

# BRUM BREATHES

## BIRMINGHAM'S JOURNEY TO CLEAN AIR

Peter Edwards – Principal Clean Air Zone Officer

Act TravelWise conference – 27<sup>th</sup> January 2021



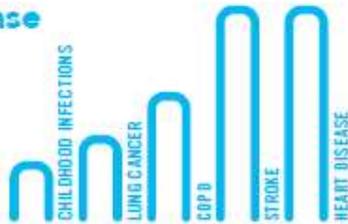
# The impact of poor air quality

Up to  
**900 DEATHS**  
per year linked to man-made air pollution



**LINKED TO**

- Heart disease
- Diabetes
- Asthma
- Obesity
- Cancer
- Dementia



Deaths due to air pollution worldwide per year

**LINKED TO**

- Still births
- Infant deaths
- Low birth weight
- Organ damage
- Premature deaths



**CHILDREN IN HIGH POLLUTION AREAS**

**x4**

more likely to have reduced lung function when they become adults



**61%** OF JOURNEYS TO WORK ARE BY CAR OR VAN

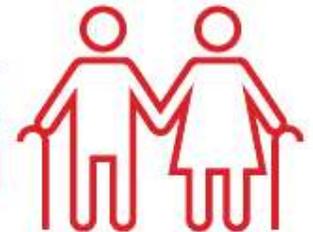


Exposed to **21%** higher levels of pollution

Affects the

**VULNERABLE & DEPRIVED**

areas most



**BUS & TAXI DRIVERS**

are exposed to

**3x** more pollution than anyone else

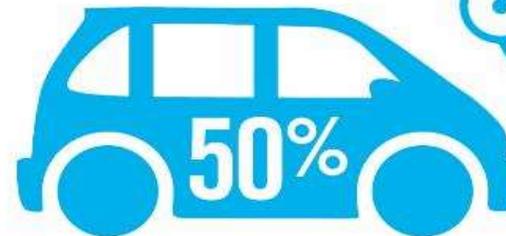
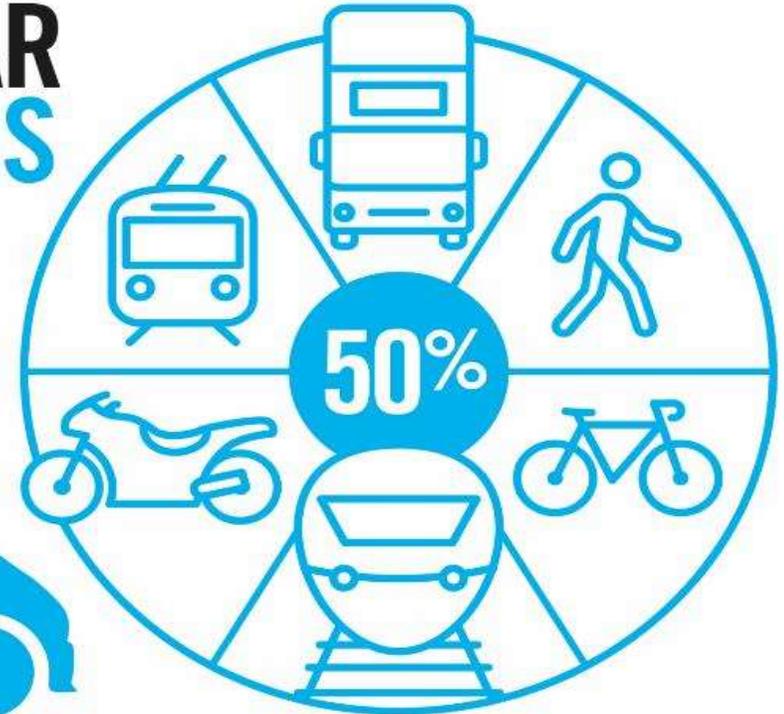
more pollution than anyone else

# The causes of poor air quality

## VEHICULAR EMISSIONS

2.8m

The number of journeys made by the residents of Birmingham each day comprises 50% by car and 50% by all other forms of travel combined.\*



0.5m

The number of car journeys made into Birmingham by people from outside of the city.

250k

The number of car journeys made by Birmingham residents that are less than one mile.

3.8

The average number of journeys per weekday in car-using households.

\* West Midlands Household Travel Survey (HHTS)

# Tackling poor air quality

## Clean Air Zones

A Clean Air Zone defines an area where targeted action is taken to improve air quality and resources are prioritised and coordinated in order to shape the urban environment in a way that delivers improved health benefits and supports economic growth.

### Non-charging Clean Air Zone

- These are defined geographic areas used as a focus for action to improve air quality.
- This action can take a range of forms but does not include charge based access restrictions

### Chargeable Clean Air Zones

A



B



C



D



# Birmingham's Clean Air Zone

## TYPE D

Includes all vehicle types

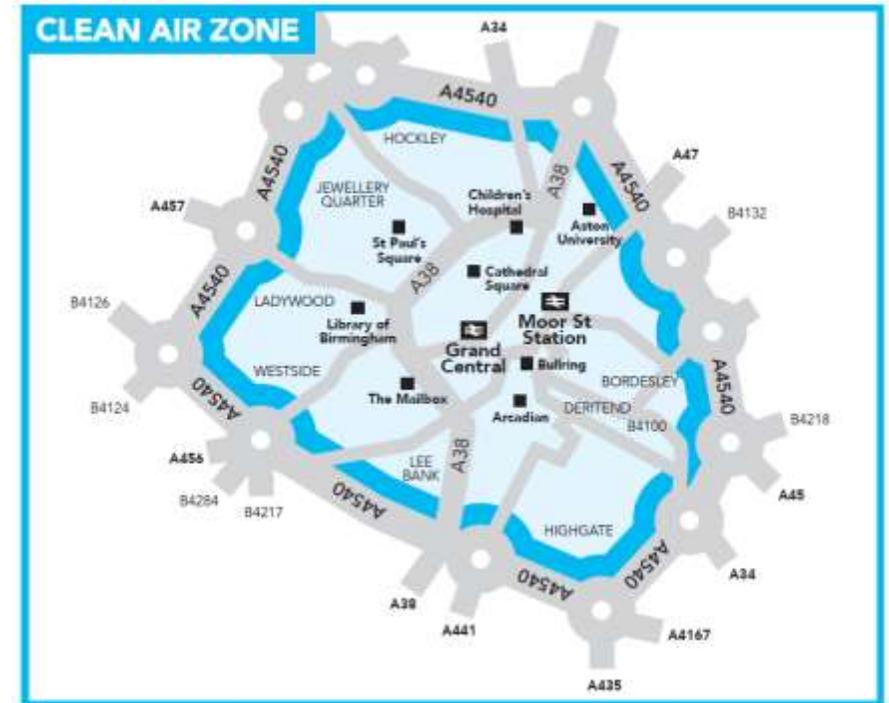


Daily charge will apply 24 hours a day

- Cars, taxis, vans **£8**
- HGVs, coaches and buses **£50**

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

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



# Measures to support the introduction of the Clean Air Zone

## Exemptions

From the launch of the Clean Air Zone on 1 June 2021

### SHORT TERM

#### 2 YEARS

Residents within the Clean Air Zone

#### 1 YEAR

Individuals travelling into the Clean Air Zone for work and earning less than £30,000 a year

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Commercial vehicles registered within the Clean Air Zone

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Visitors to hospitals

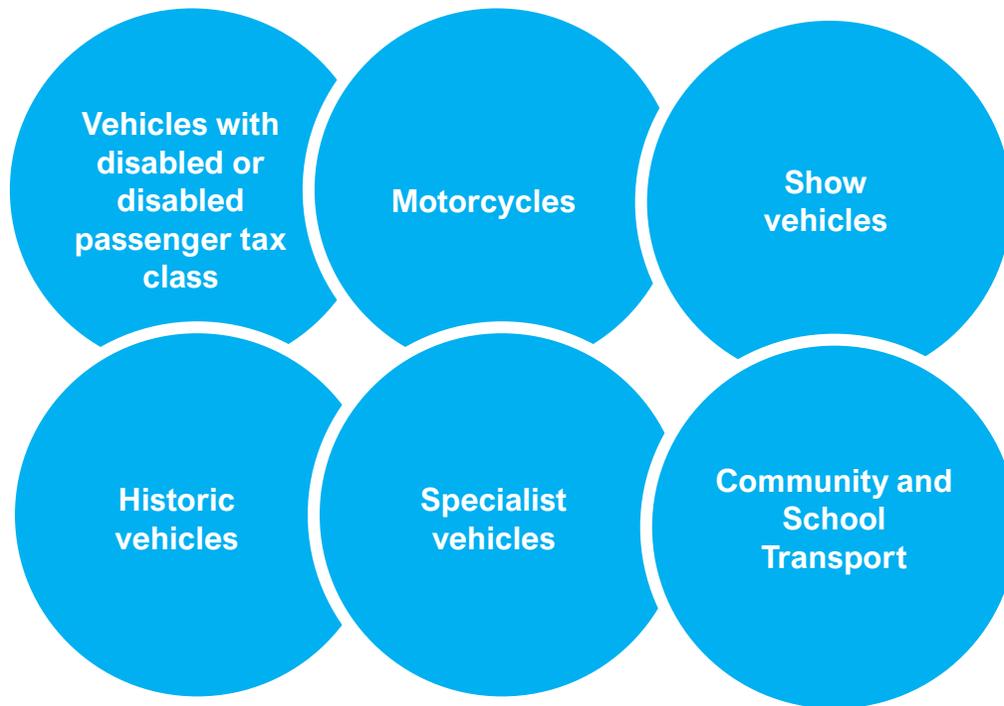
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# Measures to support the introduction of the Clean Air Zone

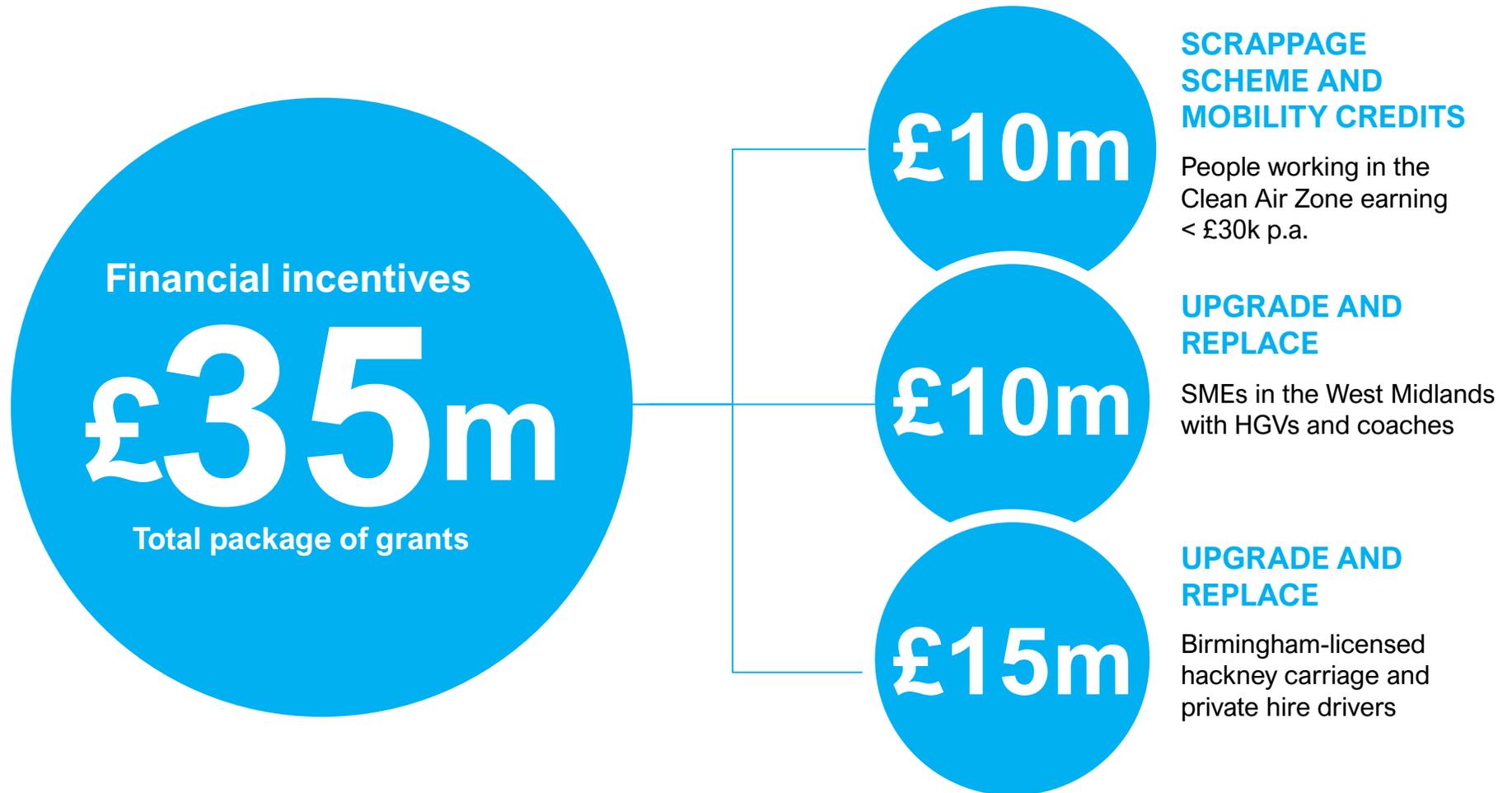
## Exemptions

From the launch of the Clean Air Zone on 1 June 2021

### ONGOING



# Measures to support the introduction of the Clean Air Zone



# Approach to engagement

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

BUSINESS		COMMUNITY		CREATING ENGAGING CONTENT	
<ul style="list-style-type: none"> <li>▪ Partnership with the Birmingham and Solihull Chambers of Commerce</li> <li>▪ Support for briefing events hosted by Road Haulage Association and others</li> <li>▪ Brum Breathes business events and webinars</li> </ul>	<ul style="list-style-type: none"> <li>▪ Brum Breathes Community Champions (in partnership with Sustrans)</li> <li>▪ Briefings (face to face and virtual) with faith group leaders</li> <li>▪ Briefings through ward forums</li> <li>▪ Clean Air Zone members working group (chaired by Shabana Mahmood MP)</li> </ul>			<b>IN PRODUCTION</b> <ul style="list-style-type: none"> <li>▪ Large business: Selfridges and Retail BID</li> <li>▪ Construction sector: Courts building skyscraper</li> <li>▪ Small business community: Colmore BID and SMEs in the heart of the CAZ</li> <li>▪ Education: Conference Aston and work to create sustainable campus</li> <li>▪ Travel behaviour: Cycling options – cycling mayor and ebike brum</li> </ul>	
HEALTH AND VOLUNTARY		INFORMATION SHARING		IN DEVELOPMENT	
<ul style="list-style-type: none"> <li>▪ Client Earth</li> <li>▪ Asthma UK, British Heart Foundation, British Lung Foundation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Brum Breathes monthly email newsletter (c. 5,000 subscribers)</li> <li>▪ Content creation – video stories</li> <li>▪ Website optimisation – ensuring content supports user journey</li> <li>▪ Creation of a working group with neighbouring authorities</li> <li>▪ Staff briefings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Children’s hospital</li> <li>▪ Asthma UK</li> <li>▪ British Lung Foundation</li> <li>▪ British Heart Foundation</li> </ul>			

# The current campaign

Content in the campaign has been driven by clear, simple designs and messaging



All activity includes #BrumBreathes with [brumbreathes.co.uk](https://brumbreathes.co.uk) as the default platform for 'more information'.

# The bigger picture

## BIRMINGHAM'S TRANSPORT PLAN

Published for consultation in January 2020

### The vision

A smart, innovative, carbon neutral and low emission transport network that will support sustainable and inclusive economic growth, tackle climate change and promote the health and well-being of Birmingham's citizens.

### Delivered through four 'big moves'



**Reallocate  
road space**



**Transform the  
city centre**



**Prioritise  
active travel**



**Manage  
demand**

# The Clean Air Zone as an enabler of change



## A long term ambition for zero emissions

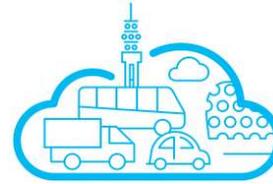
The council is committed to taking a leading role, playing its part, and working with individuals, communities, businesses, partners, and others across the city and region to act now on the causes and impacts of the climate emergency.

The ambition was set for the council and city to become net zero carbon by 2030. This is the city's 'route to zero' (R20).

## Additional programmes supported by the Clean Air Zone team include:

- Significant expansion of the city's electric vehicle charging points
- Purchase of 20 hydrogen buses to encourage the adoption of the technology in the city
- Purchase of up to 50 electric hackney carriages to encourage adoption of this technology within the taxi fleet

STAY CONNECTED  
[brumbreathes.co.uk](http://brumbreathes.co.uk)



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