



West Midlands
Combined Authority

WEST MIDLANDS GREENER TOGETHER PANEL

BLOCK 1 (AIR QUALITY) – SESSION 2

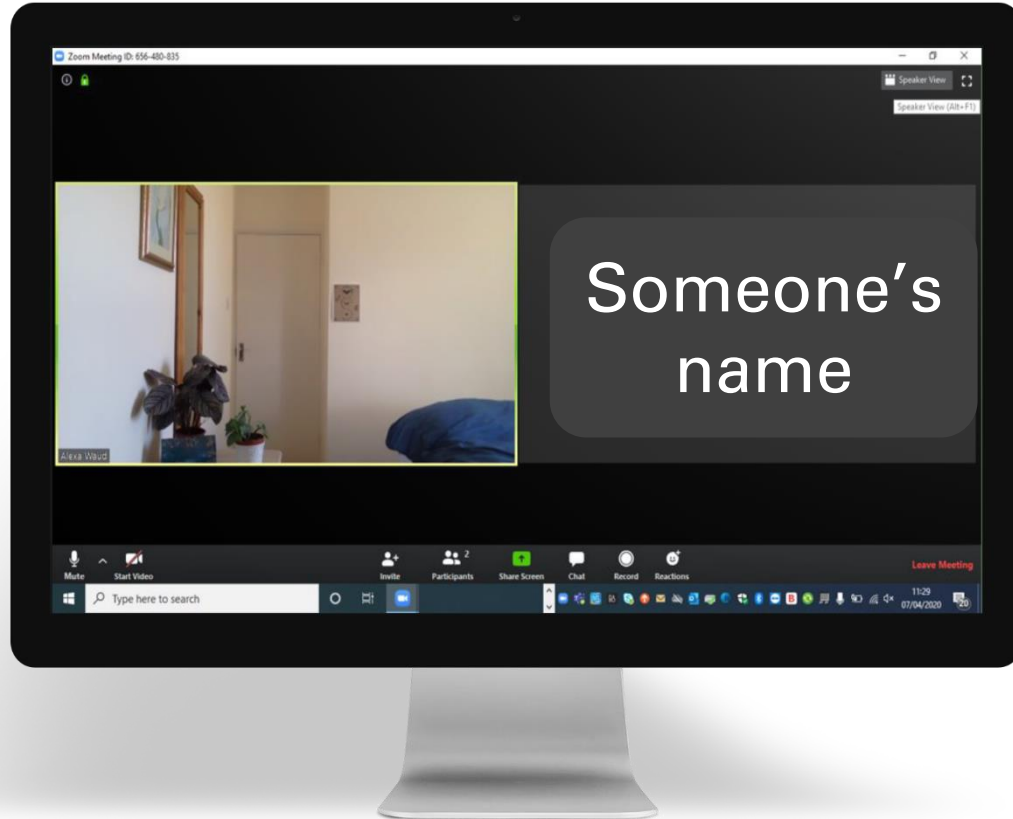


INTRO TO TODAY

A reminder: who's in the room?

- **Involve:** the UK's public participation charity, on a mission to put people at the heart of decision-making
- **West Midlands Combined Authority:** led by the directly-elected Mayor of the West Midlands.
 - Jackie and Katie
 - Jake – for transport-related queries
 - Alex – for questions on the Air Quality Framework and air quality overall
- **You:** the panel – experts in being you

Using Zoom



- Don't worry about children, pets, or backgrounds!
- Tell us if there's a problem
- Use the chat function for comments and questions
- Raise hands
- Allow everyone time to speak
- Re-name yourself

Today's programme

TIME	ACTIVITY	PURPOSE
09.45	Welcome and check-in with panel	Re-establishing the group and getting members comfortable online Recap on previous session and explain aims for today's session
10.00	Playing back main messages	Main messages from Session 1 discussions: laying the foundations for today's work
10.15	Sense-check and developing principles	<ul style="list-style-type: none">• Warm-up conversation – any thoughts on all this since last time?• Sense-check on those main messages from last time• Starting to develop some principles – aim for a top 5
11.15	Plenary	Groups feedback
11.30	BREAK	
11.45	Focus on principles	Why are these things important? Who needs to make sure these principles are followed? How could they help the WMCA to make good decisions?
12.45	Plenary	Groups feedback
13.00	Close	Thank participants and set up any between-event activities

Recap: what is the Greener Together Panel?

- A panel that will meet over the next 2 years, made up of a group of around 30 residents from across the West Midlands region
- The panel will be one of the ways that local people can help to shape the WMCA's work to address the region's environmental challenges.
- The panel will focus on those challenges where the WMCA most needs citizens' input into shaping its approach.
- The outcomes from the panel will be presented to the WMCA's Environment and Energy Board – the group of elected representatives who lead the 'greener' work for the seven local authorities of the WMCA.

Recap: ground rules (including some you added)

- There are no right or wrong answers
- If you don't understand something, just ask
- Respect each other and our different views and experiences
- Be mindful how you phrase things to avoid others taking offence or feeling singled out
- Give each other time to speak – the facilitator will help with this
- Give each other your full attention – stay engaged
- Stick to one conversation at a time
- Respect confidentiality
- Try to stay on topic



AIR QUALITY 2: PLAYING BACK MAIN MESSAGES

What you said last time

You discussed a selection of potential air quality measures in your groups. Looking across your reflections, some main messages stand out...


ACTION 1: EACH HOME TO HAVE A RATING INDICATING AIR QUALITY LEVEL

Support

- Could influence change by raising awareness
- Supports informed choices e.g. for those with health issues.

Considerations

- Monitoring air quality everywhere in real time could be costly
- Could be seen as intrusive
- Could make inequality worse
- Could be used in a punitive or stigmatising way
- Could have secondary financial effects, such as on house prices and life insurance.
- Could be used to show where the poor quality housing is – we already know that, so what's the point?

Energy Efficiency Rating		
	Current	Potential
Very energy efficient - lower running costs		
(92+) A		95
(81-91) B	83	
(69-80) C		
(55-68) D		
(39-54) E		
(21-38) F		
(1-20) G		
Not energy efficient - higher running costs		
England, Scotland & Wales	EU Directive 2002/91/EC	

ACTION 2: SIGNS TO INDICATE POOR AIR QUALITY LEVELS

Support

- Could be useful for people with respiratory conditions so they can modify their behaviour in response
- Could help to raise awareness about the issue amongst general public
- Motorway signs may be particularly useful

Considerations

- May have limited impact - just another sign that people ignore
- If signs are all in English not everyone would understand them



ACTION 3: WIDENING THE CLEAN AIR ZONE / IMPLEMENTING A CONGESTION ZONE

Support

- Some general support for the clean air zone, encouragement to use public transport, and reduction of speed
- Not allowing heavily polluting vehicles to drive is a good thing.

Considerations

- Would need to consider public transport infrastructure if this is implemented
- Could have increased costs for individuals
- Could lead to inequality for those that don't have access to good public transport, or those who can't afford newer vehicles, or the charges including businesses, individuals, and those with families (currently more affordable to drive than take the train with a family of 4).
- Where is the money that's collected going?
- Where does the responsibility lie?

Alternative Suggestions

- Consider alternative technological solutions, such as pollution-removal devices.



ACTION 4: SPEED LIMIT REDUCTION AND ENFORCEMENT

Considerations

- Would prefer a shorter timescale
- Effects on the individual, e.g. increase in travel time with lower speed limits
- Public transport needs to be improved
- Potential for this to cost a lot

Alternative Suggestions

- Consider surplus capacity on motorways and when certain vehicles should use the roads
- Could introduce speed limits and other enforcements where it will be most effective in reducing emissions



ACTION 6: CONSTRUCTING NEW CYLCE LANES

Considerations:

- If implementing, would need to consider urban planning
- Need to design 'with' cyclists.
- Education / training that would be needed for people to use cycle lanes
- Modify the streets for everybody's situations
- Road signs will need to be improved
- Driver reactions, drivers can be aggressive
- Timescale - 4+ years is too long, this could be done much quicker.
- Cost could be too high



ACTION 7: PRIORITY PARKING + / REDUCED CHARGES FOR LOW EMISSIONS VEHICLES

Support

- A good starting point
- A good incentive to increase awareness and consideration
- Good tool for longer term behaviour change
- Less of an effect on the individual

Considerations

- Potentially less impact and reach, feels aimed at people with considerable means. Very car focused. How many people have Evs?
- Could lead to congestion

Alternative Suggestions

- Introduce incentives, e.g. subsidies to support people to make the change
- Introduce measures to prevent driving to the centre
- Introduce solar panels in car parks to support electric vehicles



ACTION 8: AIR QUALITY CAMPAIGN ON HEALTH IMPACTS

Considerations

- Small-scale impact
- Lack of clarity - what do you want people to do/not do?
- Something more abstract than smoking could be difficult to communicate

Alternative Suggestions

- *Increase public awareness* of impact, e.g. link to impact on children of passive smoking
- Could focus on short journeys (under 2 miles)
- Campaign could focus specifically on air quality outside schools - subsidised walking/bus approach
- Reducing speed limit on M6 - air quality messaging along the motorway



ACTION 9: SUPPORT REMOVING HOUSEHOLD APPLIANCES THAT CAUSE POOR INDOOR AND OUTDOOR AIR QUALITY

Support

- Could improve indoor air quality

Considerations

- Level of impact and reach
- Cost implications - Without financial support it would require people to buy new appliances or associated installation costs
- Potential disruption caused by works, also may need updates to electrics for new appliances
- Need to consider behaviour change and people's ability to change their habits

Suggestions

- Introduce incentives
- Could target areas of particular low air quality or those with lung conditions.
- Introduce initially on a voluntary basis
- Start with the oldest appliances



ACTION 10: WORKPLACE CHARGING LEVIES

General

- Differing thoughts over whether it's the responsibility of the individual
- Trade-offs discussed on impact vs costs

Considerations

- Costs for the individual could be high
- Potential inequality. People on lower incomes may be more affected by this. Some use their car for work and have to pay for parking.
- Will this be a choice?
- Will this be transparent?
- Will this be fair?

Suggestions

- Consider introducing incentives for people to transition to an electric car.
- Transport sharing could reduce individual costs



ACTION 11: ROUTE PLANNERS INCLUDING AIR QUALITY

Support

- General support for the app, lots of people may use it; families, runners.
- Could be used to educate people about air quality.
- Could reduce pollution on busy routes.
- May encourage walking.

Concerns

- Timescale, worried that it will take a long time.
- Potential increase in congestion and pollution in places when drivers use it to find quieter routes.
- How will this work in practice?

Suggestions

- Implement a system of incentives, for example, for planting trees.



ACTION 12: PUBLICLY ACCESSIBLE TOOL SHOWING AIR QUALITY INFORMATION

Support

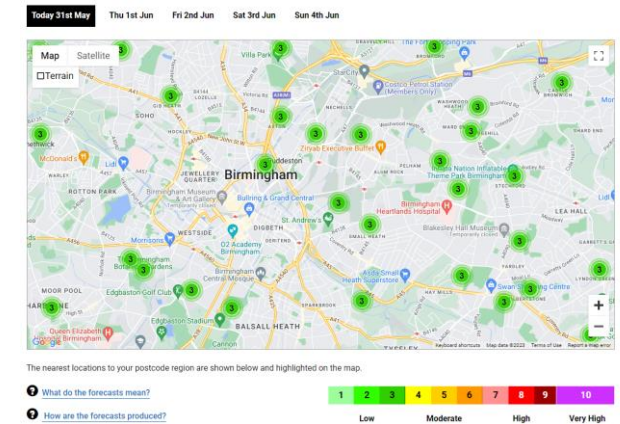
- Overall support for this action, people feel that it has the potential to increase awareness on air pollution in an impactful way.
- Could be easier to use than an app. Could be difficult to use for people who are not tech savvy.
- Could encourage people to move house to less polluted areas.

Considerations

- Might affect house prices, discouraging people from moving to more polluted areas.
- How detailed is it? How spaced out are the sensors?
- Could cost a lot.

Suggestions

- This tool could work simultaneously with the app in the previous action - but potential cost implications
- Consider ease of use, accessibility and differences in use across different demographics.



KEY THEMES COMING THROUGH

Considerations

- | | |
|--|---|
| <ul style="list-style-type: none">• Timescales• Transparency and purpose: making clear to people why measures are taken• Helping people make informed choices• Accessibility• Will some types of people be effected more than others and is that fair? | <ul style="list-style-type: none">• How well does cost match likely level of impact?• Where does the responsibility lie for a certain problem and will measures reflect that?• Potential secondary effects of these measures, such as<ul style="list-style-type: none">◦ Costs on individuals◦ Inequality◦ Intrusiveness◦ Impacts on individuals |
|--|---|

KEY CONSIDERATIONS COMING THROUGH

Potential trade-offs

- Overall wellbeing vs physical health relating to air quality
- Cost vs impact on air quality
- Theory vs practice
- Shorter term negative impacts on people vs long term benefits – getting the balance right

Suggestions / support for

- Actions that raise people's awareness about their actions and help them make informed choices
- Using incentives
- Legal restrictions that make it very clear what is and isn't allowed



AIR QUALITY 2: PRINCIPLES TO UNDERPIN DECISION-MAKING

Principle defined

The purpose of today's session is for you to generate some principles that you would want to see WMCA considering as it decides which air quality measures to focus on.

Principle: 'A fundamental truth that serves as a foundation for a system, or a way of behaving.'



Principle defined

For example, you could say:

To have a happy marriage it is important that:

- *There is give and take on both sides*
- *Both people are open and honest with each other*
- *You both share the chores*

Discussion (60 mins)

Warm-up conversation

- 1) Sense-check: did those main messages feel right?
- 2) ‘When deciding which air quality measures to implement in the region, it will be important to...’
 - Using those main messages as a starting point, create some principles that you think should underpin decision-making about air quality measures. Are there any you agree as a group should be MOST important? Aim for a ‘top 5’ but we’ll capture the others too.



BREAK

15 mins

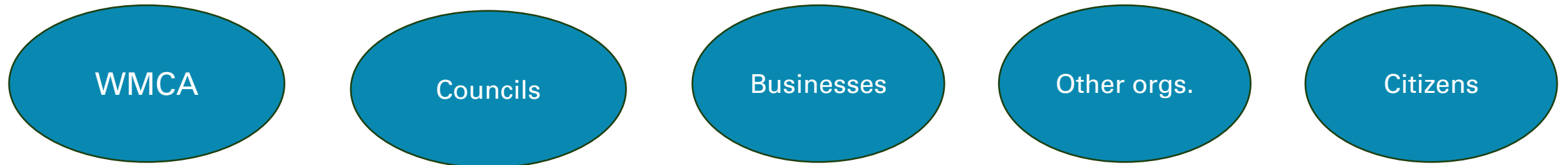


AIR QUALITY 2: FOCUS ON PRINCIPLES

Discussion (60 mins)

Why are these things important?

Who needs to make sure these principles are followed? Think about different people in the system



How could they help the WMCA to make good decisions? Work with the example actions from last time if that helps.

Your principles (DRAFT)

Air quality measures should...

1. Be **brave and bold**
2. Be **achievable, sustainable** and **monitored**
3. Represent **good value for money**
4. Be **rooted in any learning** that exists from elsewhere
5. Be **'done with' not 'done to'** – that means involving a range of stakeholders and areas in the design process
6. Be **clear and transparent** about their purpose and – where income is generated – how this will be spent
7. Encourage and enable people to **change their behaviour** in positive ways
8. Use **incentivisation rather than punishment** where possible
9. **Prioritise public benefit** over corporate interests
10. Place the burden of changes on **the broadest shoulders**
11. Be inclusive so that they **benefit a range of people**
12. Ensure that specific groups of people **are not disadvantaged**
13. **Protect** the most vulnerable

Closing comments

That's the first block of work completed – thank you!

Please look out for an email from us this week with some survey questions for you – you'll need to complete these before we make our next thankyou payment.

This will help us understand how you're feeling about the process so far and how we design the next block of work.

See you Saturday 16th September!