microsite online where all environmental updates can be shared, including information on local air quality.</p>

Priority No.	Organisation Priority	Priority Title	Priority Detail
5	GLA	Enforcing the Non-Road Mobile Machinery (NRMM) Low Emission Zone	<p>NRMM is any vehicle or equipment/plant that has an internal combustion engine but is not used for the purpose of transporting goods or people on roads. It most typically refers to construction vehicles.</p> <p>The GLA has established an NRMM Low Emission Zone across London where NRMMs must meet certain emission standards. Currently within Hounslow, these vehicles must meet at least Stage IIIB. From 1 January 2025 the standards will be increased to Stage IV throughout London. From 1 of January 2030 the standards will be stage V throughout London. Hounslow will continue to enforce this zone, and ensure vehicles are compliant from 2025 with the new standards.</p>
6	GLA	Promoting and enforcing Smoke Control Zones,	<p>The entire borough of Hounslow is a designated Smoke Control Area. This limits how much smoke can be released from a chimney and authorises only certain fuels to be burnt within the borough, unless using an exempt appliance.</p> <p>This is to protect human health from the dangerous particulate matters that are released by burning unclean fuels. Hounslow will continue to raise awareness on the Smoke Control Zone, authorised fuels and appliances, and enforce the zone where necessary.</p>
7	GLA	Promoting and delivering energy efficiency retrofitting projects in workplaces and homes,	<p>Improving the energy efficiency of homes and buildings (public, commercial and industrial) by installation energy conservation measures as well as low carbon technology is a key action set out in the council's Climate Emergency Action Plan. This improves air quality by reducing the amount of fuel needed to achieve the same heating effect and has the added benefit of reducing energy costs for our residents, schools, and community infrastructure.</p> <p>Hounslow will continue to conduct our retrofit programme, make funding available for our residents through the Community Energy Fund, and bid for national funding (such as the Public Sector Decarbonisation Scheme, Social Housing Decarbonisation Fund) to retrofit our corporate and housing estate over the plan period. The Council will also adopt a Climate Change Mitigation and Adaptation Supplementary Planning Document which sets out the technical guidance developers will need to address when developing zero carbon homes in the borough.</p>

Priority No.	Organisation Priority	Priority Title	Priority Detail
8	GLA	Installing Ultra-Low Emission Vehicle (ULEV) infrastructure.	<p>Hounslow has adopted an EV Strategy that sets a target for installing over 2,000 new electric vehicle charging points in the borough by March 2026. The Strategy sets out Hounslow's five objectives in relation to EVs:</p> <ul style="list-style-type: none"> - Achieving the greatest reduction in harmful emissions - Achieving a good minimum level of service - Delivering a charge point network which is good value for money - Providing chargepoints in a fair and transparent way - Provide electric vehicle infrastructure which supports more efficient use of our streets <p>As part of this AQAP, the council will continue to implement the EV Strategy.</p>
9	GLA	Improving walking and cycling infrastructure	<p>Hounslow have adopted a Local Implementation Plan (LIP) 2019 – 2041 which describes how the council will implement the Mayor's Transport Strategy policies and proposals on a local level.</p> <p>Projects within the LIP cover walking/cycling accessibility improvements, provision of cycle parking, improvements to pedestrian centres and development of Liveable Neighbourhoods, and progressing the development of the Priority Cycle Network. This includes a proposed Walking and Wheeling strategy for the borough.</p> <p>Hounslow will also continue to fund the numerous initiatives to increase uptake of walking and cycling in the borough, including pedestrian training, free cycle lessons, free cycle repairs, e-bikes, and rental and loan schemes.</p>
10	GLA	Regular Car Free days/temporary road closures in high footfall areas	<p>Hounslow have an ongoing Streetspace programme that was initially developed in response to the Covid-19 pandemic and follows statutory government guidance and the Mayor of London's Streetspace Plan. Implementation of the programme has included the widening of the bus stop in Hounslow High Street, extension on bus lane hours and a variety of schemes across the borough to improve accessibility for the local community. Hounslow will continue to support Car Free Day each year. The council also hosts the Play Streets have made the cost of closing a street as part of Play Streets free for residents.</p>

Priority No.	Organisation Priority	Priority Title	Priority Detail
11	GLA	Reducing emissions from Council fleets	<p>Hounslow have adopted a Climate Emergency Action Plan, of which one of the key objectives is to electrify the council's fleet. The target set out in the CEAP, aims to replace 50% of the fleet with hybrid or electric vehicles by 2025 and fully electrify the fleet (zero emission) by 2030. Hounslow's Fleet make up a small proportion of overall council emissions, less than 3%, but unless action is taken this percentage will grow as the council continues to decarbonise in other areas.</p> <p>Hounslow's internal Fleet Sustainability Board is overseeing the Fleet Replacement Programme. Phase 1 of this programme will ensure the 229 vehicles within the fleet that currently do not meet ULEZ requirements are upgraded. Phase 2 of this programme will address the larger HGV vehicles that contribute nearly 3/4s of the fleet's CO2 emissions. This fleet is due for refresh consideration in 2023/24, two options at present are electrification, which is preferred in the long term, and transition to lower emission fuel, such as Hydrotreated Vegetable Oil (HVO).</p> <p>Hounslow Council has trialled the use of the HVO in the vehicle fleet and in November 2022 agreed to the phasing out of diesel as the main fuel source for the Council's vehicle fleet.</p>
12	Hounslow	Improving air quality at schools	<p>Hounslow Council have committed funding to free air quality audits at all schools aimed at understanding each school's unique challenges posed by air pollution. These audits are designed to inform schemes, funded by the council, designed to mitigate issues of pollution, and protect the borough's children.</p> <p>To accompany the audits, a new network of air quality sensors located at schools across Hounslow will dramatically improve our understanding of issues of pollution at schools in near real-time and this data will inform the implementation and assessment of a range of schemes aimed at improving air quality.</p>

3 Development and Implementation of Hounslow's AQAP

3.1 Pre-Consultation engagement with stakeholders

In developing/updating the action plan we have worked with neighbouring local authorities, agencies, businesses, and the local community to identify actions that will reduce air pollution levels and improve local air quality for all. Table 3 summarises the stakeholder engagement undertaken to date:

Table 3: List of Engagement Meetings

Team / Organisation	Date of Engagement	Purpose of Meeting/Engagement
Corporate Energy	21 December 14:00 - 14:30	To discuss: <ul style="list-style-type: none"> - progress achieved as a result of implementing the AQAP 2018-2023, - key areas of focus to enable the identification and development of actions that can be incorporated in the 3rd iteration of the AQAP - opportunities to strengthen engagement and partnership working with partners.
Planning and Development Management	6th January 11:00 - 11:45	
Traffic and Transport	12 January 15:30 - 16:30	
Housing Asset Management	17 January 15:00 - 15:45	
Vehicle Fleet Management	26 January 10:00 - 10:30	
Housing Regeneration	30 January 15:00 - 15:45	
London Borough of Lambeth	24 January 10:30 - 11:00	
London Borough of Tower Hamlets	23 January	
Transport Operations	6 th March 11:00-11:30	
Communications / Public Health	Fortnightly meetings since November 2022	
Clean Air Board	Monthly	Steering group with representatives from Public Health, Environmental Strategy, Transport, Parks & Gardens, Communications, Policy, and Strategy to discuss and review actions set out in the Clean Air Programme and AQAP.
Internal Air Quality Workshop	26th February 10:00-12:30	To share draft list of actions with Council services and departments with the aim to request feedback and identify any gaps.
External Air Quality Workshop	16th March 17:00 - 19:00	External event with members of the public to workshop suggested actions around active travel and awareness raising as part of a planned Air Quality Public Health Campaign (please see Appendix A for summary of feedback received).

A survey conducted with members of the public in conjunction with the Communications and Public Health teams, as part of the development of a targeted communications campaign on air quality, asked residents about their perception of air pollution in Hounslow. The survey had 25 questions and on average took approximately 15 minutes to complete. The questions weren't mandatory. 327 responses have been received to date and these have been summarised below:

- The majority of responses identified cars and the airport/aircraft as the main sources of pollution in Hounslow.
- More than 50% of respondents said they could tell when air pollution was worse, and that they believe that it had impacted their health or the health of their friends and family.
- 58% of responses categorised air quality in Hounslow as 'Bad' or 'Very Bad'; 27% categorised it as 'Good' or 'Very Good'; 15% 'Don't know'.
- 65 respondents identified using active travel more often as the thing that could help improve air quality in Hounslow
- 48 respondents suggested that safer walking and cycling routes would help them travel actively more often.
- Planting trees was the most popular suggestion for improving air quality (85 responses).
- Hounslow Matters, social media and TV were the three most popular answers to the question about how respondents would best access more information about air pollution.

The responses to this survey have helped inform the actions that have been identified within the Plan and will continue to inform our wider consultation on the document.

3.2 Statutory Consultation

The statutory consultation on the Air Quality Action Plan will take place in early summer 2023 for a minimum of 6 weeks (max 12 weeks). Schedule 11 of the Environment Act 1995 requires local authorities to consult the bodies listed in Table 4. The council will also engage with local residents, community groups, businesses, and equality groups.

Table 4: Statutory Consultees

Statutory consultee
The Environment Agency
Transport for London and the Mayor of London (who will provide a joint response)
All neighbouring local authorities
other public authorities as appropriate
bodies representing local business interests and other organisations as appropriate

The consultation will aim to inform and raise awareness of air quality in Hounslow and seek input from consultees on the actions that will be implemented during the lifetime of this Plan. The Council is particularly interested in gathering feedback from stakeholders on the 12 priority areas that impact them and the actions that have been identified and aspects which could be strengthened. As part of our statutory duty to consult, we will undertake the following:

- Formal consultation on the Council's engagement platform for a minimum of 6 weeks with a questionnaire targeted at all audiences.
- *Host a workshop for stakeholders*

- Publicise the consultation on the Council's website, *in Hounslow Matters*, the Council's e-newsletter
- Promote the consultation using the council's social media platforms, advertising boards within town centres, faith settings etc.
- *Attend Area Forums and local events*
- *Engage with the Community Reference Groups*
- *Inform and engage schools in Hounslow and the Youth Parliament*
- *Equalities groups*
- *Places copies of the document in Hounslow and local libraries with clear details setting out who to contact should support be required to complete the questionnaire.*
- *Undertake Councillor engagement.*

3.3 Governance

Progress on developing and implementing the Air Quality Action Plan will be reported to the Internal council officer led Clean Air Board, which was set up in September 2022, and is made up of representatives from the following teams:

- Public Health, Climate and Environmental Strategy, Transport, Communications, Parks & Gardens, Policy, and Strategy

The Clean Air for All Project Board has been formed to lead and provide project strategic oversight of the development and delivery of the priorities, actions and targets set out in the AQAP whilst ensuring it takes account of local circumstances, priorities, constraints, and opportunities; provides best value in use of resources that deliver maximum, lasting benefits for the Council in reducing air pollution levels borough wide.

The objectives of the Clean Air Board are:

- Monitoring of air pollution data - To meet and exceed all statutory limits for air pollution (NO₂, PM₁₀, PM_{2.5}) across Hounslow.
- Delivery and Action - To drive pollution levels down towards WHO guideline levels to deliver clean, healthy air for Hounslow.
- Communications - Provide a high-quality knowledge base of information that can be communicated to all internal and external stakeholders.
- Undertaking the Clean Air for All Project
- Implementing actions that address the findings of Ella Adoo-Kissi-Debrah coroner's inquest.

The key deliverables of the Board are:

- To identify areas in Hounslow where air quality monitoring can be improved and to upgrade the existing monitoring stations.
- To expand air quality monitoring (through the installation of additional automatic monitoring stations and diffusion tubes) throughout Hounslow to understand the distribution of pollution and any high-risk areas.
- To identify and implement actions that will reduce pollution down towards WHO guideline levels to deliver clean, healthy air for all in the first instance focusing on schools and public buildings this will be part of the Clean Air for Schools Project (see table one below)

- To identify and implement actions that will not detrimentally impact vulnerable populations and the environment whilst enabling future economic growth across the borough.
- To develop a high-quality knowledge base of air quality information by working collaboratively with stakeholders to understand their needs to meet requirements.

This Clean Air Board meets monthly and will continue to push forward the implementation of the AQAP actions during this plan period.

The Council is also committed to engaging with the wider community and as a result has set up the Climate and Clean Air Community Reference Group (CRG) which is formed of residents and representatives from community groups who are interested in addressing poor air quality across the borough. The CRG works with the council to co-create and prioritise actions, as well as assist in increasing transparency and public understanding around the Council's opportunities and constraints for action. The CRG also assist the Council in galvanising the required wider civic support necessary to deliver the ambitious changes required to address poor air quality across the borough. The Climate and Clean Air CRG meet quarterly to discuss the council's progress, plans and input on the development of actions resulting from the AQAP.

4 Action Plan Table

Table 5 sets out the actions that will be delivered to ensure the 12 priorities identified in section 2 are delivered. It contains:

- a list of the actions that form part of the plan.
- the responsible individual and departments/organisations who will deliver this action.
- estimated cost to the council.
- expected benefit in terms of emissions and concentration reduction.
- the timescale for implementation.
- the outputs, targets, and Key Performance Indicators.
- how progress will be monitored.

Table 5: Air Quality Action Plan

The actions have been grouped into seven categories: Monitoring and core statutory duties; Emissions from developments and buildings; Public health and awareness raising; Delivery servicing and freight; Borough fleet actions; Localised solutions; and Cleaner transport.

Action category	Action ID	Action name and description	Responsibility	Cost	Outputs, Targets and KPIs
Monitoring and core statutory duties	1	Maintain and upgrade Hounslow's automatic air quality monitoring stations	Environmental Strategy	£££	All 6 monitoring stations within Hounslow replaced/maintained over the plan period. Ensuring all stations are monitoring NOx, PM10, and PM2.5 as a minimum. We have set a target to reduce the average PM10 levels taken at our 6 monitoring stations to below 20ug/m3. Most recent data from 2022/23 shows an average of 20.14ug/m3 for the past year. We have set a target to reduce the average PM2.5 levels taken at our 2 monitoring stations to below 10ug/m3. Most recent data from 2022/23 shows an average of 10.5ug/m3 for the past year.
	2	Maintain Hounslow's nitrogen dioxide (NO2) diffusion tube network in accordance with current guidance	Environmental Strategy	££	There are currently 182 diffusion tubes total placed at locations across the borough. 14 tubes are for the South Chiswick Liveable Neighbourhood project. 108 tubes are located near schools where school streets have been proposed. The remaining 60 tubes are spread across the borough to ensure a good coverage. The current 60 tubes across the borough will be maintained, with tubes for school streets and the Liveable Neighbourhood project added/taken offline as those schemes deem necessary. We have set a target to reduce NO2 emissions from all diffusion tubes to below 40ug/m3. Most recent data from 2022/23 shows that the percentage of NO2 diffusion tubes above 40 ug/m3 was 11.39% in Q1, 5.03% in Q2, and 9.01% in Q3.

3	Continue to work with the GLA/Imperial Breathe London Project and expand the network of Breathe London Nodes at key pedestrian sites across the borough that are not covered by the existing automatic monitoring network already. Encourage Hounslow residents to get involved in this project, either through requesting their own Nodes or viewing the real-time data online at https://www.breathelondon.org/ .	Environmental Strategy	£	Install at least 4 Breathe London Nodes at key pedestrian areas where automatic monitoring is not currently in place, in line with Breathe London guidance Suggested sites include: Hounslow High Street Bath Road outside Hounslow West Station Kingsley Road outside Hounslow East Station Junction of Imperial Road and Staines Road Great South West Road outside Hatton Cross Station
4	Prepare and produce all London Local Air Quality Management Framework reports as required including the Annual Status Report	Environmental Strategy	No cost	Activities undertaken
5	Update Hounslow's Air Quality Action Plan every 5 years (next AQAP 2028)	Environmental Strategy	No cost	AQAP 2028-2033 is adopted in 2028
6	Review Hounslow's Air Quality Management Area and Air Quality Focus Areas to understand if any changes are necessary	Environmental Strategy	No cost	Activities undertaken
7	Respond to all appropriate air quality consultations (e.g., Defra, GLA etc)	Environmental Strategy, Planning/DM	No cost	All appropriate air quality consultations are responded to formally by the council
8	Support the introduction of a new or revised Clean Air Act that improves public protection from atmospheric pollution	Environmental Strategy	No cost	Activities undertaken
9	To explore adoption of the World Health Organization air quality guidelines (2021) over the course of this plan-period	Environmental Strategy	No cost	Activities undertaken
10	Implement a new network of low-cost sensors in line with best practice and technical guidance on the use of such units. Information from this monitoring should be easily accessible to the public, and available in real-time. Locations of new sensors will be prioritised at sensitive sites: Schools Hospitals Care Homes Air Quality Focus Areas Other medium-high risk sites	Environmental Strategy	£££	100 sensors installed over the plan period at sensitive sites. At least 50 sensors installed in year 1
11	Deliver AQ-specific training to council colleagues to help raise awareness and incorporate AQ considerations into future projects as per the above action. This includes guidance for colleagues to request air quality objectives in our procurement contracts.	Environmental Strategy	£	1 x internal workshop held in 2024 and 2026 following the adoption of this AQAP with relevant council teams Guidance document produced for council employees including examples of air quality objectives, targets and KPIs to ask for in contracts
12	See that Hounslow's Smoke Control Area is fully promoted and enforced	Environmental Strategy, Pollution/Enforcement	££	Activities undertaken
13	Work with the relevant teams (Planning, Public Health, Transport) to ensure the council have a robust air quality evidence base which can be easily adapted into Plans and Strategies in preparation for future policy changes – e.g., future Local Planning policy, Minimum Energy Efficiency Standards, Air Quality Focus Areas	Environmental Strategy, Joint Strategic Needs Assessment	£	Meeting held with each of the relevant teams to understand what information they will need to implement new policy over and beyond the plan period in year 1.

					Gap analysis conducted between current information and information requirements.
Emissions from developments and buildings	14	<p>Continue to deliver the Hounslow Climate Emergency Action Plan (CEAP) up to 2030 which contains many overlapping actions and objectives as the Air Quality Action Plan. This includes objectives for the council to:</p> <ul style="list-style-type: none"> - Reduce the council's reliance on fossil fuels through retrofit - Increase the amount of renewable energy that contributes to the council's overall energy demand - Electrify the council's vehicle fleet - Reduce employee transport emissions - Reduce the council's waste emissions - Work towards a net zero organisational culture - Secure sustainable investment and funding to pursue these goals <p>This also includes objectives for the borough to:</p> <ul style="list-style-type: none"> - Retrofit Hounslow and provide zero carbon new housing - Promote Sustainable Travel - Transition to electric mobility - Improve and enhance the green and blue infrastructure within the borough - Develop net zero lifestyles - Stimulate a local green economy <p>Report on progress against these goals within the CEAP annual status reports</p>	Environmental Strategy	££££	Annual CEAP reports detailing progress
	15	Continue to bid for funding to decarbonise the council's estate through schemes such as Public Sector Decarbonisation Scheme, Social Housing Decarbonisation Fund, as/when funding becomes available.	Energy	££££	Activities undertaken in line with Hounslow's Climate Emergency Action Plan
	16	<p>Ensuring emissions from construction are minimised by developers fully complying with Hounslow's Local Plan & upcoming Air Quality and Noise Technical Guidance.</p> <p>Require all major development sites to submit a demolition management (DMP) and / or Construction Management Plan (CMP), detailing how air quality impacts will be mitigated through adequate, effective, and enforceable measures (with triggers) to protect inhabitants, their amenity and sensitivity of the surrounding area.</p> <p>Ensuring emissions from construction are minimised by developers by submitting a transport logistics assessment in accordance with Transport for London's TfL Construction Logistics guidance</p> <p>The council will continue to control emissions from permitted processes via inspection and enforcement.</p>	Planning/DM	No cost	<p>Air Quality SPD adopted in year 1</p> <p>100% of relevant applications to have submitted a DMP/CMP in pre-application or as part of an appropriate condition</p>
	17	Produce a construction code of practice for minor development sites that will be shared on Hounslow's website, informed by best practice to mitigate impacts on air pollution	Planning/DM	No cost	Construction code of practice delivered

18	<p>Enforce the GLA's Air Quality Neutral Policy and Air Quality Positive Policy</p> <p>Ensuring emissions from construction and demolition sites are minimised by developers to comply with the London Environment Strategy Policy 4.2.3</p> <p>Enforce the Non-Road Mobile Machinery (NRMM) Low Emission Zone. Minimise emissions from construction by ensuring all construction site Non-Road Mobile Machinery (NRMM) comply with the London Environment Strategy Policy 4.2.3a</p>	Environmental Strategy, Planning/DM	No cost	100% of relevant applications to include appropriate conditions on Air Quality Neutral Policy, Air Quality Positive Policy, and Environment Strategy Policy
19	Promoting and delivering energy efficiency and energy supply retrofitting projects in workplaces and homes through EFL retrofit programmes such as RE:FIT and RE:NEW and through Hounslow's carbon offset fund	Planning/DM	££££	Activities undertaken in line with Hounslow's Climate Emergency Action Plan Number of homes retrofit with energy efficiency measures, and gas boilers replaced with electric heating
20	Ensuring adequate, appropriate and well-located green space and infrastructure is included in new and existing developments, in line with Local Plan Policies GB1-9 and the Green Blue Infrastructure Strategy	Planning/DM	No cost	Activities undertaken in line with Hounslow's Local Plan Policies GB1-9 and Green Blue Infrastructure Strategy
21	Deliver the actions and objectives set out in the council's Energy Services Plan, detailing how the council will reduce its own direct emissions and electrify its energy supply.	Energy	££££	Activities undertaken in line with Hounslow's Energy Service Plan
22	To create and share guidance with the relevant bodies (schools, care homes, suppliers) on how to reduce emissions of Particulate Matter from commercial kitchens, especially PM _{2.5}	Licensing	No cost	Guidance produced and shared with relevant bodies
23	Introduce a requirement for a minimum EPC rating for privately rented sector HMOs covered by both the mandatory and additional licensing schemes.	Housing Quality	£	Requirement introduced over course of the plan period
24	Introduce a requirement for any works covered by the Disabled Facilities Grant or discretionary housing improvement grants to meet level D EPC rating in privately owned accommodation.	Housing Quality	£	Requirement introduced over course of the plan period
25	<p>Develop and implement strategies for decentralised energy that convert gas heating to low and zero carbon alternatives including heat networks, and upgrade existing large combined heat and power communal heating to cleaner technology alternatives.</p> <p>Reducing emissions from Combined Heat and Power generators (CHP) and enforcing CHP air quality policy in line with London Plan policy S13. Ensure smaller developments use ultra-low NOx Boilers or other zero carbon low emission options.</p>	Planning/DM	££££	<p>District Heating Network study updated and published for use as evidence base in future Local Plans</p> <p>Local Energy Area Plan is in development currently</p> <p>No new planning applications approved which would seek to install CHP generators</p>
26	Use planning policy to require residential electric charging points on new developments, in line with Policy EC2 of the Local Plan	Planning/DM	No cost	Activities undertaken in line with Hounslow's Local Plan and EV Strategy
27	Ensure the council is responsive to future planning system changes including changes to the S106 process, National Model Design Codes or Neighbourhood Plans, and their implications for air quality over the planning period of this AQAP.	Planning/DM; Environmental Strategy	No cost	Monthly meetings with internal Clean Air Board that includes representatives from Planning Team
28	<p>Employ a new council policy for all projects with a value of >£75k to assess supplier credentials around air quality (working practices etc) & require supplier to monitor air quality over the plan period.</p> <p>This includes:</p> <p>Air quality monitoring for construction activities</p> <p>Anti-idling policy for projects with an element of transport</p> <p>Freight consolidation for construction and transport elements</p>	Procurement	No cost	Internal council policy adopted

	29	Embed air quality monitoring and objectives within all regular works contracts at the point of renewal (or sooner) e.g., Coalo on housing repairs/maintenance	Procurement	No cost	Air quality monitoring conducted by all major contractors Objectives around air quality included in all major contracts
	30	Embed air quality considerations in all relevant new policies and projects across the council's portfolio of work: This includes: - Including air quality objectives in housing development/regeneration projects – particularly ensuring master planning and redevelopment areas are aligned with the Air Quality Positive and Healthy Streets approaches in the scoping and design stage - Reviewing Hounslow council's internal environmental policies to strengthen references to air quality in the procurement process. - Ensuring that air quality is properly considered in the site selection process for future council projects e.g., Future Neighbourhoods, retrofit works. This includes an objective to conduct air quality assessments in similar projects.	Environmental Strategy	No cost	Activities undertaken
Public health and awareness raising	31	Ensure that the Directors of Public Health (DsPHs) have been fully briefed on the scale of the air pollution problem in our local authority area; what is being done, and what is needed. Director of Public Health to sign off Statutory Annual Status Reports and all new Air Quality Action Plans	Public Health	No cost	All ASRs and AQAP 2023-2028 signed off by DsPHs. 1x briefing per year with DsPH plus DPH (or representative) invited to Clean Air Board
	32	The council's Public Health Team will support engagement with local stakeholders (businesses, schools, community groups and healthcare providers) by helping raise awareness about air quality issues and what can be done to reduce emissions. They will be asked for their support via the DsPH when projects are being developed. This includes: - Strengthening engagement with North West London ICB and GP surgeries, including exploration of social prescribing, - Sharing data with the Joint Strategic Needs Assessments team (JSNA) regarding air pollution within the borough and its impacts on the population - Engaging with Hounslow's Economic Business Forum and Chamber of Commerce to understand what is currently being done by businesses in regard to air quality, and what can be done to incentivise active travel, public transport, and car sharing - Engaging with housing associations and private rented sector/landlords to publicise schemes that can reduce exposure to poor air quality and improve local air quality (Green Doctors, Green Homes Grant, Boiler Upgrade Scheme etc.)	Public Health	£	Public Health Team to communicate regularly with North West London ICB and UKHSA Quarterly meetings with JSNA group 2x presentations delivered to members of Hounslow's Economic Business forum and the local Chamber of Commerce over the course of this plan List of largest Has and PRS providers in the borough established. Guidance on how to reduce emissions and exposure to air quality developed and shared with housing providers.
	33	Review the progress of the recommendations of the Chief Medical Officers report 2022 a) North West London ICB should analyse local air quality monitoring data for breaches of air pollution standards, and publish these alongside the local hospital data for impacts on admissions for respiratory and cardiovascular disease b) UK Health Security Agency (UKHSA) should aggregate and analyse progress annually for a national public report to NHS England	Public Health	No cost	Chief Medical Officer report 2022 recommendations reviewed Public Health Team to communicate regularly with North West London ICB and UKHSA
	34	Strengthening coordination with Public Health by ensuring that at least one Consultant grade public health specialist within the borough understands air pollution issues and routes to mitigation. This can either be achieved through training or recruitment	Public Health	££	Sharing of any relevant training events with the Public Health team to upskill a specialist with understanding of air pollution

	<p>35 Launch Hounslow's Air Quality public health campaign in 2023/24. This will include but is not limited to:</p> <ul style="list-style-type: none"> - Raising public awareness of the issues of air pollution including both physical and mental health and wellbeing - Raising awareness of the impact of illicit wood burning and fires in Smoke Control Areas (SCA) - Providing air quality information at health care facilities, libraries, pharmacies and other frequently used facilities - Improve the uptake of Air Quality information to vulnerable persons in the Borough - Engaging on air quality issues with Businesses through the Borough's Business Improvement Districts and Economic Business Forum. - Raising awareness on anti-idling through Idling Action Events/workshops, signage at car parks, housing estates and schools, and enforcement. - Raise awareness on the impact of indoor air quality on human health and ways to reduce exposure e.g. damp and mould; wood burning - Publishing articles on air pollution in Hounslow Matters, Thrive - Expand on the air pollution alerts services such as AirTEXT, as well as the Mayor's air pollution forecasts by providing a platform for the public where information on air quality will be displayed in a visual, easy-to-digest, real-time format. - Expand consistent, physical messaging in public spaces and on community infrastructure, e.g. schools, supermarket car parks, bus stops, train stations, problem air pollution areas. Example areas could include Faith Settings; Sports Clubs/Leisure Centres; GP Surgeries; Schools; Supermarket car parks; School open days/parents' evenings; Workplaces; Bus Stops; Train Stations; Side of Buses; - Expand consistent, virtual messaging online. Example areas could include Facebook; Twitter; Instagram; TikTok; Nextdoor; Radio stations 	Public Health, Environmental Strategy, Comms	£££	<p>Campaign delivered in year 1 and 2.</p> <p>Consultations/surveys before/after comms campaign around AQAP to gauge improvement in understanding</p>
	<p>36 Identify the seldom heard communities that aren't typically engaged on air quality issues. Work with collaborators across the borough to spread air quality messaging to these groups. Possible collaborators could include:</p> <p>Hounslow Borough Respiratory Group Age UK Adult education courses Resettlement scheme providers Big businesses within the borough who can promote messaging, Economic Board and Chamber of Commerce Housing Estate teams Hounslow EDI Team</p>		£	<p>List of seldom heard communities established. Collaborators that can reach out to these groups contacted and engaged as part of Air Quality Public Health Campaign (see above action)</p>
	<p>37 The council will use the various national air quality and health-related awareness campaigns as an opportunity to promote air quality messages within the borough. The council will commit to hosting the most relevant events in locations around the borough throughout the year – e.g., Air Quality Action Week, Respiratory Health Awareness, Walk to School week, Clean Air Day</p>	Environmental Strategy, Comms	££	<p>3x physical events delivered per year in line with major air quality events</p>
	<p>38 Continue to reduce pollution in and around schools through the Clean Air for Schools programme, offering free audits to every school in the borough with funding to address local pollution issues.</p>	Environmental Strategy, Public Health	£££	<p>8 school audits delivered per year with associated recommendations of report implemented</p>
	<p>39 Encourage schools to join the TfL STARS accredited travel planning programme by providing information on the benefits to schools and supporting the implementation of such a programme</p>	Environmental Strategy, Traffic & Transport	££	<p>95% of schools in the borough achieved Bronze STARS level by 2028</p>

	40	Assess the feasibility of creating clean air zones around schools/hospitals / care homes	Environmental Strategy	£	Activities undertaken
	41	Continue the school Superzone programme in the Borough using GLA funding (if available)	Environmental Strategy, Public Health	££	Superzone programme continued over the course of this programme, subject to funding
	42	Continue to implement new school streets, including camera enforcement and associated green infrastructure initiatives. Link this work to increased uptake of active travel/ school travel planning	Traffic & Transport	£££	3 x school streets implemented per year over the course of this plan period. Air Quality sensors installed at schools applying for school streets as a priority Using the School Travel Planning Framework to guide implementation of School Streets
	43	To create school walking maps for all schools in the Borough	Traffic & Transport	£	School walking maps produced for all schools in the borough by 2028. 18 maps produced per year for 5 years
	44	Engage with bodies e.g., educational institutions, other boroughs to keep abreast of emerging policy and issues in the air quality sector, including updates on the DfE's climate change strategy	Environmental Strategy	No cost	Dissemination of air quality information relevant to schools through headteacher mailing list as/when information becomes available
	45	Explore options to introduce air quality issues into schools (via curriculum, eco-schools resources etc)	Environmental Strategy, Education	£	Resources developed for schools to include air quality within their curriculum
	46	Encourage resident engagement in understanding and addressing their local air quality by: Providing an easily accessible platform for real-time information on local air quality Encourage uptake of programmes such as SAMHE and Breathe London among Hounslow residents to promote citizen science and engagement Continue to publicise Better Points or similar schemes that incentivise active travel	Environmental Strategy, Comms	£	Online platform for real time air quality information published in year 2023
	47	Provide awareness/training for residents on their rights as a pedestrian, cyclist, and motorist, to help address safety concerns on the road. Provide free visibility tags to cyclists and pedestrians that take part.	Environmental Strategy, Comms	££	2x events hosted in the borough per year
	48	Create a set of public-facing 'FAQs', available on the council website, explaining the causes of air pollution, routes to mitigation, and related issues e.g., ULEZ etc.	Environmental Strategy, Comms	£	FAQs published on Hounslow website by 2024. Checked annually for necessary updates
	49	Work with the Public Health Team on the air quality aspects of the Health Impact Appraisal process, which council projects will soon have to complete as mandatory.	Environmental Strategy, Comms	No cost	All major council projects to complete an HIA by 2025. Environmental Strategy team to have input on air quality aspects of the HIA guidance
Delivery servicing and freight	50	Work with the Fleet Team to help deliver the actions and objectives set out in Greener Fleet Strategy.		££££	Greener Fleet Strategy objectives met and reported on annually
	51	Update Hounslow's procurement policies to include a requirement for suppliers with large fleets to have attained gold Fleet Operator Recognition Scheme (FORS) accreditation and incorporate the use of the Social Value tool kit for the delivery of additional economic, social, and environmental benefits that can be created from the 4 objectives and associated KPIs.	Facilities/Fleet, Procurement	No cost	100% of suppliers to have attained gold Fleet Operator Recognition Scheme accreditation by 2028
	52	Explore the feasibility of installing of Virtual Loading Bays throughout the Borough in the Town centres.	Traffic & Transport	££	Activities undertaken in line with Hounslow's Kerbside Strategy
	53	Explore with the Port of London Authority (PLA) the methods of control of shipping emissions and use of shipping to mitigate land-based emissions	Environmental Strategy	No cost	Activities undertaken

	54	Conduct a feasibility study of borough-wide freight to support consolidation (or micro-consolidation) of deliveries, by setting up or participating in new logistics facilities, and/ or encourage businesses to participate in these.	Facilities/Fleet	££	Feasibility Study undertaken
	55	Implement further YEEP delivery lockers across the borough if the trial period is deemed successful, to consolidate deliveries, reduce emissions and the number of delivery vehicles on residential streets.	Environmental Strategy	no cost	Activities undertaken
	56	Engage with delivery companies operating within the borough to raise awareness of the YEEP parcel network and provide an opportunity to join the scheme and consolidate deliveries. Raise awareness amongst residents of the benefits of using out-of-home delivery solutions.	Environmental Strategy	£	Activities undertaken
	57	Continue to deliver programmes that reduce delivery and waste emissions through incentives and behavioural change, such as 'Heston in the Loop'	Environmental Strategy	££	Activities undertaken
	58	Conduct a feasibility study on the air quality impact of deliveries to the council, and freight consolidation between relevant council teams	Facilities/Fleet, Transport	££	Feasibility Study undertaken
	59	Continue to promote the 'Try before you bike' scheme aimed at public/business uptake of cargo bike schemes. Secure funding to deliver this over the plan period	Traffic & Transport	££	Activities undertaken
Borough fleet actions	60	Introduce the new main depot for Hounslow fleet vehicles, including provision/storage for alternative fuels and expanded EV charging	Facilities/Fleet	££££	New depot developed, with provision for EV charging and storage of alternative fuels
	61	Expand the Anti-idling programme to all depots across the borough, with signage and training to raise awareness amongst fleet operators	Facilities/Fleet, Transport	£	Anti-idling programme expanded to all depots across the borough. Materials (posters, flyers etc.) and training delivered to each site
	62	Secure funding to continue Hounslow's Tusker salary sacrifice EV car scheme over the course of the plan period	Facilities/Fleet	££	Review number of EVs purchased through Tusker salary sacrifice scheme
	63	Review the outcomes of Hydrotreated Vegetable Oil (HVO) fuel trial and assess feasibility of expanding this programme to the entire council fleet of internal combustion engines (ICE).	Facilities/Fleet	££	Review of HVO fuel trial conducted and cost/benefit of expanding this programme produced
	64	Engage with the fleet sustainability board to maintain open communication about issues of air quality	Facilities/Fleet	No cost	Monthly meetings with internal Clean Air Board that includes representatives from Fleet Operation Team
	65	The council will continue to increase the number of hydrogen, electric, hybrid, bio-methane, and cleaner vehicles in the fleet, in line with the Climate Emergency Action Plan and Greener Fleet Strategy	Facilities/Fleet	££££	Percentage of fleet that is made up of non-internal combustion engine vehicles, to be reported annually
	66	Accelerate uptake of new Euro VI vehicles in borough fleet.	Facilities/Fleet	££££	Percentage of fleet that are compliant with Euro VI standards
	67	Offer Smarter Driver Training, or equivalent, for drivers of vehicles in borough fleet. This can include training of fuel-efficient driving or anti-idling for example. Provide regular re-training of staff as deemed necessary.	Transport Operations, Facilities/Fleet	££	Percentage of drivers in the fleet that have been given Smarter Driving Training
	68	Introduce a shared cycle scheme for Hounslow staff to use on site visits in place of cars	Traffic & Transport	£££	Activities undertaken and shared cycle scheme established for staff
Localised solutions	69	Expanding and improving green infrastructure across the borough and in localised areas with high levels of pollution, in line with the Green Blue Infrastructure Strategy	Parks Team	££££	Activities undertaken in line with Hounslow's Green Blue Infrastructure Strategy
	70	The council will expand the Liveable Neighbourhoods or/and Business Low Emission Neighbourhood (BLÉN) programme should funding become available	Traffic & Transport	£££	Subject to funding and discussions with the GLA/TfL, the council will develop as many Liveable Neighbourhood areas as possible during the plan period.

	71	Apply for Mayor's Air Quality Funds and Defra Air Quality Grant to deliver air quality projects in Hounslow as/when funding becomes available	Environmental Strategy	No cost	Submit applications to the Air Quality Fund and Air Quality Grant as/when funding becomes available over this plan period
	72	The council will continue to work in partnership with National Highways to improve air quality on strategic roads and other major roads, seeking clear strategy and framework to: (i) monitor at agreed sites along the road network (ii) reduce current (and future – Smart Motorway) exceedances of NO2/PM AQO and mitigate adverse effects, including health impacts of harmful emissions associated with road/routes within their jurisdiction; (iii) Seek contributions for implementing mitigation measures locally, aimed at reducing exposure to harmful emissions NO2/PM (all sensitive receptors), resulting from their roads/routes; and improving air quality in nearby areas.	Environmental Strategy, Traffic & Transport	£	Continue to monitor NOx at the 7 National Highways sites within the borough. Continued engagement with National Highways over this plan period
	73	Engage a consultant to facilitate further investigation into reducing council estate reliance on fossil fuels as part of the Climate Emergency Action Plan	Energy	££	Activities undertaken in line with Hounslow's Climate Emergency Action Plan
	74	Conduct air quality monitoring in areas populated with canal boats to assess the impact on air quality. Use this information to determine if further support/interventions are needed here e.g., discouraging burning of solid fuels, plug-in options	Environmental Strategy	£	Diffusion tubes placed at canal boat locations for monthly analysis of NO2 in 2023 e.g., Brentford Docks to understand the scale of the problem
Cleaner transport	75	Engage with the Healthcare teams to understand what can be done to reduce hospital patient exposure to poor air. This could include - Exploring improved drop-off areas at hospitals to reduce patient exposure to poor air - Consolidate patient transport to reduce the number of vehicles on the road, subject to health and safety of patient	Healthcare team	£	Engagement undertaken with healthcare teams
	76	Work with the Transport Team to help deliver the actions and objectives set out in the adopted Transport Strategies that have the co-benefit of improving air quality.	Environmental Strategy, Traffic & Transport	££££	Kerbside Strategy; Parking Strategy; Walking Strategy expected to be adopted by the end of 2024.
	77	Assist with the adoption of the Transport Strategies over the plan period that will have the co-benefit of improving air quality. Once adopted, these strategies will be delivered and reported on in line with the above action: Kerbside Strategy Parking Strategy Walking/Cycling/Wheeling Strategy	Traffic & Transport	££	
	78	Installation of Ultra-Low Emission Vehicle (ULEV) infrastructure in line with the EV Strategy. The installation of rapid chargers to help enable the take up of electric taxis, cabs, and commercial vehicles (in partnership with TfL and/or OLEV94). This action is not related to new development	Traffic & Transport	££££	Activities undertaken in line with Hounslow's EV Strategy
	79	Ensure that the Head of Transport has been fully briefed on the air quality opportunities and risks related to transport in the borough.	Traffic & Transport	No cost	Monthly meetings with internal Clean Air Board that includes representatives from Transport Team
	80	The council will continue to support play streets, street parties, temporary car free days and pedestrian days (e.g., no vehicles on certain roads on a Sunday) and other similar initiatives in line with proposal 4.2.1a of the London Environment Strategy	Traffic & Transport	££	Number of play streets requested annually Number of street parties requested annually Number of car-free days and pedestrian days held annually

	81	Continue to publicise the council's various schemes aimed at increasing cycling and walking including: try-before-you-bike schemes; cycle training; pedestrian training; cycle sisters; Dr Bike;	Transport, Comms	£	Funding secured to continue these schemes over the plan period. Materials advertising events distributed at relevant council events
	82	Work with the transport & traffic teams to co-locate traffic and air quality sensors, to better understand the relationship between traffic and pollution, particularly at key junctions and on strategic roads	Traffic & Transport	£	Increased monitoring of traffic and air quality conducted at Air Quality Focus Areas
	83	Improve public awareness of traffic and air quality links by publishing available traffic data - encourage positive engagement in discussions	Traffic & Transport	No cost	Publish the council's current bank of information on available traffic data on the council's website
Lobbying and Partnership work	84	The council will continue to work in partnership with Heathrow Airport Limited (HAL), seeking clear strategy and framework to: (i) Delivering better surface access strategy (passenger & freight); (ii) Seek contributions for identifying & implementing mitigation measures locally, aimed at reducing exposure to harmful emissions NO2/PM (particularly in schools & community buildings), mitigate adverse effects, including health impacts of harmful emissions associated with their business and operations and implement measures to improve local air quality within Hounslow	Environmental Strategy	No cost	Continued membership of the Heathrow Air Quality Action Group to raise these issues
	85	To lobby the Central and the GLA for policy changes to improve air quality in Hounslow	Environmental Strategy	No cost	Activities undertaken
	86	The council will work in partnership with TfL to improve bus journey times through active or passive bus priority measures. The council will also continue to push for greater provision of buses over the plan period. The council will continue to lobby TfL/GLA for cleaner/electric buses on Outer London routes.	Environmental Strategy, Traffic & Transport	No cost	Activities undertaken
	87	Lobby central government on issues of damp and mould in both council owned and private rented housing stock, highlighting issues of internal air pollution	Housing Assets	No cost	Activities undertaken
	88	Working with TfL to promote car scrappage schemes or other retrofit technologies and lobbying government to provide funding for car scrappage schemes.	Traffic & Transport	No cost	Activities undertaken
	89	The council will lobby for air pollution performance information to be made more readily available on car sales, including Electric Vehicles	Traffic & Transport	No cost	Activities undertaken
	90	The council will lobby for greater powers to tackle anti-idling and implement these policies as they become available.	Traffic & Transport	No cost	Activities undertaken

Appendix A Feedback from Pre-Consultation Engagement

Air Quality Action Plan Development Workshop

On 16th March 2023, an initial workshop was held with residents of Hounslow ahead of the formal consultation planned for Summer 2023. Environmental Champions and Community Groups were invited to share their thoughts on the below 3 questions. The purpose of this exercise was to workshop suggested actions around active travel, and to gain insight into how best to raise awareness on the issue of air pollution as part of a planned Air Quality Public Health Campaign, one of Hounslow's priority actions within this AQAP. The three questions included:

- How can we improve Public Awareness around air pollution and its impacts?
- How can we better engage with seldom heard communities on air pollution issues?
- What can we do to increase uptake of Active Travel in Hounslow?

Feedback from the group has been summarised below.

Workshop 1 – How can we improve Public Awareness around air pollution and its impacts?

Ideas for Raising Awareness

- Aligning air quality action and campaigns with air quality events e.g., Clean Air Day, Love Your Lungs Week, Walk to School week, Earth Day etc.
- Produce a set of FAQs around air quality that explain the issue, causes, and can address some of the rebuttals and pushback that air quality policies will invite
- Publicise information on deaths and attributable deaths in the borough due to air quality
- More signage around anti-idling at key locations (schools, car parks)
- Recruiting volunteers to tackle anti-idling
- Easy wins – start by targeting the easiest behaviours
- Lobbying for greater powers to tackle anti-Idling – e.g., greater fines
- Lobbying for air pollution performance to be displayed on car sales, including EVs
- Enforcement on schemes where air quality related planning conditions aren't met
- Ideas for Messaging/Advertisement
- Wording – Air pollution not Air quality – displays a sense of urgency
- Strong and simple messaging that should be clear and easy to understand – e.g., 'Air pollution kills' – similar to smoking advertisement
- Consistency and longevity in public information campaigns to instil the message
- Attaching a human face to the campaign to make it more memorable
- Targeting more than just human health – e.g., very short journeys being bad for your car's long-term performance
- Tying air pollution messaging into climate change, noise pollution and other issues where applicable

Ideas for Information Dissemination

- Collaborating with the GLA and neighbouring boroughs on consistent messaging
- Sharing information on the Hounslow Data Hub
- Visual, easily accessible real-time data on air quality in the borough – e.g., simple traffic light dashboard of air quality in the borough at a given time
- School Councils and school engagement are a good way to spread information
- Tapping into resources of Sustrans and other charities
- Physical messaging in public spaces, on community infrastructure, especially at problem sites

- Virtual messaging using QR codes in the built environment to direct to air quality data
- Target places where people congregate and travel to – schools, churches community centres, supermarkets, bus stops/tubes
- Advertising at bus stops, on buses, train stations, car parks
- Working with CCGs/North West London ICB on social prescribing as a form of healthcare
- Being very clear on where we want to get to at the end of the 5-year plan period in our messaging, what our targets are, and the progress made each year.

Workshop 2 – How can we better engage with seldom heard communities on air pollution issues?

Who are these seldom heard communities? Possible groups include:

- BAME communities
- Non-English and Non-native English speakers
- People with disabilities
- People struggling with mental health
- Refugees/asylum seekers
- Young people/Young professionals

Physical locations to engage with seldom heard communities

- GP surgeries
- Schools and Colleges
- Open days/parents evening at schools
- Universities
- Sports Clubs/Leisure centres
- Supermarkets/world food markets
- Youth Councils
- Social Meet ups
- Disseminated through Housing Associations – e.g., G15
- Virtual locations to engage with seldom heard communities
- Radio Stations, ensuring diverse coverage – e.g., Sunrise Radio, Polskie Radio
- Social media - Niche Facebook groups in the borough, Instagram, TikTok, Twitter

Collaborators that can help engage with seldom heard communities

- Age UK
- Adult education courses
- Resettlement scheme providers
- Having an air quality presence at other services offered by the council e.g., digital literacy workshops
- Big businesses within the borough who can promote messaging
- Housing Estate teams

How can we spread the message to these communities?

- Must properly consider language barriers
- Visual, recurring messages
- Including air pollution in the curriculum
- Engage younger generation on their platforms e.g., Instagram, TikTok

Workshop 3 – What can we do to increase uptake of Active Travel in Hounslow?

Walking

- Expansion of pedestrianised streets / rising bollards at certain times

- Ensure all mini roundabouts have zebra crossings to encourage safer walking
- Pleasant routes – green infrastructure
- Provide training/raise awareness on your rights on the road as a pedestrian cyclist and motorist
- Lobby for increased rights of way for pedestrians/cyclists
- Zebra Crossings – cheaper to install

Cycling

- Cycle hangar parking consultation process is lengthy – can this be shortened?
- Remove pedestrian refuges within the middle of the road and replace with zebra crossings, using saved road space for active travel lanes
- Expansion/publicising of cycle loan scheme
- Expand cycle training sites within the borough
- Expand Micro-mobility solutions – e.g., Lime/Tier scooters
- Address potholes/broken pavements in cycle lanes
- Incentivisation for active travel e.g., Better Points needs to be publicised and made user friendly
- <https://wheelsforwellbeing.org.uk/> for less abled people who still want to cycle
- Safety
- Address safety concerns – road safety and crime while cycling/walking
- Safety – providing visible tags for cyclists
- Better lighting – Safety
- Secure destination bike parking

Other ideas to improve air quality

- Enforcement of pollution related issues – e.g., planning
- Planning permission – target developments in high pollution areas e.g., Chiswick Roundabout
- Expansion of Zipcar/car club services
- Greater provision of buses
- Review of the number of taxis in operation at any one time
- Parking charges and other disincentives to driving
- Freight/delivery strategy especially for residential streets/housing delivery
- Utilising school minibuses routes for other activities?
- Investigate the current parking charge structure - charging more for destination parking (when using a car) rather than residential permit parking (when not using a car) to incentivise other forms of transport to destinations.

Appendix B Reasons for Not Pursuing Action Plan Measures

Table 6: Action Plan Measures Not Pursued and the Reasons for that Decision – *to be discussed with the GLA prior to finalisation of AQAP*

Action category	Action description	Reason action is not being pursued (including Stakeholder views)
e.g., Localised solutions	<i>e.g., Low Emission Neighbourhoods</i>	<i>e.g., we have been unable to obtain funding, although we have developed an outline plan for LEN in xx location and will try to obtain funding for delivery of this over the coming year</i>