



Brent Air Quality Action Plan Engagement Insight Research Report

Prepared for Brent Council

JANUARY 2022

Contents

| | |
|--|-----------|
| Section 1 – Summary Report | 3 |
| Background and aims of the research | 4 |
| What we did - Approach | 4 |
| What we did - Methodologies | 6 |
| About the data | 6 |
| Headline stats | 7 |
| Section 2 - Main Report | 9 |
| Background and aims of the research | 10 |
| Who carried out the research | 11 |
| What we did | 12 |
| Approach | 12 |
| Methodologies | 12 |
| About the data | 13 |
| Headline Stats | 14 |
| Who was engaged | 15 |
| Transport and travel modes | 22 |
| Views on air quality in Brent | 25 |
| Perception of local air quality | 25 |
| Perceived trend in air quality over past 3 years | 27 |
| Importance of air quality | 29 |
| Levels of concern about indoor air pollution | 30 |
| Personal actions taken to limit exposure to air pollution | 32 |
| Knowledge of actual air pollution levels in Brent | 33 |
| Perceptions of causes of air pollution in Brent | 34 |
| Air quality and health | 36 |
| Connection between air pollution and health | 36 |
| Personal experience of health impact | 37 |
| Brent Council’s Air Quality Action Plan | 39 |
| Priority for improving air quality for the Council | 39 |
| Proposed themes for Brent’s Air Quality Action Plan | 40 |
| Ideas for improving air quality in Brent | 45 |
| Online survey only questions | 46 |
| Impact of measures to reduce air pollution | 46 |
| How the Council can support businesses to reduce air pollution | 47 |
| Awareness of schemes already happening in Brent | 47 |
| Any other comments | 48 |
| Section 3 - Appendices | 50 |
| Appendix 1: Locations for the outreach | 51 |
| Appendix 2: Postcodes of people engaged | 53 |
| Appendix 3: Leaflets | 54 |
| Appendix 4: Questionnaires used in outreach and online surveys | 56 |



Brent Air Quality Action Plan Engagement Research

Section 1 – Summary Report

JANUARY 2022

Background and aims of the research

Kaizen was commissioned by Brent Council to support with community engagement and outreach around the development of a new Air Quality Action Plan (AQAP).

Brent Council is reviewing and updating its 2017-2022 Air Quality Action Plan. This plan will span the next 5 years (2023-2027) and will detail the current status of air pollution in the borough and what action the council will take to reduce pollution emissions and pollution exposure, and increase awareness of air pollution amongst Brent residents and businesses.

Exposure to poor air quality has the most impact on those who pollute the least¹ – the AQAP is an opportunity to address these environmental injustices and health inequalities.

To do this, the council is keen to ensure that Brent's whole community have the opportunity to help to shape the plan and that those who are most impacted by the health impacts of air pollution have their voices heard.

In the development of the AQAP, the aim is to carry out community engagement at two points to ensure strong community input into the plan:

- **Phase 1:** Before the draft AQAP is produced – so views of residents can input into the initial draft of the AQAP
- **Phase 2:** At the point that the AQAP is produced and is out for public consultation

The aim for phase 1 engagement was to gather views from a representative cross-sectional sample of residents so the council can have confidence that the findings are robust. In particular it was important to include less heard and quieter voices alongside the views of residents who are passionate about the issue of air quality.

This report covers views gathered during phase 1 engagement.

What we did - Approach

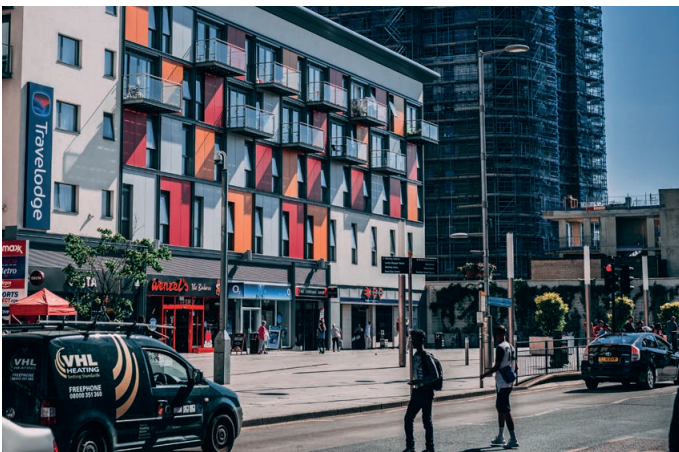
We conducted twenty-seven days of outreach over a two-week period in October 2021. The Kaizen engagement team carried out engagement at different times of the day and on different days of the week (weekdays and weekends) in order to capture the views of a broad range of people. The engagement days were spread out over twenty-one locations of the Borough, including all Town Centres in the borough and all Air Quality Focus Areas (AQFAS)², to ensure that a broad range of people were engaged.

We engaged and spoke with four hundred and eighty-eight people on busy high streets and on quiet residential roads as well as speaking to people in libraries, shopping areas, leisure centres, corner-shops and parks. We also door-knocked in some areas.

The online survey was hosted by Brent Council and was open for two months (October and November). This was published on Brent Council's website and social media, as well as distributed through Brent's resident networks. Seventy-four people gave their views online.

1 Barnes et al., 2019 - Emissions vs exposure: Increasing injustice from road traffic-related air pollution in the United Kingdom. <https://www.sciencedirect.com/science/article/pii/S1361920919300392#!>

2 AQFAs are as defined by the Greater London Authority's 2016 London Atmospheric Emissions Inventory.



What we did - Methodologies

In order to reach a broadly representative range of community members we employed a variety of different methodologies³:

- Face-to-face conversations with individuals
 - This was the primary method and was carried out via outreach engagement across Brent. Most conversations were for approximately 20-25 mins; there were also many that were 45 minutes or longer with residents who were particularly keen to say more or who had additional needs that meant it took longer.
- Pop up / street focus groups
 - This is a Kaizen developed methodology that takes the group discussion element of a traditional pre-arranged focus group but delivers it in the community setting as a group discussion. This was carried out via outreach.
- Telephone interviews
 - A hotline was setup to allow people wishing to share their views to arrange a telephone interview when convenient for them. A phone conversation was available in a variety of different languages to help reduce language barriers.
- Online consultation
 - The online engagement option was hosted by Brent Council, and was promoted both by Brent Council and by the Kaizen team who had business cards with the URL for the online survey that they gave to people who said they wanted to give their views that way.

About the data

We analysed both qualitative and quantitative data. Quantitative data and findings in this report (unless otherwise stated) are drawn from individual conversations only. For charts, and in text, figures have been rounded to the nearest whole number so on occasion the total will be other than 100%. Statistics relate to the total percentage of people who answered a particular question, rather than to the total number engaged, as not all questions were answered by everyone.

For the open questions we performed thematic analysis, hand coding for themes that emerged using the principles and approach of Grounded Theory. The term 'Grounded Theory' refers to theory that is developed inductively from a body of data, rather than from the preconceptions of the researchers.

The people who were engaged were broadly reflective of the Borough demographics, based on the 2011 census and the GLA population projections to 2021 (for age and gender).

3 The questionnaire was developed by Brent Council and Kaizen.

Headline stats

What we did

- 27 days of outreach engagement with individual and small group conversations
- Engagement over twenty-one locations of Brent, including all Town Centres in the borough and all Air Quality Focus Areas (AQFAs)
- Online survey promoted by council and open for 2 months

Who was engaged

- 488 people gave their views
 - 303 people shared views in-depth in one-on-one conversations in the community
 - 3 people gave their views over the phone
 - 108 people took part in 35 Street Focus Groups
 - 74 people gave their views online
- 86% live in Brent. 27% work in the Borough and 2% run a business in Brent
- Those engaged via outreach were broadly reflective of the known Brent demographics, in contrast to those who responded online who were not representative of the Borough demographics
- 94% of people engaged via outreach said that their views had never been consulted before (83%) or not much before (11%)

Views on air quality and air pollution

- 53% think that the air quality in their local area is bad or very bad
- 85% believe that air quality is important or very important to them as an issue
- 69% are “quite” or “very” concerned about the indoor air quality in their home or place of work
- 94% think there’s a connection between air pollution and health
- 51% think air quality in Brent has worsened in the last 3 years.
- 33% of people said they had personal experience of health problems made worse by pollution in their local area
- Traffic, petrol or diesel cars and deliveries and freight via road are perceived to be the top contributors to air pollution in Brent

“Improved over the lockdown due to less traffic, but now a lot of public driving & avoiding public transport.”

“Massive lorries, and parked cars idling for ages.”

“I can see it, taste it, smell it and feel it behind my eyes. I’m talking about pollution.”

"I don't open the windows as much as I don't want to infect my home environment."

"Asthma - made my breathing worse."

Priorities for Brent's Air Quality Action Plan

- 80% said that improving air quality should be a high priority for the Council (ranking 4 or 5 on a scale of 5)
- There was large majority support for all of the proposed AQAP priority themes
- The themes that were highest ranked as priorities were cleaner transport, monitoring air pollution, and awareness raising of public health impacts

"Air quality is a very important issue. We need lots of action."

"Brent currently has very poor air quality and related poor public health. Brent needs to start acting decisively to tackle these as it's current track record is abysmal. It must prioritise active travel as a matter of urgency as this will improve air quality as well as improving public health and tackle the climate emergency."

"The car is currently king in Brent and this needs to change in favour of active travel to affect any significant change in air quality."

"You are not going to get people to use their cars less, this will be difficult but you need to concentrate on things that will help those being impacted-children in schools and plant trees!!! Improve the electric car infrastructure too to make it a more appealing and easier switch from petrol."



Brent Air Quality Action Plan Engagement Research

Section 2 - Main Report

JANUARY 2022

Background and aims of the research

Kaizen was commissioned by Brent Council to support with community engagement and outreach around the development of a new Air Quality Action Plan (AQAP).

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Exposure to poor air quality has the most impact on those who pollute the least¹ – the AQAP is an opportunity to address these environmental injustices and health inequalities.

To do this, the council is keen to ensure that Brent's whole community have the opportunity to help to shape the plan and that those who are most impacted by the health impacts of air pollution have their voices heard.

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Who carried out the research

The community research was carried out by engagement specialists Kaizen.

Kaizen, founded in 2000, is an award-winning social business that specialises in designing, delivering and facilitating cutting edge projects. Kaizen deliver work across the community sector including the areas of regeneration, education, employment, housing and the social care field. Kaizen have wide-ranging community engagement, research and consultation expertise. In particular we have a demonstrated ability to engage harder to reach and disadvantaged groups in the community who are typically not reached.

The quantitative statistical analysis and qualitative thematic analysis was conducted by a separate organisation, Data Orchard - a community interest company with a mission to enable organisations to use data for better decisions and a positive impact. They have specialist skills in research, data and statistics with shared passions around making the world a better place socially, economically and environmentally.

What we did

Approach

We conducted twenty-seven days of outreach over a two-week period in October 2021. The Kaizen engagement team carried out engagement at different times of the day and on different days of the week (weekdays and weekends) in order to capture the views of a broad range of people. The engagement days were spread out over twenty-one locations of the Borough, including all Town Centres in the borough and all Air Quality Focus Areas (AQFAS)², to ensure that a broad range of people were engaged.

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For the open questions we performed thematic analysis, hand coding for themes that emerged using the principles and approach of Grounded Theory. The term 'Grounded Theory' refers to theory that is developed inductively from a body of data, rather than from the preconceptions of the researchers.

The people who were engaged were broadly reflective of the Borough demographics, based on the 2011 census and the GLA population projections to 2021 (for age and gender). It is acknowledged that the 2011 census is now out of date and new census figures will be released soon; but these are the only available comparable statistics for some of the demographics. The Borough demographics are likely to have changed since 2011, however Brent still retains its core character, and as such we believe the views and experience shared represent the residents of Brent as a whole.

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 - 108 people took part in 35 Street Focus Groups
 - 74 people gave their views online
- 86% live in Brent. 27% work in the Borough and 2% run a business in Brent
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- 94% of people engaged via outreach said that their views had never been consulted before (83%) or not much before (11%)

Views on air quality and air pollution

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- 85% believe that air quality is important or very important to them as an issue
- 69% are “quite” or “very” concerned about the indoor air quality in their home or place of work
- 94% think there’s a connection between air pollution and health
- 51% think air quality in Brent has worsened in the last 3 years.
- 33% of people said they had personal experience of health problems made worse by pollution in their local area
- Traffic, petrol or diesel cars and deliveries and freight via road are perceived to be the top contributors to air pollution in Brent

Priorities for Brent’s Air Quality Action Plan

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Who was engaged

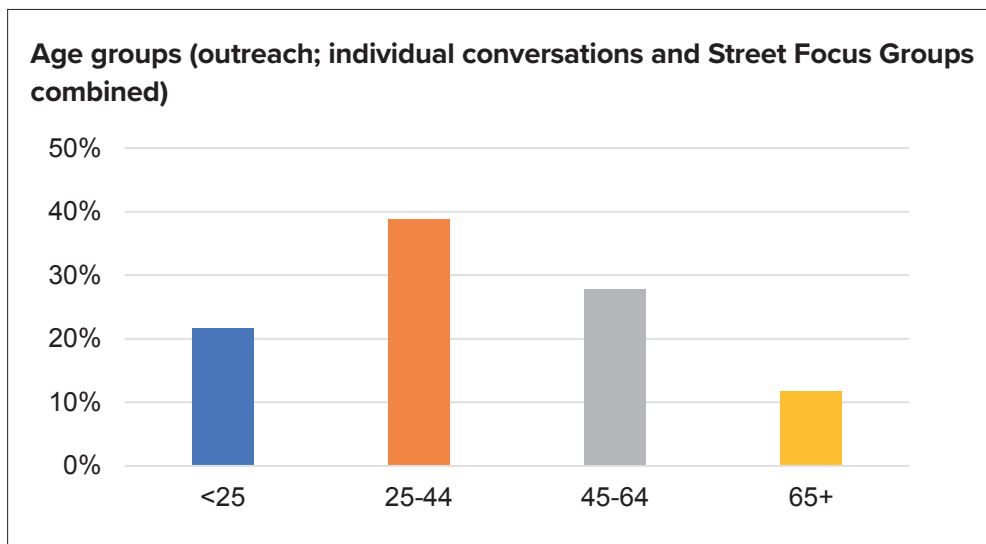
A total of 488 people shared their views. Most of the views were gathered through the community outreach process. Many more people were spoken to about the project (typically 3-4 people were approached and spoken to for every person that agreed to have a conversation) and more than 250 flyers were distributed by the Kaizen team.

380 people gave their views as an individual (either in person or online). A further 108 people were engaged in 35 Street Focus Groups. Of the 380 individual views shared, 306 (81%) were gathered by Kaizen (either in person via outreach or over the phone following completion of a contact form with the outreach team) and 74 were self-completed online.

The following charts show who was engaged with the data split for the outreach and the online engagement as the demographic profile was noticeably different across the two methodologies.

Age

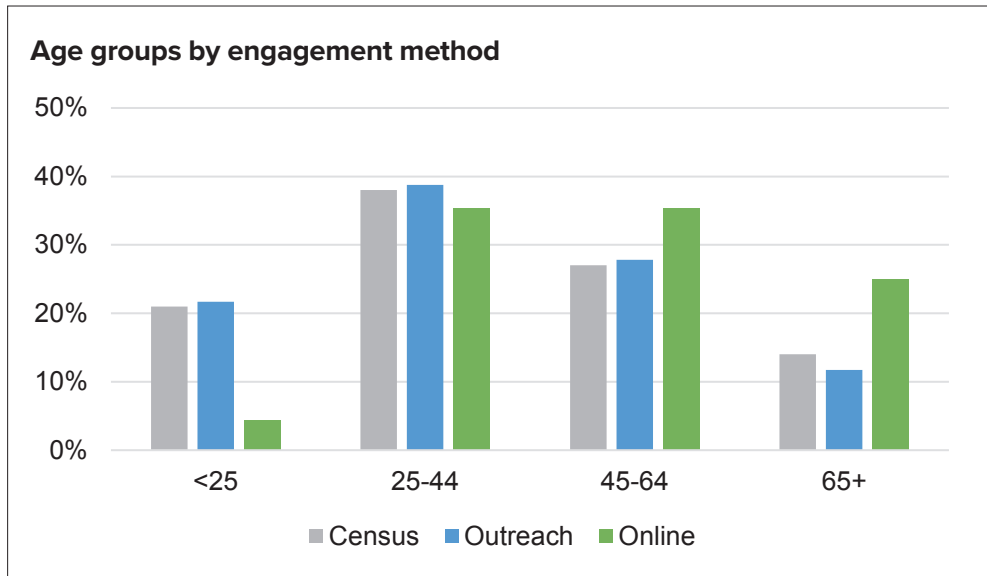
People from a range of ages were engaged in the outreach.



Base = 410

This diversity of ages of those engaged via outreach broadly matched the Census data for Brent (using the GLA projection for 2021 in Brent as a baseline). People who completed the survey online tended to be older than those engaged via outreach and less representative of Borough demographics.

| Age group | Census (GLA projection for 2021) | Outreach (individual conversations + SFGs) | Online |
|-------------|----------------------------------|--|-----------|
| <25 | 21% | 22% | 4% |
| 25-44 | 38% | 39% | 35% |
| 45-64 | 27% | 38% | 35% |
| 65+ | 14% | 12% | 25% |
| Base | n/a | 410 | 68 |

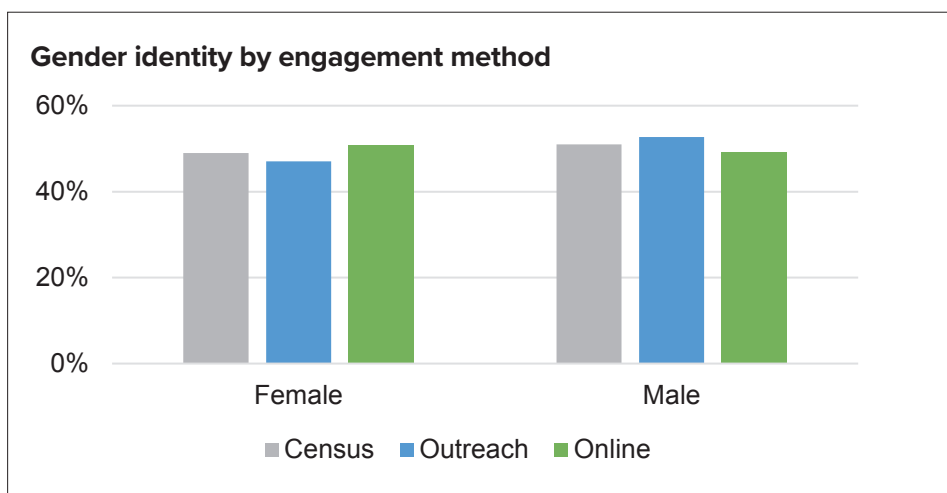


Base = 410 (outreach), 68 (online)

Gender identity

People engaged in outreach broadly matched the gender profile of the borough, based on the GLA projection for 2021. There was a very small difference between people who gave their views through outreach and those online.

| Gender Identity | Census (GLA projection for 2021) | Outreach (individual conversations + SFGs) | Online |
|-----------------|----------------------------------|--|-----------|
| Female | 49% | 47% | 51% |
| Male | 51% | 53% | 49% |
| Non-binary | n/a | <1% | 0% |
| Base | n/a | 406 | 61 |



Base = 406 (outreach), 61 (online)

Disability

11% of people engaged considered themselves to have a disability or health problem that affects their daily activities (339 people answered this question). According to the Resident Attitude Survey (2018), 9% of Brent's population has a long term condition or disability.

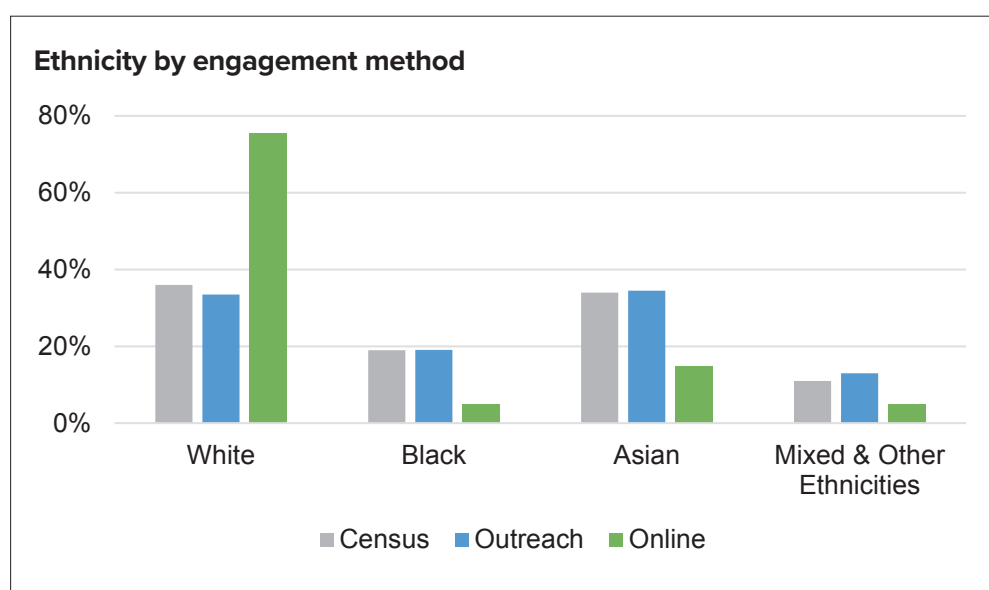
More people who gave their views online said that they have a disability or health problem, compared to those who were engaged via outreach.

| Disability | Outreach (individual conversations only) | Online | All individual conversations |
|-------------|--|-----------|------------------------------|
| Yes | 9% | 20% | 11% |
| No | 91% | 80% | 89% |
| Base | 275 | 64 | 339 |

Ethnicity

Overall, people who gave their views via outreach were from a wide range of backgrounds which reflected the diversity of the population. However, the online respondents were predominantly White. The full ethnicity breakdown can be found in the following tables and chart.

| Ethnicity | 2011 Census | Outreach (individual conversations + SFGs) | Online |
|---------------------------|-------------|--|-----------|
| White | 36% | 33% | 75% |
| Black | 19% | 19% | 5% |
| Asian | 34% | 34% | 15% |
| Mixed & Other Ethnicities | 11% | 13% | 5% |
| Base | n/a | 409 | 61 |



Base = 409 (outreach), 61 (online)

| Which ethnicity do you feel best describes you? (all individual responses - outreach + online) | Count | % |
|--|-------|-----|
| White: British | 84 | 23% |
| White: Gypsy or Irish Traveller | 1 | 0% |
| White: Irish | 11 | 3% |
| White: Other | 42 | 12% |
| Black or Black British: African | 31 | 9% |
| Black or Black British: Caribbean | 28 | 8% |
| Black or Black British: Other Black | 4 | 1% |
| Asian or Asian British: Bangladeshi | 3 | 1% |
| Asian or Asian British: Indian | 51 | 14% |
| Asian or Asian British: Pakistani | 25 | 7% |
| Asian or Asian British: Other Asian | 34 | 9% |
| Chinese | 2 | 1% |
| Mixed: White and Asian | 3 | 1% |
| Mixed: White and Black African | 2 | 1% |
| Mixed: White and Black Caribbean | 1 | 0% |
| Mixed: Other | 20 | 6% |
| Arab | 14 | 4% |
| Other ethnicity | 6 | 2% |

Base = 362

Children

Just over half of people (54%) said they had children living in their household.

| Do you have children that live with you? | Outreach | Online | All |
|--|------------|-----------|------------|
| None | 46% | 47% | 46% |
| Pre-school | 8% | 11% | 9% |
| Primary school age | 20% | 22% | 20% |
| Secondary school age | 12% | 14% | 12% |
| Over age 18 | 14% | 7% | 13% |
| Base | 323 | 73 | 396 |

Employment

44% were in full-time work, 13% part-time, 7% self-employed and 3% looking for work. 33% were economically inactive. People who completed the survey online were much more likely to be retired and much less likely to be students compared to those engaged in outreach.

| Which of these best describes what you're doing at present? | Outreach | Online | All |
|---|------------|-----------|------------|
| Full Time work | 45% | 37% | 44% |
| Part Time work | 12% | 18% | 13% |
| Self Employed | 6% | 12% | 7% |
| Looking for work | 3% | 0% | 3% |
| Retired | 12% | 25% | 14% |
| Looking after the children/elderly/the home | 5% | 3% | 5% |
| Full Time Student | 15% | 3% | 13% |
| Unable to work | 2% | 2% | 2% |
| Base | 300 | 65 | 365 |

Housing Tenure

People engaged lived in a variety of housing types and tenures. 44% own their home, 25% rent from a social landlord (council or housing association), 20% rent from a private landlord and 9% are staying with family or friends. People engaged via outreach/interview were much less likely to own their own homes and more likely to be in rented housing compared with people who completed the survey online.

| Which of these best describe the home you live in? | Outreach | Online | All |
|--|------------|-----------|------------|
| Own it outright/buying with a mortgage | 36% | 82% | 44% |
| Rent - council | 24% | 3% | 20% |
| Rent - housing association | 6% | 3% | 5% |
| Rent - private landlord | 22% | 5% | 19% |
| Shared Ownership | 0% | 3% | 1% |
| Staying with family or friends | 10% | 0% | 9% |
| Student accommodation | 2% | 0% | 1% |
| Other | 0% | 3% | 1% |
| Base | 301 | 61 | 362 |

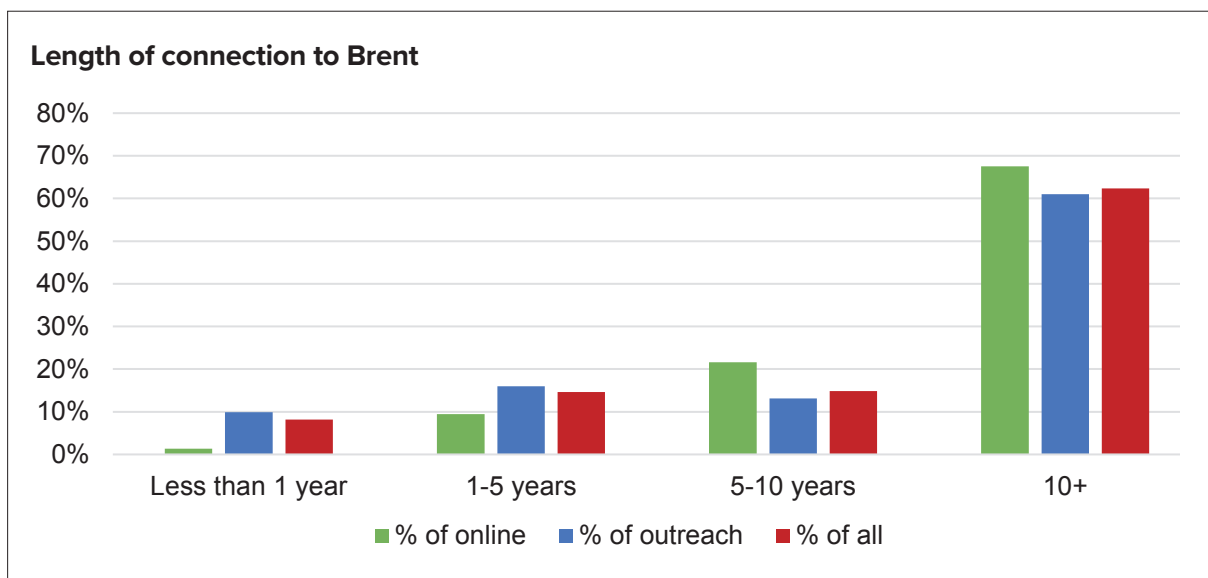
Connection to Brent

87% of people live in the borough, 27% work in Brent, 3% have another interest, 2% run a business and 1% study. A breakdown by engagement method is also shown in the table below. (Multiple responses were possible.)

| What is your connection to Brent | Count (All) | Outreach % | Online % | All % |
|--|-------------|------------|-----------|------------|
| Live | 329 | 86% | 88% | 87% |
| Work | 103 | 27% | 28% | 27% |
| Run a business | 9 | 2% | 3% | 2% |
| Study | 5 | 1% | 1% | 1% |
| Member of Brent Council staff | 2 | 0% | 3% | 1% |
| Local Councillor | 1 | 0% | 1% | 0% |
| Have another interest | 12 | 4% | 0% | 3% |
| Base (multiple responses were possible) | 380 | 306 | 74 | 380 |

Length of connection to the area

Most people have had a connection to Brent for over 10 years (62%), with 15% having had a connection of 5 to 10 years, 15% between 1 and 5 years and 8% less than a year.



Base = 356 for All, 282 for outreach, 74 for online

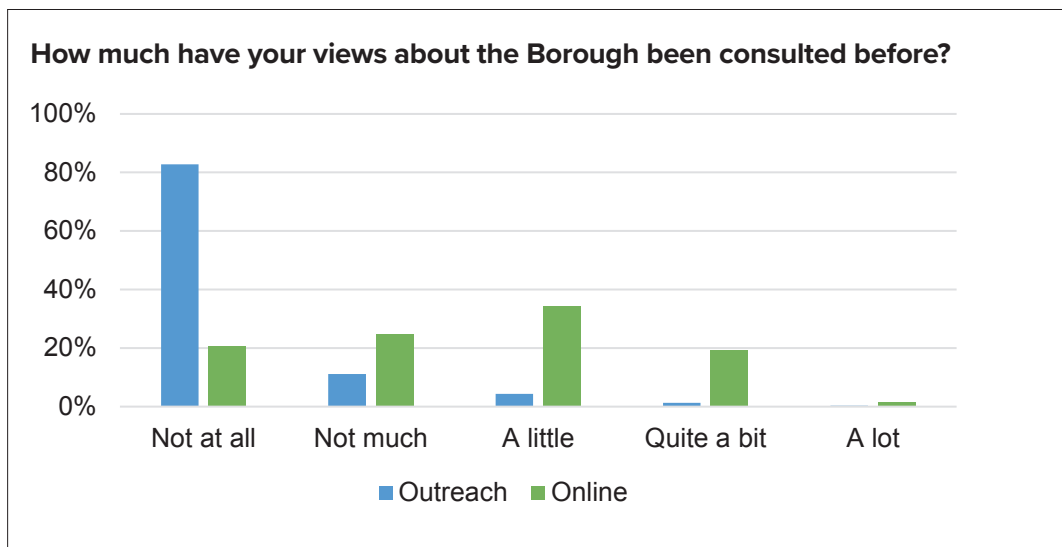
How much views have been consulted before

The outreach was effective in engaging people who had not previously been reached through other consultation processes.

94% of those engaged via outreach said that their views had never been consulted before (83%) or not much (11%). 4% said their views had been sought a little previously and 1% said they have been consulted quite a bit or a lot.

About half of the people who completed the survey online said that their views had never been consulted or not much before, with higher rates who said they had been consulted before compared to those engaged via outreach.

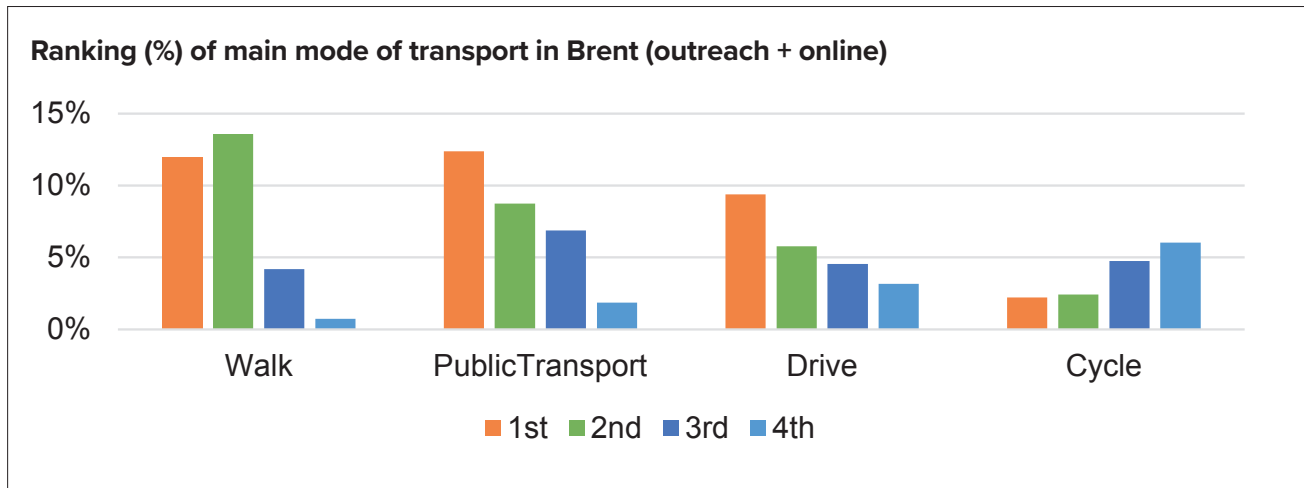
| How much have your views about the Borough been consulted before? | Outreach (individual conversations) | Online | All |
|---|-------------------------------------|-----------|------------|
| Not at all | 83% | 21% | 71% |
| Not much | 11% | 25% | 14% |
| A little | 4% | 34% | 10% |
| Quite a bit | 1% | 19% | 5% |
| A lot | 0% | 1% | 1% |
| Base | 297 | 73 | 370 |



Base = 297 (outreach), 73 (online)

Transport and travel modes

People were asked to rank the main way they get around Brent in an average week (drive, walk, cycle, public transport, other). Walking and public transport seemed to be the main modes of transport, followed by driving as shown in the chart below. Those who responded online were much less likely to say that driving was their first or second way of getting around.



Base = 379

The main themes in the 51 comments about the main ways of getting around were:

- Quite a few people said they use public transport (whilst some others said they have stopped using it due to concerns related to the pandemic).
- Quite a few people said they use cabs or taxis.
- Some said they walk, including those now working at home.
- Other comments included changing travel patterns due to more working from home or mobility issues; getting lifts with family (from school or university), and using a mixture of ways to travel including the use of rollerblades and scooters.

“I do make a conscious decision to whether I’m to take the car out, or use public transport.”

“It wasn’t always this way, I was an avid public transport user before Covid.”

“We’re elderly, we don’t get around like we used to.”

“I used to cycle, not anymore, but walk a bit now. I’m working from home.”

Just over half of people said they drive a car, with a higher proportion of those who responded online saying that they drive a car.

| Drive a car? | Outreach % | Online % | All % |
|--------------|------------|-----------|------------|
| Yes | 54% | 61% | 55% |
| No | 46% | 39% | 45% |
| Base | 303 | 74 | 377 |

Of those who say they drive a car, 79% drive a diesel car, 14% petrol and 6% either hybrid, electric or use a car club.

| Type of car driven | Count (All) | All % |
|--------------------|-------------|-------|
| Diesel | 162 | 79% |
| Petrol | 29 | 14% |
| Hybrid | 5 | 2% |
| Electric | 4 | 2% |
| I use a car club | 5 | 2% |
| Total/Base | 205 | |

42% of those who drive a car say they use it daily or a couple of times a week. 12% use a car infrequently and 4% very infrequently.

| If Yes, how often do you drive? | Count (All) | All % |
|--|-------------|-------|
| Every day | 79 | 42% |
| A couple of times a week | 78 | 42% |
| Infrequently (1 to 3 times a month) | 22 | 12% |
| Very infrequently (several times a year) | 7 | 4% |
| Total/Base | 186 | |

The main themes expressed in the 77 comments about the frequency of car use were:

- Many people said they needed a car for family or caring commitments - shopping and school run.
- Many people said they used their car for work.
- Some mentioned the Ultra Low Emission Zone requirements, either that they had a ULEZ compliant vehicle, or that they needed to make changes to their cars or stop using them.
- Other comments included that they have very low mileage or safety concerns preventing walking or using public transport (women in particular).

“Work / school run and for safety reasons.”

“We know there’s too much traffic, we’re part of the problem.”

“I’m a carer for my elderly parents, so having a vehicle is a necessity.”

“We’re aware of the impact of driving and ULEZ.”

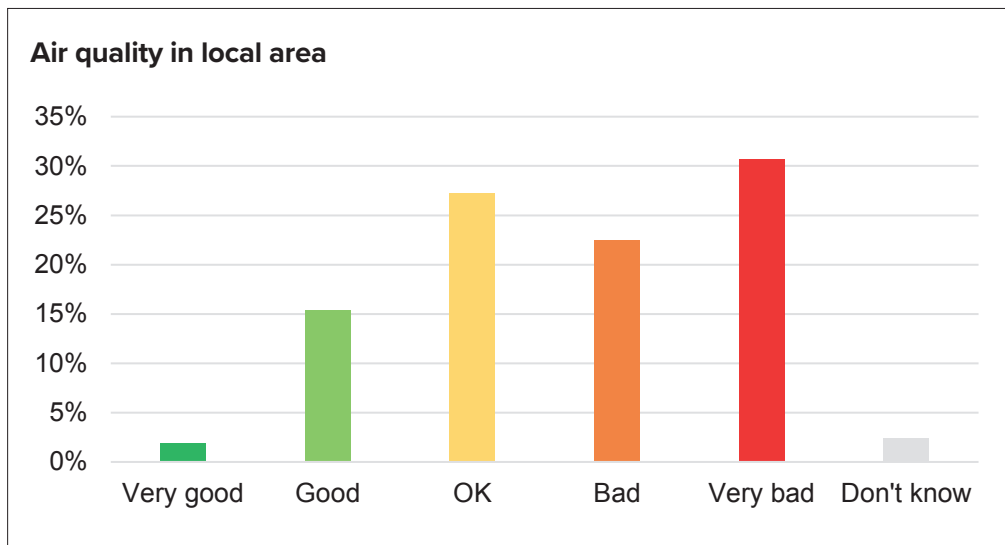
“Dad picks me up from school/ work, it’s not safe for women after a certain hour.”

Views on air quality in Brent

There was a noticeable difference in strength of views between those engaged via outreach in the community, and those people who shared their views online. Across all questions, those engaged online were more aware and more concerned by the impact of air pollution than those engaged in the outreach process. Having said this, those engaged in outreach were still concerned by air quality and while there is a difference in strength of view, the key themes are replicated in the online and outreach conversations.

Perception of local air quality

People were asked how they would describe the air quality in their local area. 53% said it was very bad or bad; 27% said it was OK and 17% said it was good/very good.

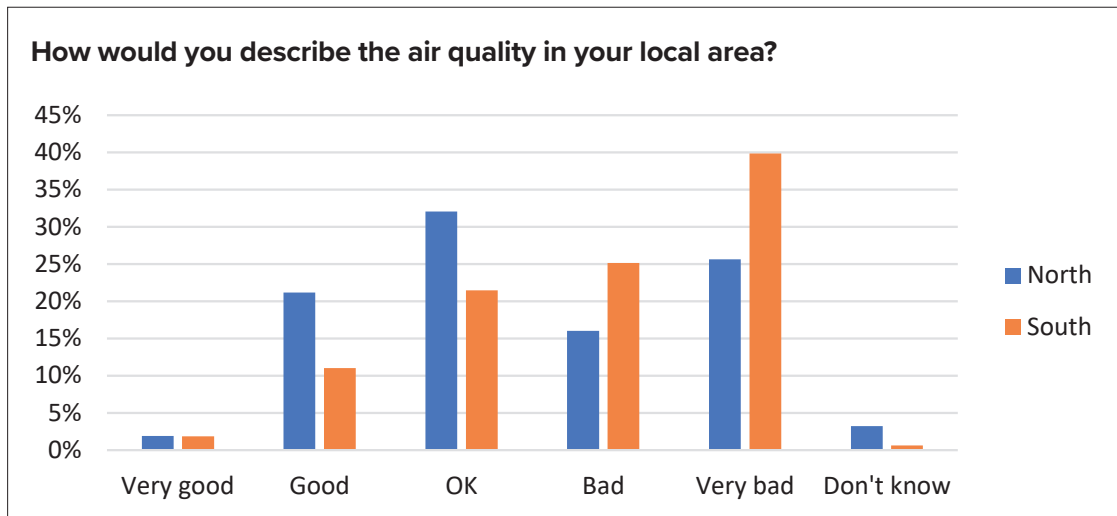


Base = 378

Nearly three quarters of those who responded to the online survey said air pollution in their area was bad/very bad, compared to just half of those who were interviewed as part of the outreach. In the 2017 AQAP consultation, 78% of respondents thought air pollution was “poor”.

| Air quality in local area | Outreach | Online | All |
|---------------------------|------------|-----------|------------|
| Very good | 2% | 1% | 2% |
| Good | 18% | 3% | 15% |
| OK | 29% | 19% | 27% |
| Bad | 18% | 39% | 22% |
| Very bad | 30% | 34% | 31% |
| Don't know | 2% | 4% | 2% |
| Total/Base | 304 | 74 | 378 |

There was some noticeable variation between the North and the South of the Borough with residents in the South significantly more likely to say they felt the air quality was bad or very bad.



Base = 156 for North, 162 for South

Analysis by demographics showed:

- Under 25-year-olds were more likely to say the air quality was good and OK compared to other age groups, and less likely to say it was bad. 45 and older age groups were more likely to say the air quality was bad compared to younger groups.
- Women were more likely to say the air quality was bad compared to men.
- Asian respondents were less likely to say air quality was bad and more likely to say it was good. White respondents were less likely than other ethnic groups to say air quality was good.
- Although the numbers are small, they indicate that people with disabilities were more likely to say that air quality was bad compared to non-disabled respondents.
- People with children in the household were more likely to say air quality was bad than those who don't have children.
- Respondents in social/Council housing were more likely to say air quality in their local area was bad compared to those who owned their homes. Those in private rented accommodation were more likely to say air quality was OK.
- The longer respondents had a connection with Brent, the more likely they were to say the air quality was bad. Respondents with less than a year's connection to Brent were much more likely to say air quality was good; and those who had 1-5 years connection more likely to say it was OK.

The main themes expressed in the 195 comments about the quality of the air in Brent were:

- Quite a few people said traffic has caused air pollution, with construction also mentioned.
- Some said the traffic calming measures had made the problem worse.
- Some people mentioned being able to taste or smell the pollution, or seeing the dirt and dust on their house windows.
- Some people said the air quality varies depending on the location - worse if near the main roads, better in cul de sacs or in parks.
- A few mentioned the positive impact that the pandemic had on improving air quality.
- A few said it wasn't bad/could be worse, compared to Central London or the countries where they used to live (Poland, India).

“I can see it, taste it, smell it and feel it behind my eyes. I’m talking about pollution.”

“Neighbourhood calming measures have made the air quality worse, cars idling on roads.”

“Smell the fumes from the bus stop.”

“Nowhere is good in London, but green spaces help a bit.”

“Windows dirty. Dust in house.”

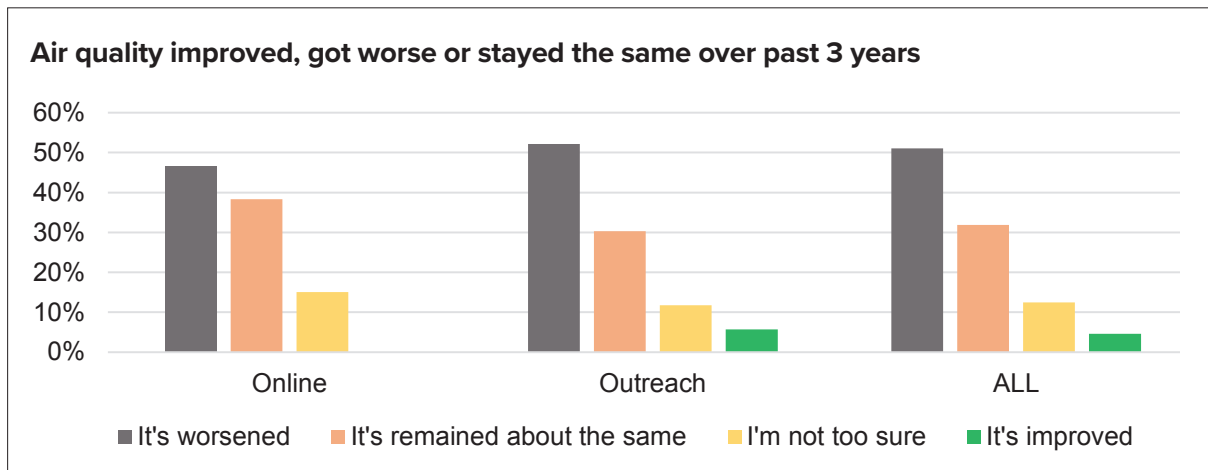
“During the Covid lockdown the air was much better and now we’re worse off because of road closures.”

“I don’t live that far from the North Circular, A406. What a nightmare.”

Perceived trend in air quality over past 3 years

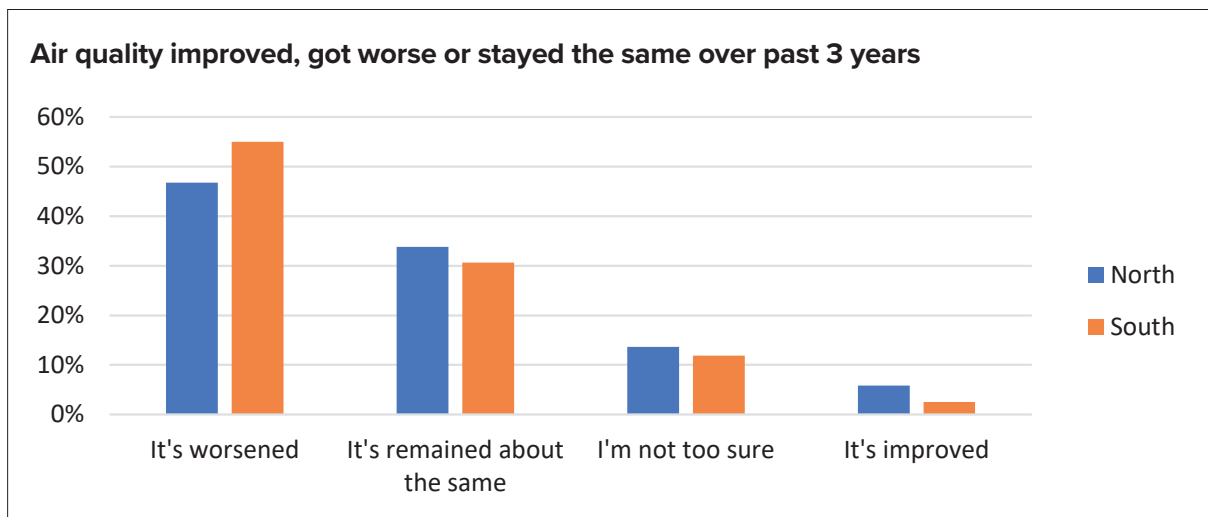
Half of people felt that air quality had got worse over the past three years. A third thought it had remained the same, slightly higher for online respondents.

| Air quality improved, got worse or stayed the same? (past 3 years) | Outreach | Online | ALL |
|--|------------|-----------|------------|
| It’s worsened | 52% | 47% | 51% |
| It’s remained about the same | 30% | 38% | 32% |
| I’m not too sure | 12% | 15% | 12% |
| It’s improved | 6% | 0% | 5% |
| Total/Base | 297 | 73 | 370 |



Base = see table above

Again there was some noticeable difference on view between residents in the North of the Borough compared to residents in the South.



Base = 154 for North, 159 for South

Analysis by demographics showed:

- Under 25 year olds were more likely to say the air quality had gotten worse but also that it had remained about the same over the past 3 years in Brent. Those aged 65 and over were also more likely to say air quality had remained about the same.
- Women were more likely to say the air quality had gotten worse. Men were less likely to say it had gotten worse and also more likely to say they weren't sure.
- Black respondents were more likely to say the air quality had gotten worse over the past 3 years in Brent. White respondents were less likely to say it had gotten worse and more likely to say it had stayed the same.
- Those who had a connection with Brent for less than a year were much more likely to say they weren't sure whether air quality had changed or not.
- People with disabilities were more likely say air quality had gotten worse.
- People with children in their households were more likely to say air quality had gotten worse.
- Those in private rented accommodation were less likely to say air quality had worsened and more likely to say it had improved. Those in social housing were more likely to say it had worsened and less likely to say it had improved.

There were 147 comments on air quality trends and the main themes expressed were:

- Many people said the air quality had gotten worse due to increased traffic and congestion.
- Many people mentioned the effect of lockdown, either that it had improved the air quality but that it was expected to deteriorate since lockdown had lifted.
- Some people thought the Council’s traffic calming measures had made air quality worse.
- Some people hadn’t noticed any difference in air quality.

“More traffic on the main roads.”

“The Council’s neighbourhood calming methods have made things worse i.e. idling cars/congestion.”

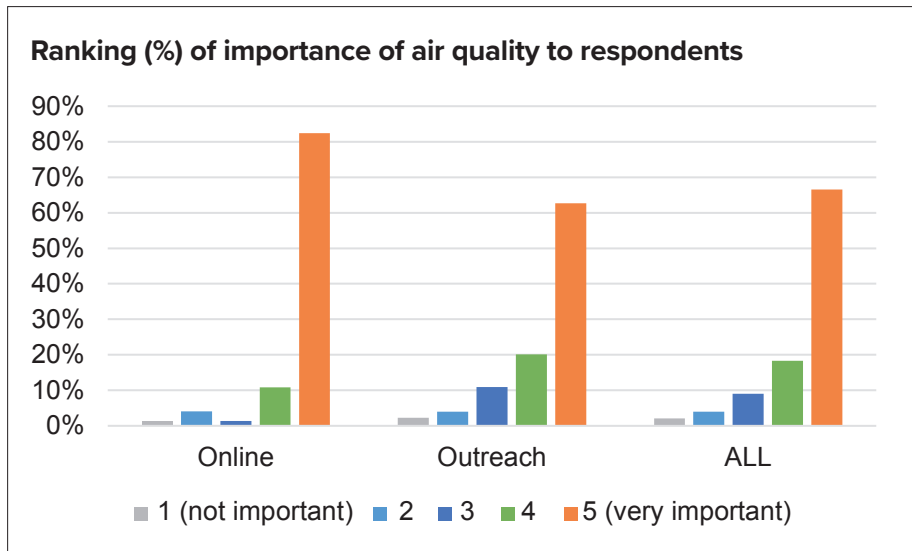
“Improved over the lockdown due to less traffic, but now a lot of public driving & avoiding public transport.”

“Haven’t felt a difference.”

Importance of air quality

85% of people felt that air quality was very important/important. The % of people feeling this was higher among people who responded online than those engaged via outreach.

| Importance of air quality | Outreach | Online | ALL |
|---------------------------|------------|-----------|------------|
| 1 (not important) | 2% | 1% | 2% |
| 2 | 4% | 4% | 4% |
| 3 | 11% | 1% | 9% |
| 4 | 20% | 11% | 18% |
| 5 (very important) | 63% | 82% | 67% |
| Total/Base | 303 | 74 | 377 |



Base = see table above

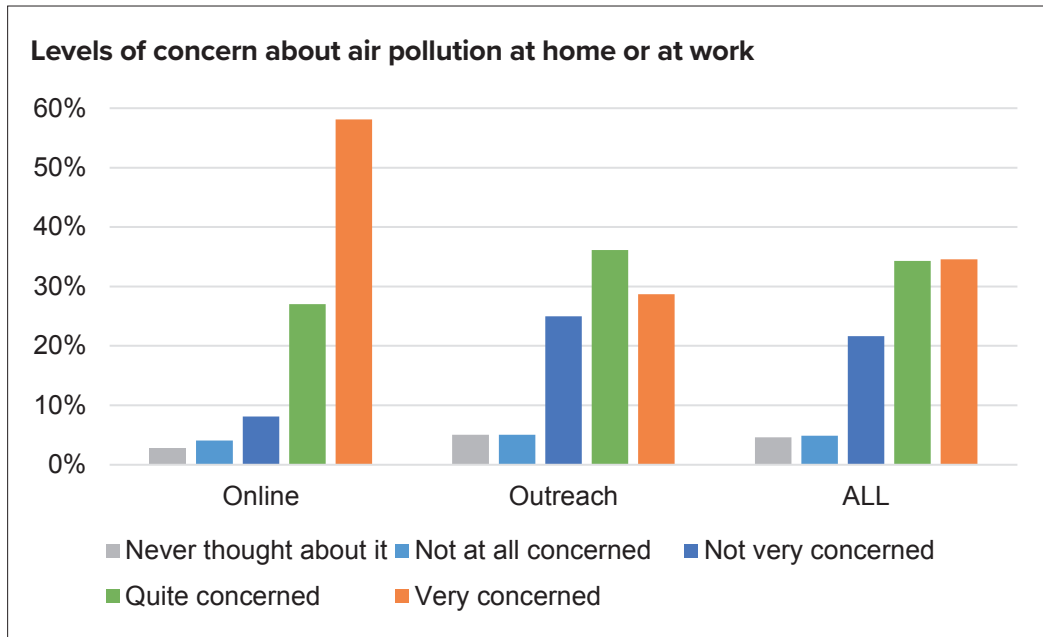
Analysis by demographics showed:

- Under 25s were less likely to rate air quality as important as other age groups.
- Men were slightly less likely to rate air quality as important as women.
- Mixed/other ethnicity respondents were less likely to rate air quality as important compared with other ethnicities.
- People with disabilities were slightly more likely to rate air quality as very important.
- People with children in their household were more likely to rate air quality as very important compared to those with no children in their household.
- People who rented privately were less likely to rate air quality as important and house owners more likely to rate it highly.
- People who had a connection to Brent for 5 years or fewer were less likely to rate air quality as important as those who had had a connection to Brent for 5-10 years.

Levels of concern about indoor air pollution

69% of people were concerned about air pollution at home or at work. There were significantly higher levels of concern expressed by people who gave their views online (85%) as shown in the table and chart below.

| Levels of concern about air pollution at home or work | Outreach | Online | ALL |
|---|------------|-----------|------------|
| Never thought about it | 5% | 3% | 5% |
| Not at all concerned | 5% | 4% | 5% |
| Not very concerned | 25% | 8% | 22% |
| Quite concerned | 36% | 27% | 34% |
| Very concerned | 29% | 58% | 35% |
| Total/Base | 296 | 74 | 370 |



Base = see table above

Analysis by demographics showed:

- Under 25 year olds were less likely to be concerned about air pollution but those aged 25-44 had the highest level of concern compared to other age groups.
- Men were less likely to be concerned about air pollution compared to women.
- Asian respondents were less likely to be concerned about air pollution compared to other ethnicities.
- Those who had a connection with Brent of less than 5 years were less likely to be concerned about air pollution.
- People with children in their household were more likely to be concerned about air pollution.
- People in private rented accommodation were less likely to be concerned about air pollution.

There were 182 comments expressed giving more detail about levels of concern about air pollution:

- Some people said they have to keep the windows closed to keep the air pollution out.
- Many were concerned about the impact on their health.
- Many mentioned the roads and congestion.
- Quite a few were concerned about the effect on children in particular, and their future.
- A few people said they have bought an air purifier to help at home.
- A few hadn't thought about it much.
- A few considered it to be part of life and that they couldn't do much about it.

"I don't open the windows as much as I don't want to infect my home environment."

"We now live in a vacuum with a purifier to remove contaminants. Welcome to the 21st century."

"Rise in breathing issues."

"At home yes, because of my children and their future. I don't have much control over air quality at work."

"Home - north circular - hear it, smell it."

"My place of work is the streets, no choice, got to work or I don't eat. Simple maths."

Personal actions taken to limit exposure to air pollution

There were 357 comments about actions people take to limit exposure to air pollution. The main themes expressed were:

- Quite a few people said they vary their travel route or time spent outdoors to avoid air pollution.
- Some people said they stay indoors, keep the windows closed and use an air purifier.
- Some people try and use the car less, walk or cycle more.
- Some people go to the park or green areas, and outside of London on a regular basis.
- A few people said they have continued to wear masks outside to protect themselves from air pollution.
- A few people said they feel there's nothing they could do, or they don't know what they could do, because they have to go out anyway (such as for work)

"Alter our route, depending on traffic and time of day."

"Keep windows shut, use an air purifier."

"I travel on foot or public transport. When walking, I choose quiet roads if possible."

“I sometimes use a mask so I don’t directly breathe in car fumes but I don’t think it helps.”

“I go to the park and get into nature.”

Knowledge of actual air pollution levels in Brent

The vast majority (89%) of those engaged via outreach had not tried to find out about air pollution levels in their area, compared to only 26% of people who gave their views online. Three quarters of online respondents had tried to find out about air pollution levels in their area.

| Tried to find out about air pollution levels in your area? | Outreach | Online | ALL |
|--|------------|-----------|------------|
| No | 89% | 26% | 77% |
| Yes | 11% | 74% | 23% |
| Total/Base | 301 | 74 | 375 |

Of the people who said they had tried to find out about air pollution levels in their area, analysis of where people go to find out air pollution information (91 responses) showed:

- 35% used weather apps.
- 32% went to Brent Council’s website.
- 23% used the LondonAir website.
- 15% used the Mayor’s Transport for London communications.
- 10% used social media.
- A few used the Council’s AirTEXT service (to alert people about poor air quality).
- A few used their school.

People were asked whether they were aware that the Council operates a free alert service when there is poor air quality (and were informed how to sign up). 92% of people did not know about this service, although fewer people who gave their views online (76%) said they did not know about this service. People who said their (or someone in their household’s) health had been impacted by air pollution were no more likely to know about AirText than anyone else in the general outreach.

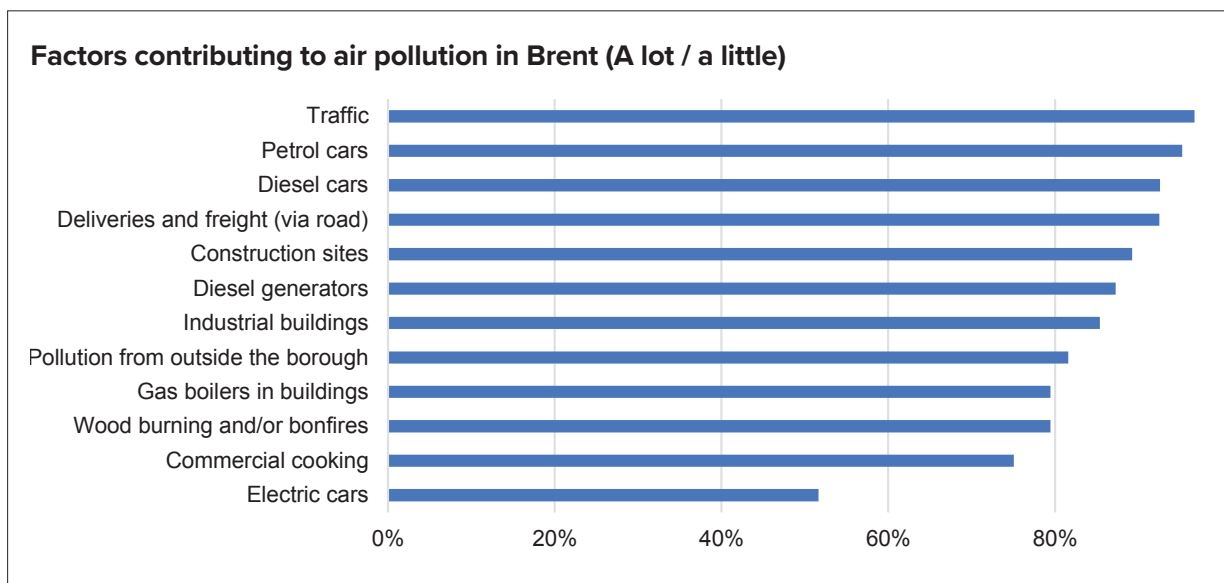
| Aware of the Council’s free alert service? | Health affected by air pollution* | Outreach | Online | ALL |
|--|-----------------------------------|------------|-----------|------------|
| No | 96% | 96% | 76% | 92% |
| Yes | 4% | 4% | 24% | 8% |
| Total/Base | 92 | 301 | 74 | 375 |

**Engaged in outreach, and responded “Yes” to “Do you or any members of your household have health problems that you think are made worse by pollution?”*

Perceptions of causes of air pollution in Brent

People were asked, “How much do you think the following contribute to air pollution in Brent?”, followed by a list of factors to rank as “a lot”, “a little”, “not at all”, or “don’t know.” Responses of “a lot” and “a little” were combined in analysis to in order to show the overall perceived impact on air pollution.

A large majority of people thought that traffic was a key factor contributing to air pollution, closely followed by petrol or diesel cars and deliveries and freight via road (over 90% for each). Over 80% of people also thought that construction sites, diesel generators, industrial buildings and pollution from outside the borough were contributing factors. Gas boilers, wood burning and/or bonfires and commercial cooking were also considered to be contributing factors to air pollution by between 70 and 80% of people. It was interesting that electric cars were considered to be contributing factors by 52% of people.



| Contributing factors | A lot / A little |
|------------------------------------|------------------|
| Traffic | 98% |
| Petrol cars | 95% |
| Diesel cars | 93% |
| Deliveries and freight (via road) | 93% |
| Construction sites | 89% |
| Diesel generators | 87% |
| Industrial buildings | 85% |
| Pollution from outside the borough | 82% |
| Wood burning and/or bonfires | 79% |
| Gas boilers in buildings | 79% |
| Commercial cooking | 75% |
| Electric cars | 52% |

There were 318 comments on other sources of pollution which significantly contribute to making the air quality worse in Brent. Main themes expressed were:

- Quite a few people said smoking was a contributing factor to air pollution.
- A few people said traffic and road congestion.
- A few people mentioned air traffic.
- A few people mentioned fireworks.

“Recreational smoking & passive inhalation.”

“Massive lorries, and parked cars idling for ages.”

“Planes - huge contributors.”

Air quality and health

Several questions were asked to explore perceptions around the connection between air quality and health.

Connection between air pollution and health

94% said they believed there was a connection between air pollution and health with a higher proportion of online respondents saying 'yes definitely' than those engaged via outreach.

| Connection between air pollution and health? | Outreach | Online | ALL |
|--|------------|-----------|------------|
| Yes definitely | 73% | 93% | 77% |
| Yes possibly | 20% | 5% | 17% |
| Not sure | 2% | 0% | 2% |
| No, probably not | 2% | 0% | 2% |
| No | 2% | 0% | 1% |
| No, definitely not | 2% | 1% | 2% |
| Total/Base | 297 | 74 | 371 |

Analysis by demographics showed:

- Under 25 year olds were more likely to say there is a connection between air pollution and health. This is striking given in other questions under 25s had expressed lower levels of concern about air quality.
- Men were less likely to say there is a connection between air pollution and health.
- Asian respondents were less likely to say there is a connection between air pollution and health, and White respondents more likely to say there is a connection.
- Those who had a connection with Brent of less than 5 years and also those who'd had a connection to Brent for 5 to 10 years, were less likely to say there is a connection between air pollution and health.
- People in rented accommodation were less likely to say there is a connection between air pollution and health.

There were 173 comments about the connection between air pollution and health:

- The vast majority were about the link between air pollution and asthma and other respiratory diseases.
- Many people commented on the overall negative impact on health.
- Some people commented on the particular impact on children (asthma and coughing).
- A few people simply emphasised their view that there was a link backed by evidence.

"Most definitely asthma/respiratory."

"Air pollution is now the biggest environmental health risk for early death. Look, it says so here."

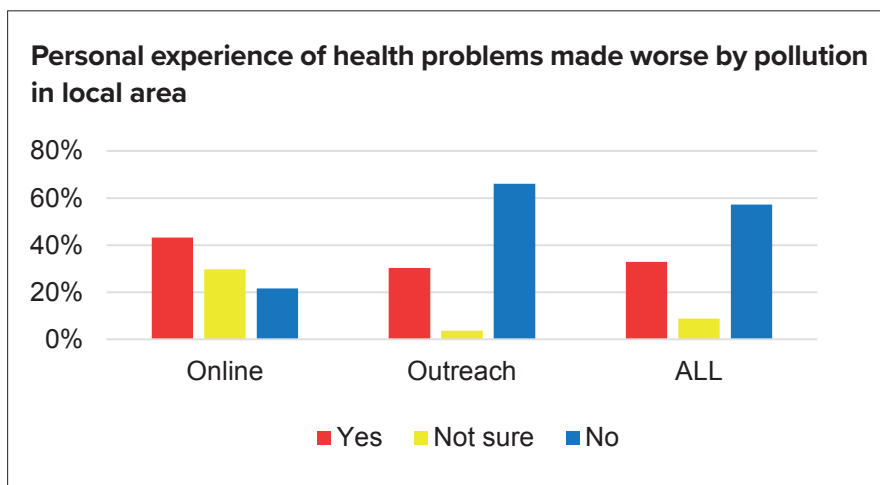
“Asthma like that little girl who died.”

“Of course there is, have you been living under a rock?”

Personal experience of health impact

33% of people said they had personal experience of health problems made worse by pollution in their local area. People who gave their views online were more likely to say they had personal experience of health problems made worse by pollution, or were ‘not sure’, than those engaged via outreach.

| Personal experience of health problems made worse by pollution in local area | Outreach | Online | ALL |
|--|------------|-----------|------------|
| Yes | 30% | 43% | 33% |
| Not sure | 4% | 30% | 9% |
| No | 66% | 22% | 57% |
| Total/Base | 300 | 74 | 374 |



Base = see table above

There were 130 comments about personal experience of health problems and air pollution and the main themes were:

- Most comments mentioned personal experience of asthma and respiratory problems.
- Many comments by those who didn’t have personal experience of health problems made worse, said they were lucky not to.
- Some comments by those who didn’t have personal experience of health problems mentioned extended family or friends who had personal experience of health problems.

"Asthma - made my breathing worse."

"No thank goodness. Lucky. Very, considering."

"Both kids have respiratory issues. Although minor - pollution isn't going to help is it?"

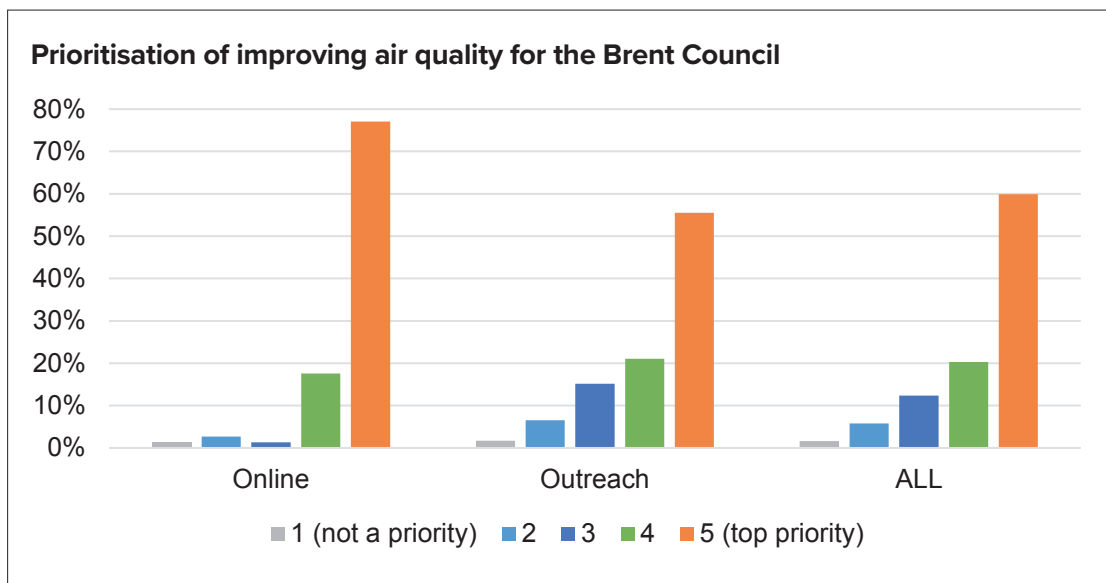
"Other family members not in my household do."

Brent Council’s Air Quality Action Plan

Priority for improving air quality for the Council

When asked, “How big a priority should improving air quality be for the council?”, 80% of people said Brent Council should make improving air quality a significant priority (rank 5 and 4). People who responded online were significantly more likely than those engaged in outreach to say that it should be a top priority.

| Prioritisation of improving air quality by Council | Outreach | Online | ALL |
|--|------------|-----------|------------|
| 1 (not priority) | 2% | 1% | 2% |
| 2 | 7% | 3% | 6% |
| 3 | 15% | 1% | 12% |
| 4 | 21% | 18% | 20% |
| 5 (top priority) | 56% | 77% | 60% |
| Total/Base | 290 | 74 | 364 |



Base = see table above

Analysis by demographics showed:

- Under 25 year olds were less likely to say improving air quality is a high priority compared to older age groups.
- Women were more likely to say improving air quality is high priority and men less likely.
- Asian and Mixed/Other ethnic group respondents were less likely to say improving air quality is high priority compared to White and Black respondents.
- People who only had a connection with Brent for 5 years or less were less likely to say improving air quality is a high priority.
- People with children in the household were more likely to say improving air quality is a high priority.

“I know this has been on the agenda for a while but with Covid, lockdown, economy, who prioritises?”

“Affects everyone, kids vulnerable. Girl Ella, who died.”

“Top priority. Why wait until now? What they couldn’t foresee, this crisis happening”

“The Council could have made air quality a top priority anytime, why now?”

Proposed themes for Brent’s Air Quality Action Plan

People were asked to rank the proposed themes of Brent’s Air Quality Action Plan as High, Medium, or Low priority.

There was strong majority support for all the proposed themes.

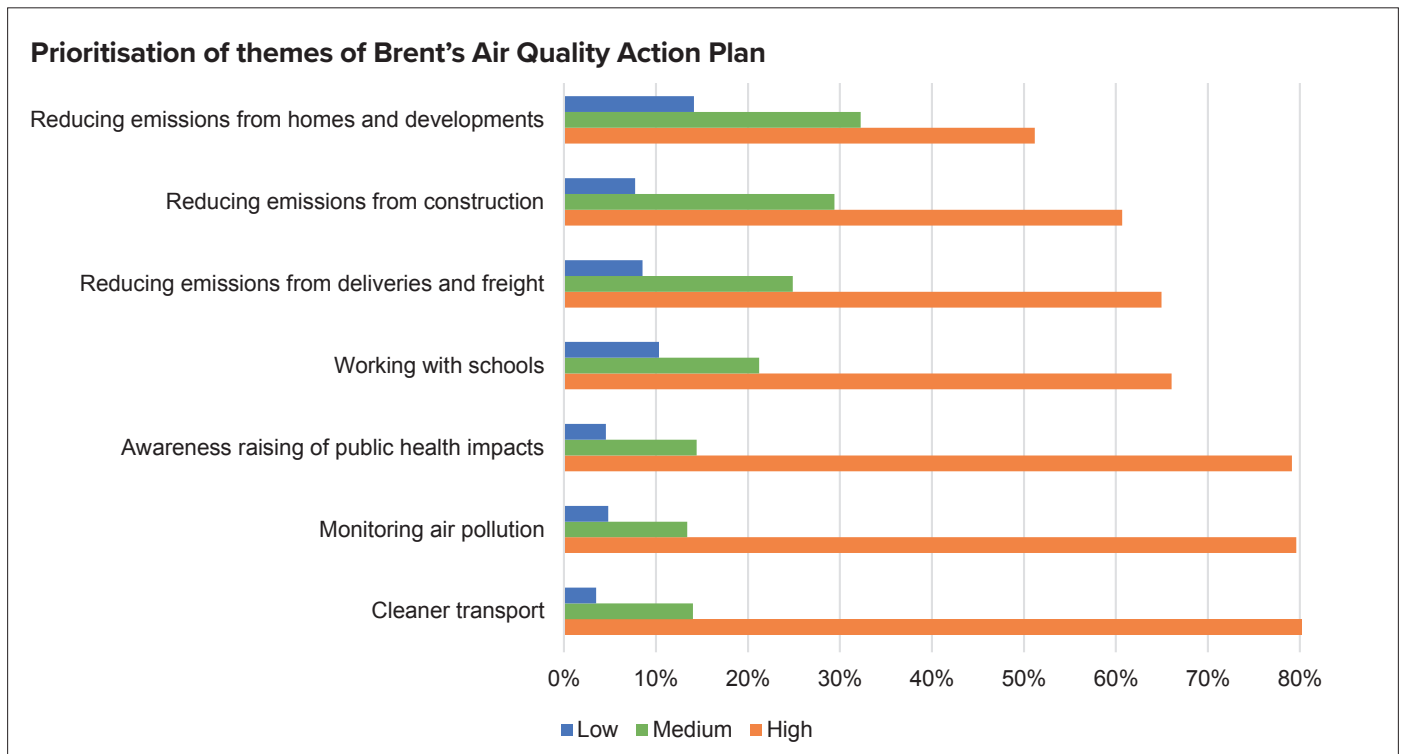
The themes that people ranked the highest were:

- Cleaner transport
- Monitoring air pollution
- Awareness raising of public health impacts

Further detail can be found in the following table and chart.

| Proposed themes of AQAP | High | Medium | Low |
|--|------|--------|-----|
| Cleaner transport | 81% | 14% | 4% |
| Monitoring air pollution | 80% | 13% | 5% |
| Awareness raising of public health impacts | 79% | 14% | 5% |
| Working with schools | 66% | 21% | 10% |
| Reducing emissions from deliveries and freight | 65% | 25% | 9% |
| Reducing emissions from construction | 61% | 29% | 8% |
| Reducing emissions from homes and developments | 51% | 32% | 14% |

Base = 374

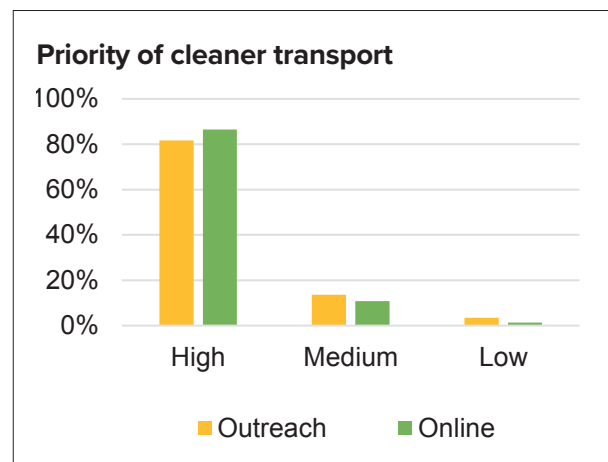


Base = see table above

The prioritisation of themes was similar between those who gave their views online and those engaged via outreach:

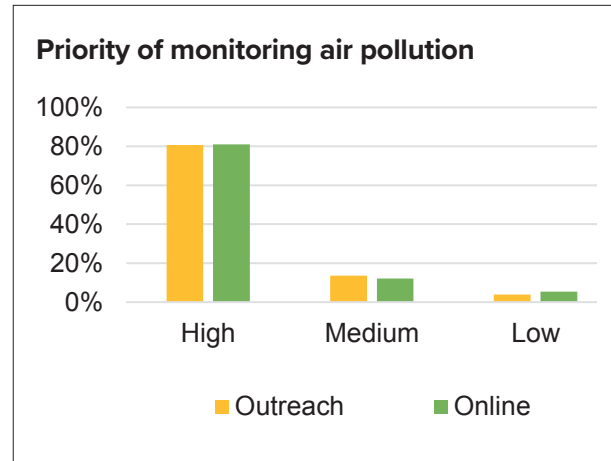
Proposed theme: Cleaner transport

| Priority of Cleaner Transport | Outreach | Online |
|-------------------------------|----------|--------|
| High | 82% | 86% |
| Medium | 14% | 11% |
| Low | 3% | 1% |
| Not Sure | 1% | 1% |
| Base | 403 | 74 |



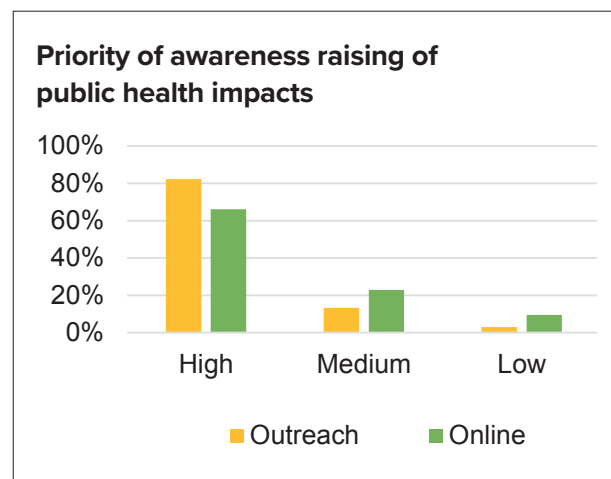
Proposed theme: Monitoring air pollution

| Priority of monitoring air pollution | Outreach | Online |
|--------------------------------------|----------|--------|
| High | 81% | 81% |
| Medium | 14% | 12% |
| Low | 4% | 5% |
| Not Sure | 2% | 1% |
| Base | 405 | 74 |



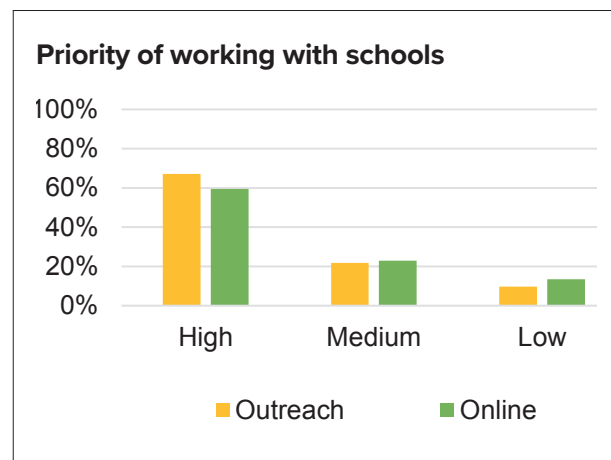
Proposed theme: Awareness raising of public health impacts

| Awareness raising of public health impacts | Outreach | Online |
|--|----------|--------|
| High | 82% | 66% |
| Medium | 13% | 23% |
| Low | 3% | 9% |
| Not Sure | 1% | 1% |
| Base | 401 | 74 |



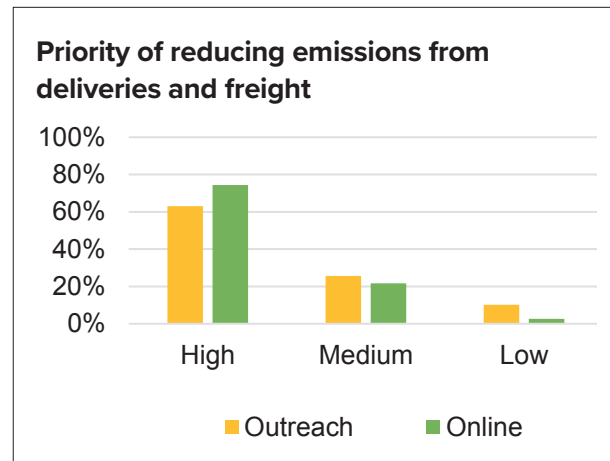
Proposed theme: Working with schools

| Working with schools | Outreach | Online |
|----------------------|----------|--------|
| High | 67% | 59% |
| Medium | 22% | 23% |
| Low | 10% | 14% |
| Not Sure | 1% | 4% |
| Base | 404 | 74 |



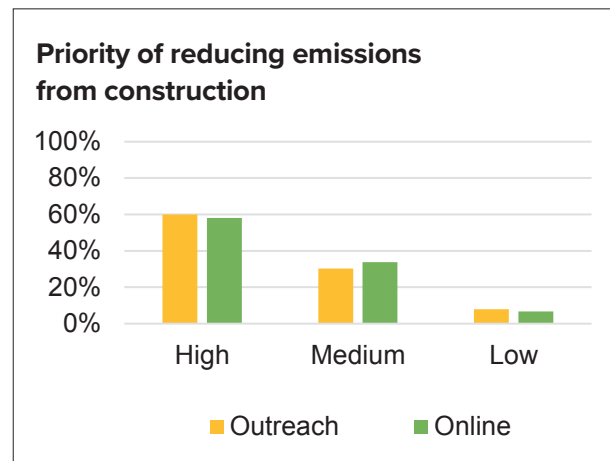
Proposed theme: Reducing emissions from deliveries and freight

| Reducing emissions from deliveries and freight | Outreach | Online |
|--|----------|--------|
| High | 63% | 74% |
| Medium | 26% | 22% |
| Low | 10% | 3% |
| Not Sure | 1% | 1% |
| Base | 405 | 74 |



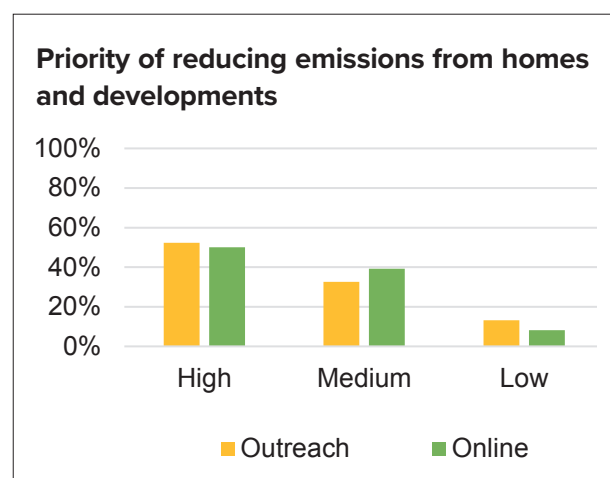
Proposed theme: Reducing emissions from construction

| Reducing emissions from construction | Outreach | Online |
|--------------------------------------|----------|--------|
| High | 60% | 58% |
| Medium | 30% | 34% |
| Low | 8% | 7% |
| Not Sure | 2% | 1% |
| Base | 406 | 74 |



Proposed theme: Reducing emissions from homes and developments

| Reducing emissions from homes and developments | Outreach | Online |
|--|----------|--------|
| High | 52% | 50% |
| Medium | 33% | 39% |
| Low | 13% | 8% |
| Not Sure | 2% | 3% |
| Base | 407 | 74 |



Analysis by demographics of high priority themes:

- Under 25s were less likely to rate themes as highly as other age groups. All age groups rated the same themes in their top three.
- Men were less likely to rate themes as highly as women but both genders rated the same themes in their top three.
- Black respondents were more likely to rate the themes more highly than other ethnicities. Asian and Mixed/other ethnicities less likely to do so. All ethnicities rated the same themes in their top three.
- People with disabilities rated cleaner transport and monitoring air pollution more of a high priority than people without disabilities but had the same top three themes.
- Those with children in their household were more likely to rate themes more highly than those without children living with them, although they all chose the same top three themes. Particularly raising awareness, working with schools, and reducing emissions from deliveries and freight.
- Those in private rented accommodation were less likely to rate themes as highly but had the same top three themes.
- People who had a connection with Brent of between 1 and 5 years were less likely to rate themes as highly. Those who had a connection of more than 10 years were more likely to rate the themes highly. The same top three themes were chosen except for those who only had a connection with Brent of under a year, who rated reducing emissions from freight in their top three instead of monitoring pollution.

There were 135 comments on these themes.

- A third of comments related to sustainable or active travel: discouraging individual car use; encouraging the use of electric vehicles; cycling and walking.
- Just under a quarter of comments were about raising awareness and educating people about air pollution.
- Some comments related to less construction and more pressure on industry to help.
- Some comments were that the themes were fine as they are.
- A few comments were about 'green screening', using vegetation to filter air pollution.

“Reducing traffic congestion on the main roads! Encourage cycling which can only be done by making it safer and by proving bike storage. Finding alternative routes for the huge trucks - they have no place in a residential area.”

“Monitor pollution and make big organisations pay.”

“Impacts on personal health should be highlighted with real life case studies.”

“More tree planting by busy noisy roads like the A5 especially where there are increased vehicle emissions on Shoot Up Hill because of the incline and traffic lights.”

Ideas for improving air quality in Brent

People were asked to give their ideas for things that could be done to improve air quality in Brent. 369 people gave ideas. Main themes from the analysis of individual responses were:

- 28% of people suggested sustainable or active travel should be encouraged and/or incentivised, like improving public transport, cycling paths, pedestrian areas.
- 14% suggested raising awareness and campaigns to reduce traffic and air pollution.
- 12% suggested measures to reduce congestion and traffic measures. These include those for and against Low Traffic Neighbourhoods.
- 12% suggested planting more trees and greenery to improve air quality and shield from traffic and air pollution.

There were some additional ideas mentioned in the street focus groups.

- A few people in street focus groups mentioned protecting schools and children (specifically reducing traffic and air pollution around schools, for instance)
- A few people said that the Council should provide support for people to use renewable energy at home for heating or electricity (for example, to stop using old boilers)

“Provide opportunities for active travel through providing safe cycle infrastructure and segregated cycle lanes, school streets and safer pedestrian crossings.”

“Stop HGVs using Harlesden as a rat run to the north circular. Stop motorists using the pavements on Harlesden’s shopping streets as car parks so the footways are only for pedestrians. Add cycle-bollards to prevent pavement parking which at the same time gives cyclists somewhere to secure their bike whilst shopping. Fine engine idlers. Press TfL to remove diesel buses from Harlesden High St since it is supposedly one of the most polluted roads in Britain.”

“Putting signs up to raise awareness. Promote more electric cars. Tell people to walk more. Decrease car use for shorter distances.”

“Pedestrianise roads (some). Create more green spaces. We haven’t enough of those in the borough. Stop building more developments, it’s harming the existing infrastructure, putting more strain on amenities. Plant more trees.”

“More trees on your housing estates and public highway. Especially housing estate green areas where the trees don’t need to be cut back as often as they do on the public highway.”

Online survey only questions

There were several questions which were only included in the online survey.

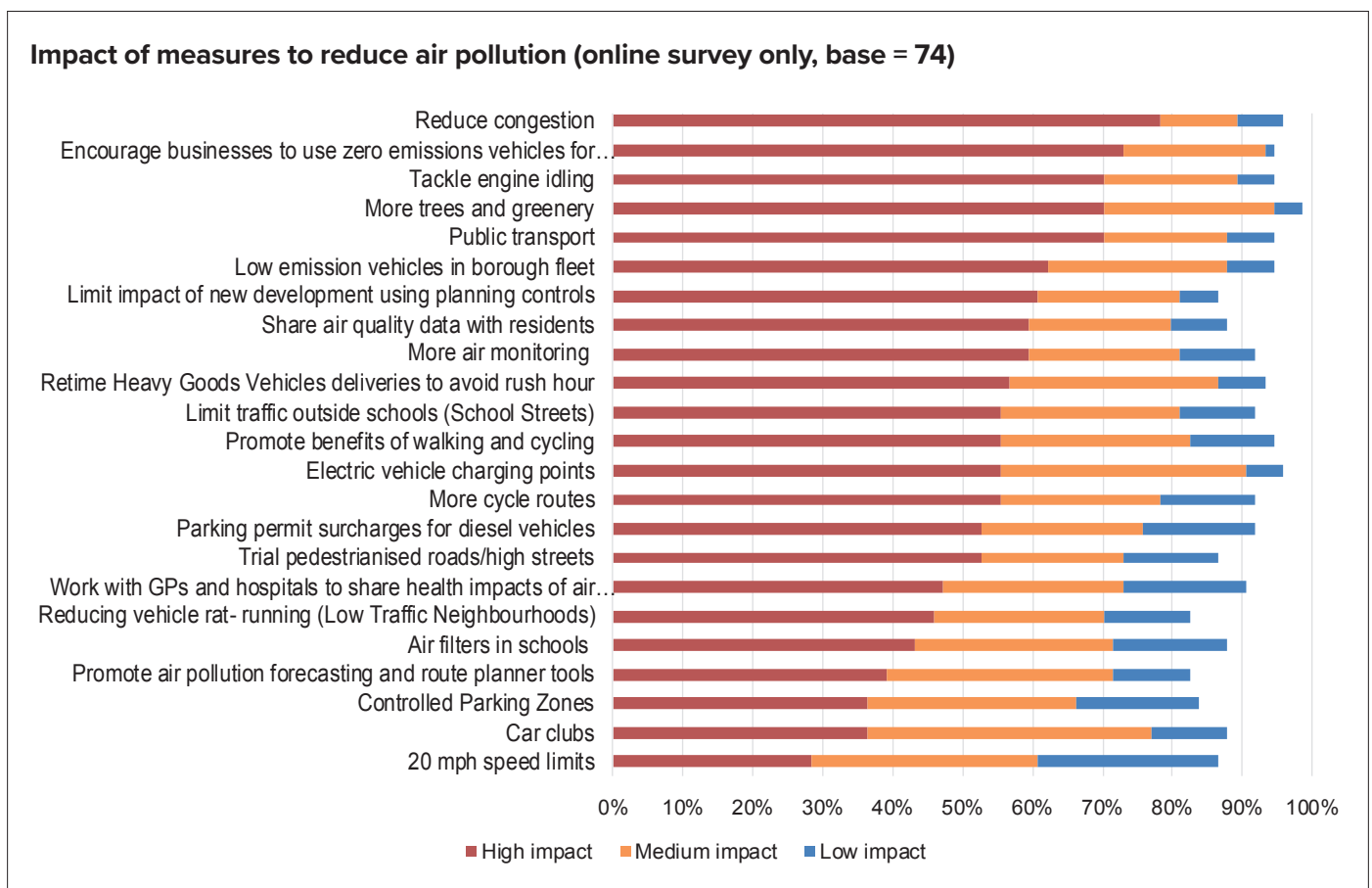
Impact of measures to reduce air pollution

In the online survey only, people were asked, “How much impact do you think each of the following interventions have on improving air quality and/or improving awareness of air pollution?”

Between 70 and 80% of people who gave their views online thought that the following measures would have the greatest impact:

- Reduce congestion (78%)
- Encourage businesses to use zero emissions vehicles for deliveries (73%)
- Public transport (70%)
- More trees and greenery (70%)
- Tackle engine idling (70%).

The chart below shows what the online respondents think the impact of all the measures would be. All of the measures suggested in the online survey were suggested in the free text comments by all respondents in the previous question.



How the Council can support businesses to reduce air pollution

On the online survey, people were asked, “If you run a business in Brent, in what ways could the Council support you in reducing pollution?” Most people said this was not applicable to them. Of the 27 who did, 10 said that the Council should provide advice on available grants, 7 said subsidies for trialling low-emission delivery options and 6 said run free advice/audit session.

| Ways to support business | Count | % |
|---|-----------|-----|
| Greater access to car shares | 2 | 3% |
| Provide advice on available grants | 10 | 14% |
| Run free advice / audit sessions (e.g. on greener ways of working) | 6 | 8% |
| Subsidies for trialling low-emissions delivery options (e.g. cargo-bikes, shared electric vans) | 7 | 9% |
| Not sure | 2 | 3% |
| Not applicable | 42 | 57% |
| Total/Base | 74 | |

Awareness of schemes already happening in Brent

The schemes that had the highest awareness from online respondents were:

- School Streets (57%)
- Brent’s Climate Emergency programme (53%)
- Vehicle idling campaign (46%)
- Electric vehicle charging point infrastructure (45%)
- Brent Healthy Neighbourhoods (45%)
- Cycle lanes (41%)

| Awareness of schemes | Count | % |
|---|-----------|-----|
| School Streets | 42 | 57% |
| Brent’s Climate Emergency programme | 39 | 53% |
| Vehicle idling campaign | 34 | 46% |
| Electric vehicle charging point infrastructure | 33 | 45% |
| Brent Healthy Neighbourhoods | 33 | 45% |
| Cycle lanes | 30 | 41% |
| Air pollution monitoring across the borough | 26 | 35% |
| e-cargo bike trials with businesses | 24 | 32% |
| Green screens in schools | 16 | 22% |
| Diesel parking permit surcharge | 14 | 19% |
| Breathe Clean air quality engagement in schools | 11 | 15% |
| None of the above | 11 | 15% |
| Total/Base | 74 | |

Wanting to be kept informed

People were asked if they would like to be kept informed with the project. 61% said they didn't want to be kept informed, 13% said possibly and 26% said they'd definitely like to be kept informed with the project in future.

| Kept informed? | Count | % |
|-------------------|------------|-----|
| No thanks | 179 | 61% |
| Yes possibly | 78 | 26% |
| Yes definitely | 38 | 13% |
| Total/Base | 295 | |

Any other comments

There were 136 comments on the subject of air quality in Brent, mostly thanking the interviewer for listening to their views. Here are some quotes reflecting other themes mentioned:

"Air quality is a very important issue. We need lots of action."

"I appreciate that this is a complex topic and very challenging. I would like Brent to campaign for the ULEZ to extend BEYOND the North Circular. Just as with COP26 it really is time for action, not "bla bla bla" but it is also important to engage with residents - like with this survey - to get us all onside. The lack of collaboration on the LTNs proposition has been SO poor and I, for one, am far from convinced of their benefit, certainly the one in my area is completely inappropriate. I do not think the public generally understands the real danger of poor air quality, nor how we can make things better for ourselves. My neighbours were shocked when I sent them a link which showed just how bad it is in our street - yet they continue to pave over their front gardens, fit woodburners etc etc.."

"The car is currently king in Brent and this needs to change in favour of active travel to affect any significant change in air quality."

"Brent currently has very poor air quality and related poor public health. Brent needs to start acting decisively to tackle these as it's current track record is abysmal. It must prioritise active travel as a matter of urgency as this will improve air quality as well as improving public health and tackle the climate emergency."

“You are not going to get people to use their cars less, this will be difficult but you need to concentrate on things that will help those being impacted-children in schools and plant trees!!! Improve the electric car infrastructure too to make it a more appealing and easier switch from petrol.”



Brent Air Quality Action Plan Engagement Research

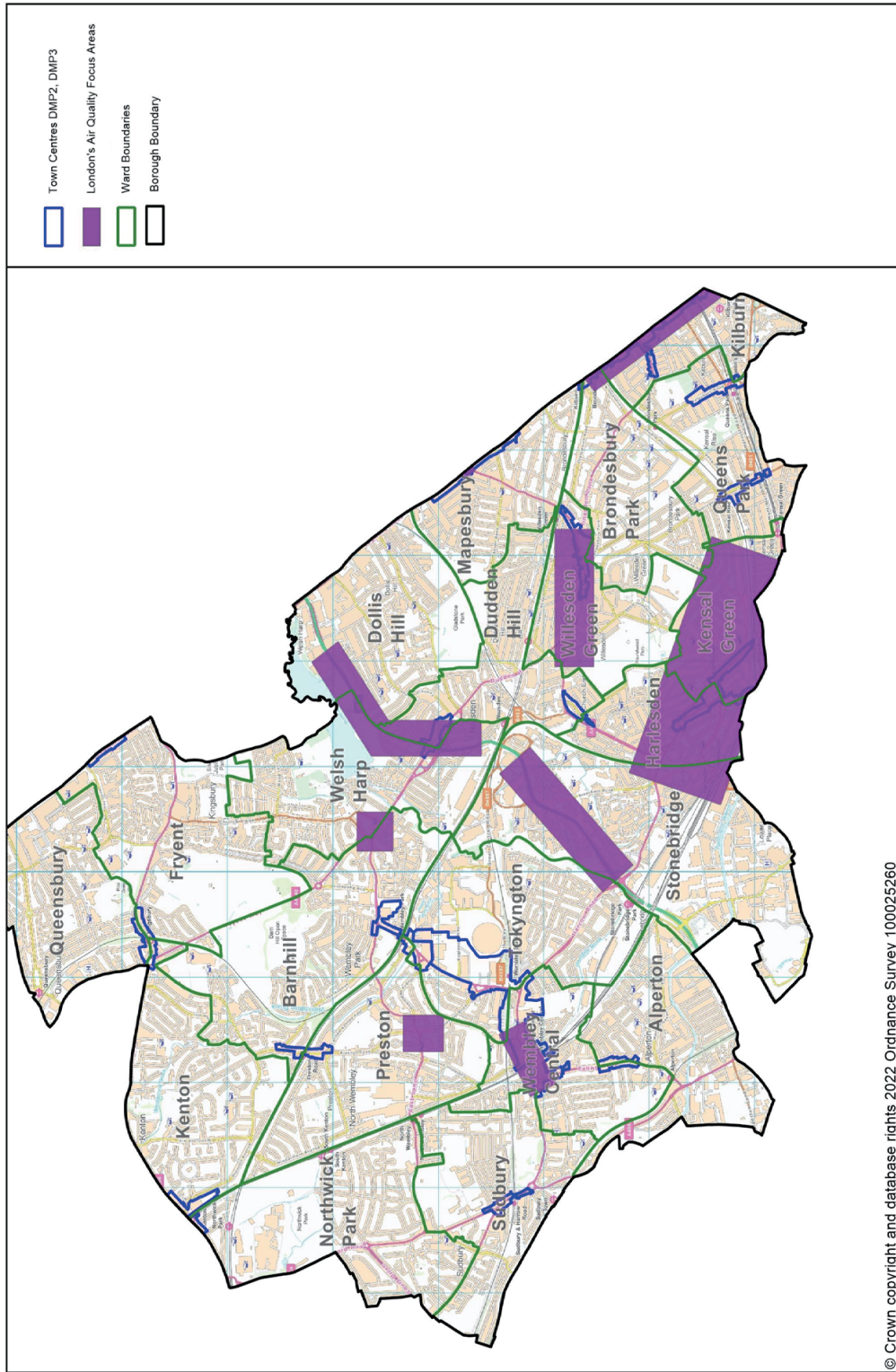
Section 3 - Appendices

JANUARY 2022

Appendix 1: Locations for the outreach

| Locations | Number of people engaged |
|--|--------------------------|
| Location 7b - Wembley AQFA and Town Centre | 35 |
| Location 7 - Wembley AQFA and Town Centre | 34 |
| Location 1 - Burnt Oak town centre Location 2 - Colindale - the Hyde Town Centre | 36 |
| Location 3 - Kingsbury Town Centre Location 5 - Preston Road Town Centre | 27 |
| Location 10 - Neasden Town Centre and AQFA Location 10b - Neasden Dollis Hill section of A406 - AQFA - priority Location 10c - Neasden Junction - Dudden Hill AQFA Location 15 - Harlesden Town Centre Location 16 - Willesden Green Town Centre | 29 |
| Location 13 - A406 north circular priority properties Location 14 - Church End Town Centre | 46 |
| Location 6 - Sudbury town centre Location 9 - Ealing Road town centre | 26 |
| Location 4 - Kenton Town Centre Location 5 - Preston Road Town Centre | 39 |
| Location 8 - Wembley Park Town Centre Location 12 - Neasden Blackbird Hill, Neasden Lane, Forty Lane, Salmon St Location 11 - Wembley Hill Road-West Lane-Preston Road | 61 |
| Location 17 - Cricklewood Town Centre Location 18 - Kilburn Town Centre | 49 |
| Location 19 - Queen's Park Town Centre Location 20 - Kensal Rise Town Centre | 32 |
| Total | 414 |

LB Brent - Locations of Air Quality Action Plan Community Outreach



Appendix 2: Postcodes of people engaged

The number of people engaged by postcode of residence is shown in the table below:

| All valid shortened postcodes in Brent (alpha sort) | Outreach | Online | All |
|---|------------|-----------|------------|
| HA0 | 44 | 11 | 55 |
| HA1 | 2 | 0 | 2 |
| HA3 | 20 | 3 | 23 |
| HA8 | 17 | 0 | 17 |
| HA9 | 42 | 6 | 48 |
| NW10 | 64 | 26 | 90 |
| NW2 | 41 | 6 | 47 |
| NW6 | 6 | 17 | 23 |
| NW8 | 3 | 0 | 3 |
| NW9 | 13 | 0 | 13 |
| W93 | 2 | 0 | 2 |
| Total | 254 | 69 | 323 |

Appendix 3: Leaflets

Brent Council is updating the Air Quality Action plan....

...and you can help shape it!



We want to hear your views on air quality in your local area
Dirty air costs lives. In 2019, air pollution contributed to the deaths of more than 4,000 Londoners.

That's why we have made it a priority to improve the air quality across the borough.
While progress has been made in recent years, there is still work to do.
And we want to hear from you your views on what action to take.
We will use this information to help us create the draft Air Quality Action Plan.

There are different ways you can share your views.

You can:

- Complete our online survey by scanning the QR code
- Call our engagement partner, Kaizen, on 020 3154 3350
 - Email: Brent_AQAP@Kaizen.org.uk to arrange a telephone conversation or request a paper survey.



Did you know? You can sign up to Air Pollution alerts direct to your phone here:
<https://www.airtext.info/signup>



Resident engagement is being led by Kaizen on behalf of Brent Council

Sorry we missed you....

Brent Council wants to hear from you!



We want to hear your views on air quality in your local area

We will use this information to help us shape our Air Quality Action Plan and clean up the air we all breathe.

To help us hear the views of Brent's community, we have appointed a team of independent research and engagement specialists – Kaizen.

Kaizen knocked on your door earlier but you weren't in. But you can still share your views.

You can:


- Complete our online survey by scanning the QR code
- Call us on 020 3154 3350
- Email: Brent_AQAP@Kaizen.org.uk to arrange a telephone conversation or request a paper survey.



We look forward to hearing from you!



Appendix 4: Questionnaires used in outreach and online surveys



Air Quality Action Plan outreach – Community Questionnaire

1. **Connection to Brent [tick all that apply]:** live work run a business study
 member of the Brent council staff I am a Councillor or have another interest
2. **How many years have you had a connection to Brent?** <1 1-5 5-10 10+
3. **In an average week, which of these is your main way of getting around Brent? You can rank these in order of your preference** Drive ___ Walk ___ Cycle ___ Public transport ___ Other ___
 Comments:
4. **Do you drive a car?**
 No Yes Petrol Diesel Electric Hybrid I use a car club
If Yes, how often do you drive?
 Everyday A couple times a week Infrequently (1 to 3 times a month) Very infrequently
 Comments:
5. **How would you describe the air quality in your local area?**
 Very good Good OK Bad Very bad Don't know
 Comments:
6. **How important is air quality to you as an issue?** [rank 1:5 - 1 = not important and 5 = very important] _____
7. **Have you ever tried to find out about the air pollution levels in your area?** Yes No
Where did you/would you go to find out air pollution information?
8. **Are you aware the Council operates a free alert service when there is poor air quality (which you can find here: <https://www.airtext.info/signup>)** Yes No
9. **How concerned are you about the air quality in your home or place of work?**
 V concerned Quite concerned Not very concerned Not at all concerned Never thought about it
 Comments:
10. **Do you think there is a connection between air pollution and health?**
 Yes definitely Yes possibly No No, probably not No, definitely not Not sure
 Comments:
11. **Do you, or any members of your household, have health problems that you think are made worse by pollution in your local area?** Yes No Not sure
 Comments:
12. **Within the last three years, do you think the air quality in your area has improved, got worse or stayed the same?** It's improved It's remained about the same It's worsened I'm not too sure
 Comments:
13. **What actions, if any, do you take to limit your exposure to air pollution?**
14. **How much do you think each of the following contribute to air pollution in Brent?**

| | Not at all | A little | A lot | Don't know |
|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Traffic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Electric cars | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Petrol cars | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Deliveries and freight (via road) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wood burning and/or bonfires | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Commercial cooking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gas boilers in buildings | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pollution from outside the borough | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Industrial buildings | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Construction sites | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Diesel generators | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Diesel cars | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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15. Are there any other sources of pollution not listed in the previous question that you think significantly contribute to worsening the air quality in Brent?

16. How big a priority should improving air quality be for the council? [rank 1:5, 1=not priority & 5=top priority]__
Comment

17. These are the proposed themes of Brent's Air Quality Action Plan. For each, select if you think they should be High, Medium or Low priority [if not sure, please write NS]

- Reducing emissions from construction (e.g. dust and on-site vehicles)___ Monitoring air pollution___
Reducing emissions from homes and developments___ Cleaner transport___
Working with schools___ Reducing emissions from deliveries and freight___
Awareness raising of public health impacts___
Comments / Other themes you think should be a priority

18. What ideas do you have for things that could be done to improve air quality in Brent?

19. Would you like to be kept informed about the project as it moves forward? [if yes complete contact form]
Yes definitely___ Yes possibly___ No thanks___

ABOUT YOU

20. How much have your views about the Borough been consulted before?

- A lot___ Quite a bit___ A little___ Not much___ Not at all___

21. Age <16___ 16-24___ 25-34___ 35-44___ 45-54___ 55-64___ 65-74___ 75-84___ 85+___ PNTS___

22. Which ethnicity do you feel best describes you? ___ other___ I'd rather not say

23. Are your day to day activities limited due to a physical or learning disability or health problem? Yes___ No___

24. Gender Identity: Male___ Female___ Transgender___ Non-binary___ Prefer to Self Describe___

25. Which of these best describes what you're doing at present? Full Time work___ Part Time work___

- Retired___ Self Employed___ Zero hours contract work___ Full Time Student___
Looking after children/the home___ Looking for work___ Unable to work___ Prefer not to say___

26. Do you have children that live with you, and if so how old are they? [tick all that apply]

- No children living with me___ Pre-school___ Primary___ Secondary___ Over age 18___ PNTS___

27. Which of these best describes the home you live in?

- Own it outright/buying with a mortgage___ Rent - council___ Rent - Housing Association___
Rent - private landlord___ Shared Ownership___ Student Accommodation___ Staying with friends___
Homeless___ Other___ PNTS___

28. What is the first part of your postcode (up to four digits). (e.g. enter HA0) _ _ _ _

29. Is there anything else you would like to say about the issue of air quality?

Empty box for additional comments.

LOCATION of Interview___ Date___ Interviewer___



Air Quality Action Plan outreach – Street Focus Group

1. How would you describe the air quality in your local area?

Very good ___ Good ___ OK ___ Bad ___ Very bad ___ Don't know ___
Comments:

2. How important is air quality to you as an issue? [rank 1:5 - 1 = not important and 5 = very important] _____

1. ___ 2. ___ 3. ___ 4. ___ 5. ___

3. Do you think there is a connection between air pollution and health?

Yes definitely ___ Yes possibly ___ No ___ Not sure ___
Comments:

4. What do you think are the main causes of air pollution in Brent?

5. How big a priority should improving air quality be for the council? [rank High/Medium/Low priority]

High priority ___ Medium priority ___ Low priority ___
Comments:

6. These are the proposed themes of Brent's Air Quality Action Plan. For each, select if you think they should be High, Medium or Low priority.

| | High | Medium | Low |
|---|------|--------|-----|
| Reducing emissions from construction (e.g. dust and on-site vehicles) | ___ | ___ | ___ |
| Monitoring air pollution | ___ | ___ | ___ |
| Reducing emissions from homes and developments | ___ | ___ | ___ |
| Cleaner transport | ___ | ___ | ___ |
| Working with schools | ___ | ___ | ___ |
| Reducing emissions from deliveries and freight | ___ | ___ | ___ |
| Awareness raising of public health impacts | ___ | ___ | ___ |
| Comments / Other themes you think should be a priority | ___ | ___ | ___ |

7. What ideas do you have for things that could be done to improve air quality in Brent?

8. Would you like to be kept informed about the project as it moves forward? [if yes complete contact form]

Yes definitely ___ Yes possibly ___ No thanks ___

9. Is there anything else you would like to say about the issue of air quality?

| | |
|--|--|
| | |
|--|--|

LOCATION of Interview _____ Date _____ Interviewer _____

Total No: _____ Age: <24 _____ 25-44 _____ 45-64 _____ 65+ _____ M _____ F _____

Ethnicities: White _____ Black _____ Asian _____ Mixed/Other _____

