



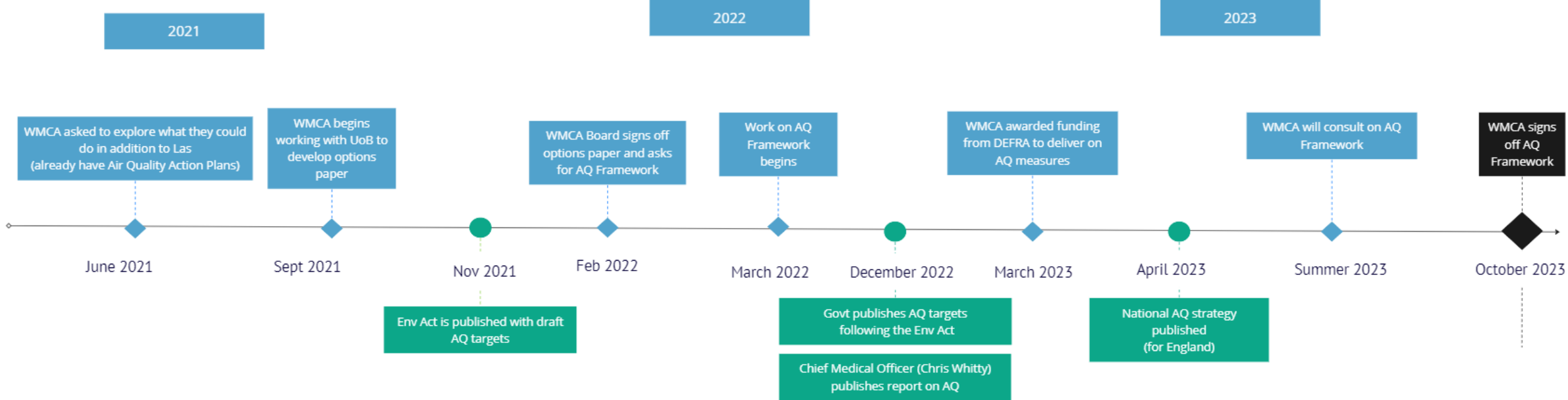
WMCA Air Quality Framework

Jackie Homan
Head of Environment

Our vision

The West Midlands will have air quality that is safe for all people, no matter where you live in the region, resulting in significantly improved public health and environmental outcomes.

Air Quality Timeline



Air Quality Framework Interventions

Engagement and behaviour change

Focus on how we engage people and communities on the issue of air quality and support information provision in a way that can help people take action. Examples include: raising awareness of the impact of solid fuel burning in homes or anti-idling campaigns outside schools.

Indoor air quality

Thinking about how we make indoor air quality a priority, e.g. moving away from log burner installation and replacing gas hobs with more 'air quality friendly' options.

Transport

There are a number of measures we can take including:

- Signage and speed limits
- Improving opportunities for active travel
- Improving the performance of public transport
- More regulation (e.g. Clean Air Zones)

Natural and built environment

How can we use the natural environment improvements to reduce air pollution alongside new and existing developments, for example using tree planting to act as a buffer between roads and house?

What can we do to make sure that places have the right infrastructure (e.g. cycle lanes) to make sure people have every chance to improve air quality.

Air Quality Framework Interventions

Commercial, industrial and agriculture

There are a number of elements to this, for example:

- Thinking about the power that is used in industry (e.g. moving away from burning materials that are bad for air quality)
- Using fertiliser that is better for air quality
- Powering vehicles in a way that reduces particulate pollution

Public health

To provide better tools and information for people to act in a way that protects/ improves their health outcomes in relation to the air they breathe.

Planning, policy, governance

This includes how we plan places and developments in a way that improves air quality as well as how we bring all the different important organisations together to deliver better solutions

Monitoring and digital

Monitoring and measuring air quality can be used to provide information to members of the public, as well as to business and industry to push for change.

Climate/net zero

There are links between addressing climate change and air quality improvements (most of them support each other), e.g. electrification of transport will reduce some forms of air pollution.