

London Borough of Hounslow Air Quality Action Plan 2023-2028

Consultation Report

Executive Summary

A draft Air Quality Action Plan (AQAP) was produced in May 2023 as part of the Council's commitment 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 draft Air Quality Action Plan was produced in conjunction with colleagues from departments across the council, at individual meetings and a group workshop session. A hybrid action planning session to discuss the actions was held with residents in Hounslow House and online. Detail of this engagement is included as part of the AQAP.

The statutory public consultation on the Air Quality Action Plan took place in summer 2023 for 13 weeks from Tuesday 4th July to Wednesday 4th October. All stakeholders and statutory consultees had an opportunity to comment on the draft Action Plan during the consultation.

The council also engaged with residents, community groups, businesses and equality groups. The consultation aimed 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 new Plan. The Council was particularly interested in gathering feedback from stakeholders on the 12 priority areas that impact them and the actions that have been identified and aspects of the Plan which could be strengthened.

As part of our statutory duty to consult, we undertook the following:

- Formal consultation on the Council's engagement platform for a minimum of 6 weeks with a questionnaire targeted at all audiences using the councils online engagement platform.
- Host a workshop for all 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 and Equalities groups.
- Inform and engage schools in Hounslow and the Youth Parliament.
- Copies of the document and questionnaire in Hounslow House and local libraries with clear details setting out who to contact should support be required to complete the questionnaire.
- Undertake Councillor engagement.

Stakeholders

Three main stakeholder groups were consulted throughout the development and revision process of the Air Quality Action Plan.

Internal Stakeholders

Internal stakeholders include all those departments and officers who will share responsibility for delivering actions detailed within the plan.

- Public Health
- Net Zero & Green Recovery
- Traffic & Transport (including Transport Planning & Road Safety)
- Facilities & Vehicle Fleet Management
- Planning & Development Management
- Corporate Energy
- Housing Asset Management
- Housing Regeneration
- Communications

Statutory consultees

It is a legal duty under the Environment Act 1995 and the LLAQM Framework to consult specific parties and agencies during the development of any air quality strategies and action plans. The following parties were contacted directly by email:

- The Secretary of State, Residents, Local MPs and Council Members
- The Environment Agency (EA), Transport for London (TfL)
- All neighbouring local authorities, the South London Cluster Group
- Bodies representing local business interests and other organisations such as South London Chamber of Commerce and Enterprise
- The Greater London Authority (GLA) is being consulted during the review and consultation stages. Following the consultation exercise, the final plan was agreed with the GLA and the cabinet.

External Stakeholders

External stakeholders are all those groups which might expect to be impacted by issues of air pollution or by the implementation of actions with our AQAP.

- Residents
- Community Groups
- Local business including Heathrow Airport Ltd.
- Other regional local authorities

Consultation responses: At a glance

London Borough of Hounslow reviewed all consultation responses submitted online, by email, by post and offered as part of in person meetings and workshops.

A total of 112 responses were received.

- 97 online responses via the webform
- 14 email responses
- 1 postal response
- Additionally, 14 residents attended an in-person consultation workshop in Hounslow House (41 consultees asked to be invited, of which 24 signed up to attend)

Of the 112 responses, respondents identified as:

- Residents – 86
- Works in Hounslow – 9
- Business owners – 5
- On behalf of a business or organisation – 5
 - o Friends of the Earth
 - o West London Chamber of Commerce
 - o Stop Heathrow Expansion
 - o Spelthorne Council
- Regular visitor to Hounslow – 4
- A political representative – 2
- *NB. It was possible to select more than one option from the list above.*

Priorities

Question 2 – Please indicate which of these actions should be the highest priority for Hounslow Council. 12 is ‘lowest priority’ and 1 is ‘highest priority’.

Most commonly chosen as most important (20 votes each)

- 7. Promoting and delivering energy efficiency retrofitting projects in workplaces and homes
- 9. Improving walking and cycling infrastructure to enable the safe uptake of active travel

Most commonly chosen as least important (39 votes)

- 10. Regular Car Free days/temporary road closures in high footfall areas

Question 3 – Having read Hounslow’s Draft Air Quality Action Plan 2023-2028, how effective do you think our proposals are in dealing with the following: (1: not effective – 10: very effective)

Most commonly chosen as most effective (15 votes)

- 4. Reducing pollution from deliveries and freight transport in Hounslow

Most commonly chosen as least effective (33 votes each)

- 3. Raising awareness of the impacts of pollution on public health
- 7. Changing our environment by promoting cleaner travel and alternative transport

Themes from responses

- 27 mentioned public transport
- 25 people mentioned ULEZ
- 22 people mentioned Heathrow (+12 of 'airport' & 14 of 'plane')
- 21 mentioned building and 12 construction
- Several mentions of the need for more measurable targets
- Several respondents mentioned not understanding or needing to better understand terms in the AQAP

Demographic themes

Less than 50% of respondents opted to complete the optional demographic themes, meaning that there is limited data for analysis.

- Isleworth was the ward with the most responses (5)
- 50-69 was the age range with the most responses (21)
- 22 respondents identified as female, 20 male and 5 opted not to say
- 29 respondents identified as white

Consultation responses

The plan has been amended to reflect these comments and a summary of where these changes appear, or where the report reflects the comments, is listed below.

Comment from consultation (by theme)	Covered in Action Plan
<i>Monitoring and core statutory duties</i>	
Sensors – improved access to data, particularly PM2.5	Action 10
<i>Emissions from development and building</i>	
Schools should have their own AQ sensor – students can learn this	Actions 10, 38
Retrofitting buildings to reduce pollution	Priority 1 Actions 14, 15, 19
Enforcement and checks must be in place to ensure compliance [on development sites]	Action 18
Powering gas boilers pollutes the air	Actions 19, 25, 32
EPC commitments	Action 19
We need a low-cost facility to power houses/estates such as a district heat network	Action 25
Reduce council estate reliance on fossil fuels	Actions 14, 19, 73
<i>Public health and awareness raising</i>	
Communications: Use stories to show how/where there have been improvements	Action 35
Anti-idling & AQ information in Posters/leaflets in GP surgeries, pubs, car parks, community centres, religious venues, schools (meet people on their own terms)	Priority 3 Action 41
Simplify messaging to make it more engaging - not graphs etc. Very visual. Different messaging for different demographics. But keep the option open for people to delve deeper into the information.	Priority 3 Actions 35, 46
Promote School Streets	Action 42
Promote Schools STARS Scheme	Action 39
<i>Delivery servicing and freight</i>	
Can rail and river links support freight in the borough?	Action 53
Work with delivery companies to encourage more sustainable fleets	Action 55, 56
<i>Borough fleet actions</i>	
Council should invest in Hydrogen powered vehicles. Can we trial prototype E/hydrogen vehicles?	Action 65
EV charging is good, but infrastructure is not there - consider hydrogen. Mix of solutions - don't rely on just one technical solution.	Actions 60, 64, 65

Explore alternatives while we trial.	
<i>Localised solutions</i>	
<i>Cleaner transport</i>	
Hydrogen filling stations	Actions 60, 65
Canal boats	Action 74
Variable speed limit zones	Action 85
Enforce anti-idling	Action 28, 35, 41, 61
Parking: Can this be charged based on the size of cars?	Actions 76, 77
<i>Additional Measures (Lobbying & Partnership Working)</i>	
TfL: <ul style="list-style-type: none"> - Rethink of Bus routes & increased reliability - Air con on buses - Empty TFL buses running - lobbying TfL to remove/amend unused routes. 	Actions 88, 90
Heathrow: <ul style="list-style-type: none"> - Age of planes (older more polluting planes out of commission) - Limits on plane emissions - Slots for cleaner planes - Empty flights should have lower priority for slots. - Park & Ride service through Staines Road instead - replace buses with trams 	Action 86
Control over passenger travel to Heathrow - more lobbying re: reduction in emissions from travel	Action 86
National Highways	Actions 72, 84
Work more closely with neighbouring (non-London) boroughs	Action 93

In some cases, responses to the consultation offered suggestions which were not directly related to the content of the AQAP, but are picked up by other council departments or in other

Comment from consultation	Further information from Hounslow Council
Fly tipping	LBH Website Greener Borough Framework Cleaner Borough Strategy
Road cleansing, weed removal	Street cleansing schedule
Tree planting	Hounslow tree planting information
Support for landlords	Waste information for landlords

Appendix A: Consultation Questionnaire

Introduction

Hounslow Council are currently consulting on their draft 2023 – 2028 Air Quality Action Plan between **4th July – 13th September 2023**.

Hounslow Council is required to publish an Air Quality Action Plan every 5 years. This plan sets out the current status of air pollution in Hounslow, and the actions the council will take to reduce the prevalence and exposure to air pollution in the borough.

In September 2019 Hounslow Council adopted the [Air Quality Action Plan 2018 – 2023](#). Now, in 2023, the council has updated the Air Quality Action Plan (AQAP) to seek feedback from the public on the actions we have proposed to improve air quality in the borough over the next 5 years.

The AQAP contains the most up-to-date information on air quality within the borough. It also contains a set of ninety actions the council will take over the next 5 years to improve the air quality within Hounslow. These actions are split into eight categories:

- Air quality monitoring and core duties
- Emissions from developments and buildings
- Public health and awareness raising
- Delivery servicing and freight
- Borough fleet actions
- Localised solutions
- Cleaner transport
- Lobbying and Partnership working

Now, as part of this action plan, we would like to gather feedback on our proposed actions to improve air quality. The feedback received will be used to refine the AQAP in preparation for adoption by Cabinet later this year.

You are therefore invited to provide your feedback on this action plan, which you can do so by responding to this consultation questionnaire. The consultation is open to all people living in, and working in, Hounslow.

Please read the Air Quality Action Plan, particularly the suggested actions and provide your responses in this questionnaire. You can view the Air Quality Action Plan online at [DRAFT Hounslow AQAP 2023-2028 Consultation v3.1.pdf](#)

Please see the end of the questionnaire for information on how to submit your feedback.

1: Are you completing this questionnaire as:

1. A resident
2. A business owner
3. A political representative
4. On behalf of a business/organisation/institution/community group/authority
5. Someone who works in Hounslow
6. Regular visitor to Hounslow
7. Other

2a: Please indicate which of these actions should be the highest priority for Hounslow Council. 12 is 'lowest priority' and 1 is 'highest priority'.

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.

2b: What is your reasoning for this ranking?

2c: Are there other actions you believe should be a priority for the council?

2d: What do you like or dislike about the plan?

2e: Please provide your reasoning for your answer to **2d**:

2f: Do you have any other thoughts on the plan you would like to share?

3: Having read Hounslow's Draft Air Quality Action Plan 2023-2028, how effective do you think our proposals are in dealing with the following: (1: not effective – 10: very effective)

1. Air quality monitoring and data provision
2. Tackling pollutants from construction and development
3. Raising awareness of the impacts of pollution on public health
4. Reducing pollution from deliveries and freight transport in Hounslow
5. Cutting emissions from Hounslow's vehicle fleet
6. Addressing PM_{2.5} in Hounslow Local solutions to addressing air pollution
7. Changing our environment by promoting cleaner travel and alternative transport
8. Lobbying and partnership for improved air quality

4: Please tell us if you think there are actions you think we have missed or should consider in relation to the above air quality issues.

1. Air quality monitoring and data provision
2. Tackling pollutants from construction and development
3. Raising awareness of the impacts of pollution on public health

4. Reducing pollution from deliveries and freight transport in Hounslow
5. Cutting emissions from Hounslow's vehicle fleet
6. Addressing PM_{2.5} in Hounslow Local solutions to addressing air pollution
7. Changing our environment by promoting cleaner travel and alternative transport
8. Lobbying and partnership for improved air quality

5a: Do you understand the personal contribution you can make to tackling air pollution?

- Yes
- Some understanding
- Limited understanding
- No

5b: If you answered *yes*; *some understanding*; or *limited understanding* above, please describe what you believe is the most effective personal contribution you can make to tackling air pollution.

Equal Opportunities/Demographics Questions

(these questions are not mandatory)

The Council is collecting Equalities data to help improve access to Council services. The Council also has to collect and analyse data to demonstrate compliance with the Equality Act 2010 (Specific Duties) Regulations 2011. We also want to ensure that we have consulted with all of the different equalities groups. Your answers will not be used to identify you.

Right to withdraw your consent:

If you do not want to answer the questions below, you have the right to withdraw your consent by marking 'x' in this box.

General Data Protection Regulation (GDPR) and Equalities Data

Equalities data is considered personal and special categories of data under GDPR and includes all the equality protected characteristics: for example your race or ethnic origin, sex, gender reassignment; disability; age; sexual orientation; religion/belief, whether in a marriage or a civil partnership and pregnancy. It also includes political opinions, trade union membership, criminal record, genetic, biometric data and postcode data.

The council will take into account the implication of collecting, processing, storing and analysing data under GDPR and when publishing the data. The Council needs your explicit consent to collect, process, store and share this data. All data will be kept confidential and stored securely.

We will not share any information where we are not legally required to do so or if it is not necessary for us to do so. We will only share such information with your consent, in an aggregate format and anonymised. This means that when we process the data, we will not be able to personally identify you.

Please mark an 'x' if you give consent for the Council to:

1. collect, process, store and analyse your data.
2. share aggregate data internally within the Council's departments, Councillors, for official Government data returns and for public FOI enquiries.

If you have consented to your data being collected, processed and securely stored and analysed, please complete the rest of the form.

Please answer by marking an 'x' on the boxes that apply.

1. Age: What age group do you belong to?

- 0 – 15 16 – 29 30 – 49 50 – 69 70 – 89 90+ Prefer not to say

Source: GLA and Local Council Transition for Services Age

2. Disability: Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (including any issues/problems related to old age)

- Yes, limited a lot Yes, limited a little No Prefer not to say

If you have answered 'yes', please mark an 'x' in the boxes below that best indicate your disability:

- Vision (e.g. due to blindness or partial sight) Hearing (e.g. due to deafness or partial hearing)
 Dual Sensory Loss
 Physical Disability (e.g. mobility, such as difficulty walking short distances, climbing stairs, lifting and carrying objects)
 Learning or concentrating or remembering Mental Health Stamina or breathing difficulty
 Social or behavioural issues (e.g. due to neuro diverse conditions such as Autism, Attention Deficit Disorder or Asperger's Syndrome)
 Other impairment, please describe:..... Prefer not to say

Source: Office for National Statistics

3. Religion/ Belief: What is your religion/ belief?

- No Religion Christian Buddhist Hindu Jewish Muslim Sikh
 Any other religion/ belief, please describe:.....
 Prefer not to say

Source: Equality and Human Rights Commission

4. What is your sex?

- Male Female Prefer not to say

5. Race/ Ethnicity: What is your race/ethnicity?

White:

- English Welsh Scottish Northern Irish British Irish
- Gypsy or Irish Traveller
- Any Other Traveller Background, please describe:
- Any Other White Background, please describe:

Mixed/Multiple Ethnic Groups

- White and Black Caribbean White and Black African White and Asian
- Any Other Mixed / Multiple Ethnic Background, please describe:.....

Asian or Asian British:

- Indian Pakistani Bangladeshi Chinese
- Any Other Asian Background, please describe:.....

Black, African, Caribbean or Black British:

- African Caribbean
- Any Other Black / African / Caribbean Background, please describe:.....

Other Ethnic Group:

- Arab Any Other Ethnic Group, please describe:
- Prefer not to say

Source: Office for National Statistics

6. Which ward do you live in? *If not a Hounslow resident, please choose 'other'* Prefer not to say

- Bedfont Brentford East Brentford West Chiswick Gunnersbury
- Chiswick Homefields Chiswick Riverside Cranford Feltham North
- Feltham West Hanworth Park Hanworth Village Heston Central Heston East Heston West Hounslow Central Hounslow East Hounslow Heath
- Hounslow South Hounslow West Isleworth Osterley and Spring Grove
- Syon & Brentford Lock Other I don't know / not sure

7. Postcode: What is your postcode? Prefer not to say

Monitoring categories reviewed in October 2018

Please see the link below to the Equality and Human Rights Privacy Statement:

https://www.hounslow.gov.uk/downloads/download/292/equality_data_and_objectives

Email address:

We'll only use this to send you a copy of your consultation responses.

If you would like to be invited to an air quality workshop the council will host later in the year, please tick the below box:

- Yes, I would like to be invited to a future air quality workshop via email.
- No, I would not like to be invited to a future air quality workshop via email.

How to submit your feedback

Please read the Air Quality Action Plan and fill out this consultation questionnaire.

You can also submit your comments to us in writing by email or post - please send any comments to us (quoting: 'Consultation – Air Quality Action Plan 2023 - 2028')

By email: environmental.strategy@hounslow.gov.uk

By post: Environmental Strategy Team, Hounslow House, 7 Bath Road Hounslow, TW3 3EB.

The Air Quality Action Plan documents are also available for inspection at Hounslow Council Libraries. Should you need this information in an alternative format, please contact us to request this.

As part of the consultation process, officers from the Environmental Strategy team will also be attending the marketplaces preceding each of the following area forums, providing an opportunity to give feedback on the documents and answer any queries that you may have.

(please check democraticservices.hounslow.gov.uk/mgListCommittees.aspx?bcr=1 for updates on times and locations):

- **Central Hounslow:** Thursday, 29 June 2023
- **Hounslow South, Isleworth and Osterley & Spring Grove:** Thursday, 6 July 2023
- **Brentford and Syon:** Wednesday, 19 July 2023
- **Hanworth:** Thursday, 20 July 2023
- **Isleworth & Brentford:** Monday, 11 September 2023

Please do not hesitate to contact us at environmental.strategy@hounslow.gov.uk or call 020 8583 2000 if you have any queries on these consultations.