

Clean Air Strategy for Waverley

February 2023



Foreword

Foreword from the Portfolio Holder

A message to everyone living and working in Waverley, including Town and Parish Councils, Businesses, Schools, other organisations, the medical profession and the public


There is growing evidence that air pollution, even when experienced at very low levels, is damaging to human health. This led the World Health Organisation to recently revise its guideline for what it considers a safe level of exposure of particulate pollution, bringing most of the world (97.3% of the global population) into the unsafe zone.

The government provides parameters for an area to be designated an air quality management area. There are two in Waverley: one in Farnham Town Centre and one along Ockford Road in Godalming, both due to traffic emissions causing elevated levels of nitrogen dioxide. An action plan has been updated for these specific areas to secure and maintain air quality below the annual objective for nitrogen dioxide.

However, in light of the increasing awareness of the dangers posed by poor air quality at levels significantly below the levels set by the UK government, the council wants to do more. Accordingly, we are adopting this Clean Air Strategy to encourage actions to improve air quality across the borough, reducing levels of fine particulates and nitrogen dioxide. This is consistent with the Council's strategic objectives for improving the health and wellbeing of our residents and communities, taking action on the Climate Emergency and protecting the environment.

Everyone has an interest in the quality of the air we breathe. By acting together to reduce emissions of nitrogen dioxide and fine particulates we can improve air quality. This strategy sets out our key priorities and actions we propose to take. We encourage others to follow our example and consider what actions they can take to improve air quality.

With best wishes

A handwritten signature in black ink, appearing to read 'Steve Williams', with a long horizontal line underneath it.

Steve Williams, Portfolio Holder for Environment & Sustainability

Contents

1	Introduction	4
2	Aims and Objectives of the Air Quality Strategy	5
3	Air Quality Context	6
4	Policy Context	10
5	Actions	14
6	Waverley Borough Council's Commitments.....	16
7	Template for Adoption of Actions by Others	24
	Figure 1: Average Background Annual Mean NOx Contribution in Waverley (µg/m3)	8
	Figure 2: Average Background Primary Annual Mean PM2.5 Contribution in Waverley (µg/m ³)	9
	Figure 3: Summary of Relevant Policy and Wider Context of the Strategy	13

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1 Introduction

- 1.1 Air pollution has been linked with several long-term health conditions, including cancer, asthma, heart disease, obesity and changes linked to dementia. Additionally, air pollution particularly affects the most vulnerable in society: children and older people. There is also often a strong correlation with equalities issues because areas with poor air quality are also often the less affluent areas.
- 1.2 The Council has statutory responsibilities for air quality, governed by Part IV of the Environment Act 1995 and Part 4 of the Environment Act 2021. The legislation places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether the UK air quality objectives are likely to be achieved. Councils are required to produce an Annual Status Report (ASR) which provides an annual update on monitoring data; measures to improve air quality; newly identified issues; and progress made is submitted to Defra for approval. Where air quality objectives are not met, and an Air Quality Management Area is declared, an Air Quality Action Plan is a further requirement which also needs submission to Defra. This Strategy will provide a mechanism for reducing emissions further than our statutory requirements, whilst supporting measures highlighted in the ASR, and will outline how we plan to effectively tackle air quality issues across the borough.

2 Aims and Objectives of the Air Quality Strategy

2.1 The vision of the Waverley Corporate Strategy¹ is that Waverley will be environmentally, economically and financially sustainable with healthy, inclusive communities and housing available for all who need it. This includes strategic priorities as follows:

- Local, open, participative government
- Supporting a strong, resilient local economy
- Taking action on Climate Emergency and protecting the environment
- Good quality housing for all income levels and age groups
- Effective strategic planning and development management to meet the needs of our communities
- Improving the health and wellbeing of our residents and communities

2.2 In light of the strategic priorities of the Council, this strategy has the overarching **aim to maintain and improve air quality across the Borough**. In working towards this aim, the following objectives have been set:

- To demonstrate leadership in improving air quality
- To work collaboratively with partners to improve air quality within the Borough
- To support and enable behaviour change to improve air quality directly.

2.3 Actions to achieve these aims are outlined in sections 5 and 6.

¹ Available at <https://www.waverley.gov.uk/Services/Council-information/About-Waverley-Borough-Council/Corporate-Strategy-2020-25>

3 Air Quality Context

What are the main pollutants of concern?

- 3.1 The main pollutants of concern are nitrogen dioxide and particulate matter (small dust particles made up of a variety of different chemicals and metals). Each has different sources, health effects and chemical behaviours.

What is nitrogen dioxide (NO₂)?

- 3.2 Nitrogen dioxide (NO₂) is a gas produced as a result of fossil fuel combustion processes. Its presence in air contributes to the formation and modification of other air pollutants, such as ozone and particulate matter, both of which are also harmful to health. Breathing air with a high concentration of NO₂ can irritate the airways in the lungs.

What is Particulate Matter?

- 3.3 Particulate matter is the most important air pollutant in terms of health effects and is different from the gaseous pollutants in that it is not a clearly defined chemical compound. It is a mixture of small particles which are usually described by their size. PM₁₀ are particles below 10 micrometres in diameter and PM_{2.5} are below 2.5 micrometres (approximately 30 times smaller than the width of a human hair). The larger particles can penetrate into the upper airways, while PM_{2.5} can penetrate deeper into the lungs. Both groups contain much smaller particles which are much more numerous and can penetrate all areas of the lungs and even pass into the bloodstream or brain.

What are the health effects of air pollution?

- 3.4 There is ever-growing evidence for the connections between air pollution and heart and lung health and the link to premature mortality, with connections also being made to other conditions such as diabetes, dementia, mental health and birth outcomes, and more recently potential links to Covid-19.
- 3.5 Some of the effects occur over a short period, from minutes to days, whereas others result from long term exposure. Air pollution is known to cause some conditions, and also exacerbate existing conditions, such as triggering an asthma attack. These short- and long-term health effects are reflected in the air quality objectives, which have both short- and long-term averaging times for pollution measurements.
- 3.6 While the majority of the published evidence relates to the long-term impacts of fine particulate matter (PM_{2.5}), evidence is also strengthening for the health impacts of nitrogen dioxide (NO₂), mainly around pulmonary and cardiovascular effects and the link to premature mortality.
- 3.7 It is generally accepted that air pollution can be harmful to anyone. However, some people are more likely to suffer than others because they live in deprived areas, which often have higher

levels of air pollution; they live, learn or work near busy roads; and/or are more susceptible because of their age or existing medical conditions. Therefore, groups that can be considered vulnerable include, but are not limited to, the old, the young, deprived communities and those with existing health conditions.

- 3.8 Further information on the health effects of air pollution can be found [here](#).

What is Air Quality like in Waverley?

- 3.9 Air Quality in Waverley is generally good. There are currently two small areas with historical exceedances of an air quality objective in Godalming and Farnham. These areas are designated Air Quality Management Areas (AQMAs) and have been declared for exceedances of the annual mean nitrogen dioxide objective. In Godalming, there was a marginal exceedance just outside the AQMA on Ockford Road in 2019. Since 2019, concentrations at this site have been well below the objective.
- 3.10 In Farnham, the exceedance is restricted to one monitoring site which is located on The Borough, in 2019. However, the site is at ground floor level, with relevant exposure² in flats above the shops. A monitoring site has been situated higher up the building to represent relevant exposure and concentrations have been below the objective in both 2019 and 2021 (with no data available for 2020). Although the exceedances are marginal in 2019, actions to improve air quality at these locations are set out in an Air Quality Action Plan, which has been developed alongside this Strategy, which is in line with Waverley Borough Council's (WBCs) statutory requirements (see section 4).
- 3.11 It should be noted that although a monitoring site on Upper Hale Road in Farnham is currently measuring concentrations marginally higher than The Borough, this is below relevant air quality objectives.
- 3.12 Waverley Borough Council's Annual Status Reports can be found at <https://www.waverley.gov.uk/Services/Environmental-concerns/Pollution-control/Air-quality/Air-quality-reports>.

What are the main sources of pollutants in Waverley?

- 3.13 NO₂ is both a primary and a secondary pollutant. In other words, it is both emitted directly from polluting sources and is also formed from chemical reactions of pollutants in the atmosphere. Nitrogen oxides (NO_x – a combination of NO and NO₂) is produced when fossil fuels (coal, natural gas and so on) are burned. Road transport is the largest source of NO_x overall in Waverley as shown in Figure 1.

² Air Quality Objectives only apply where members of the population are exposed for the time period over which the objective is measured, in this case over the period of a year, which is generally taken as the facades of residential properties, schools, hospitals etc.

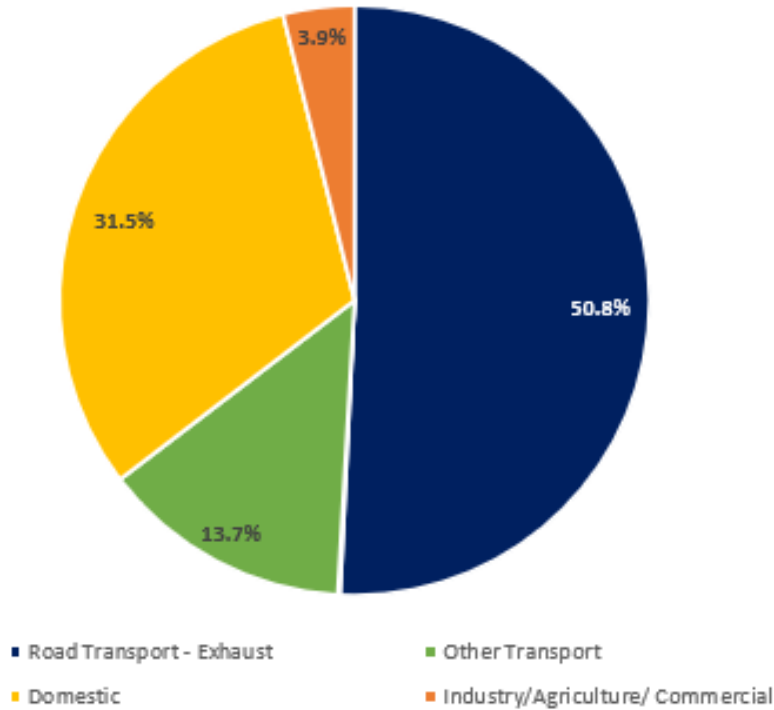


Figure 1: Average Background Annual Mean NOx Contribution in Waverley ($\mu\text{g}/\text{m}^3$)

3.14 Particulate matter is a mixture of both primary and secondary components, which contains those which are either human-made or naturally occurring. Sources of primary particles include combustion processes, such as diesel engines and woodburning, but can also include mechanically derived particles such as tyre, brake and road wear, windblown dusts (including, for example, dust from the Sahara) and sea salt. Mechanically derived particles tend to be larger in size (PM_{10}) whereas combustion derived particles are smaller ($\text{PM}_{2.5}$). Fine particles and, in particular, secondary particles³ can travel long distances and are known as transboundary pollutants. This means that the particles measured in Waverley, often originate from emissions far beyond their boundary. Figure 2 shows the origins of primary $\text{PM}_{2.5}$ (as an average) across Waverley.

³ Secondary particles occur due to chemical reactions in the atmosphere generally downwind some distance from the original emission source

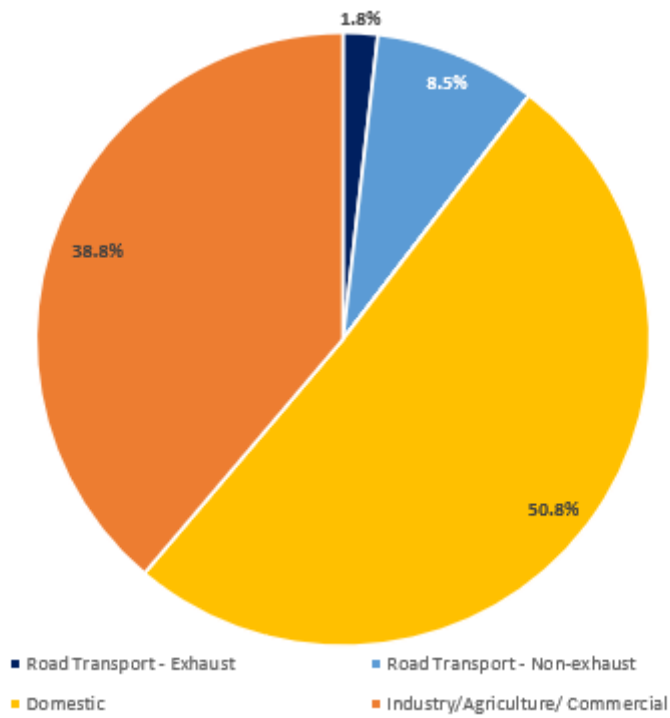


Figure 2: Average Background Primary Annual Mean PM_{2.5} Contribution in Waverley (µg/m³)

4 Policy Context

Air Quality: the Role of Local Authorities

- 4.1 The [UK Air Quality Strategy](#) (AQS), released in July 2007, provides the overarching strategic framework for air quality management in the UK and contains national air quality standards and objectives established by the Government to protect human health. The AQS provides the framework for local authorities to implement Local Air Quality Management (LAQM), which includes annual reviews of air quality, and measures being implemented at local level to improve Air Quality Management Areas, which are then reported to the Government. The Defra [Clean Air Strategy 2019](#) sets out a wide range of actions by which the UK Government will seek to reduce pollutant emissions and improve air quality. Actions are targeted at four main sources of emissions: Transport, Domestic, Farming and Industry. The AQS is due to be updated by Government in 2023.
- 4.2 Measures to improve air quality are being implemented by all levels of Government. Waverley has a corporate priority to improve the health and wellbeing of our residents and communities, and to take action on the Climate Emergency and protect the environment. In Waverley, projects such as those delivered under Surrey's Local Transport Plan (LTP4), will be key to the way people travel in the future. An increase in active travel will be required to achieve commitments in relation to net zero. Additionally, where developments are located, and how sites are developed, will also be fundamental to travel patterns in the future, as well as affecting population exposure to air pollutants. This Clean Air Strategy for Waverley complements these overarching aims, but also provides a wider set of measures tackling other sources of pollution. Other measures underway include those to reduce building emissions, for example through projects to reduce greenhouse gas emissions, and education and awareness to reduce solid fuel burning, especially where it is not the primary source of heating. These local measures implemented by the borough are underpinned by work being undertaken at national and international level, such as the reductions in emissions from vehicles through increasing Euro standards and the move away from internal combustion engine vehicles. All of these measures being implemented at different levels of government have the overall aim to improve health.
- 4.3 The UK's new legal framework for protection of the natural environment, the [Environment Act 2021](#) gives the Government the power to set long-term, legally binding environmental targets. It also establishes an Office for Environmental Protection (OEP), responsible for holding the government to account and ensuring compliance with these targets. The Act requires the Government to set at least one long-term target (spanning a minimum of 15 years), supported by interim targets set in a five year cycle, in each of four identified areas: Air Quality, Biodiversity, Water and Resource Efficiency and Waste Reduction. An additional target for mean levels of PM_{2.5} is also required. The Government has published a draft Statutory Instrument to set two new targets for future concentrations of PM_{2.5}, but this has not yet been

approved by parliament. One target will be to achieve PM_{2.5} concentration of 10 µg/m³ by 2040. This will be accompanied by a second target to reduce overall population exposure to PM_{2.5}, which will be assessed by national government using its own measurements. Defra recognises that the nature of PM_{2.5} concentrations, which are dominated by the long-range transport of emissions, means that only coordinated national-level action can allow the targets to be achieved. As such, the targets will provide metrics against which central Government can assess its own progress. There is no expectation that individual local authorities will use them to assess compliance, or that they will be used explicitly within development-control decisions. Defra's focus for local authorities is on reducing emissions which will help to drive national-level improvements, rather than addressing PM_{2.5} concentrations in their own area. Similarly, in terms of planning decisions, it is most sensible to focus on optimising development to reduce emissions and exposure. The Act also provides a legal framework for greater collaboration with '*Air Quality Partners*'. As a result, responsibility for tackling local air pollution will now be shared with public authorities identified as responsible for any sources of exceedance; all tiers of local government, neighbouring authorities, Environment Agency, National Highways etc.

WHO Guidelines

- 4.4 The World Health Organization (WHO) published a revised set of guidelines in 2021 for PM_{2.5}, PM₁₀, ozone (O₃), nitrogen dioxide (NO₂), sulphur dioxide (SO₂) and carbon monoxide (CO). They update the previous guidelines issued in 2005 and are based on a review of evidence on the effects of air pollution on health, drawn from the last 16 years and more. The guidelines are not legally binding but they "provide WHO Member States with an evidence-informed tool that they can use to inform legislation and policy". Currently, the UK Air Quality Objectives remain unchanged. WHO does not intend that Governments and policy makers simply adopt the Guidelines into legislation. However, the Environment Act 2021 requires that the Government set a new target for PM_{2.5} and that it has regard to the WHO Air Quality Guidelines while doing so. The new targets have been consulted on, but not yet adopted.

Surrey Context

Public Health

- 4.5 Local authorities have a range of powers which can effectively help to improve air quality. However, the involvement of public health officials is crucial in playing a role to assess the public health impacts and providing advice and guidance on taking appropriate action to reduce exposure and improve health. Mounting scientific evidence shows the scale of the impact of poor ambient air quality on health. Evidence suggests interventions aiming to reduce

population exposure to pollution will have the biggest overall health impact, although action also needs to be taken to reduce inequalities in exposure and to protect vulnerable groups⁴.

Local Transport Plan

- 4.6 Surrey County Council (SCC) is in the process of updating its Local Transport Plan, which sets out the changes required to achieve net zero emissions by 2050. SCC are committed to significantly transforming transport networks to meet this national target and LTP4 sets out measures to increase active travel and personal mobility, promote public and shared transport, promote zero emission vehicles and incorporate the principles of planning for place.

Waverley Context

Local Plan

- 4.7 The Local Plan Part 1: Strategic Policies and Sites (LPP1) sets out the Council's spatial framework for delivering the development and change needed to realise the vision for development in Waverley up to 2032 and is already adopted. Local Plan Part 2 (LPP2) will form the second stage of Waverley's new Local Plan. Together with LPP1 this document will replace the 2002 Local Plan. LPP2 will provide the more detailed policies, and will allocate sites needed for housing or other uses in certain areas of Waverley. Where development is located, will affect travel patterns and hence air quality, as well as directly contributing to emissions through the buildings themselves.

Air Quality Action Plan

- 4.8 The currently adopted action plan was adopted in 2008 and contained specific actions for the (then) three AQMAs. In relation to Farnham, the town centre package, as outlined in the Farnham Review Study, was supported. In relation to Godalming, work to update the existing urban traffic control (UTC) system was highlighted, in order to reduce congestion and improve air quality. Other wider measures were also included in the plan, such as the Waverley Corporate Travel Plan, behaviour change campaigns and school travel plans. The measures have been updated through the Annual Status Reporting process, which contain detailed information on measures which have been implemented or are planned. In parallel with this Clean Air Strategy, the Air Quality Action Plan is also being updated, and will cover WBC's statutory responsibilities in terms of achieving the UK air quality objectives.

Local Air Quality Management

- 4.9 WBC is currently meeting all of the national air quality objectives, but has had some exceedances of the Nitrogen Dioxide (NO₂) annual mean objective up to 2019. Waverley Borough Council is meeting the current objectives for Particulate Matter (PM₁₀ and PM_{2.5}).

⁴ Available at <https://www.gov.uk/government/publications/improving-outdoor-air-quality-and-health-review-of-interventions>

Both pollutants are potentially damaging to health at levels below the air quality objectives, and both pollutants are therefore included within this Strategy.

4.10 In order to support the local air quality management process, WBC are currently monitoring nitrogen dioxide at over 50 sites across the borough. This is mainly using diffusion tubes, which provide a monthly reading, however, there are also automatic sites for both NO₂ (one in Farnham and one in Godalming) and PM₁₀, (one in Farnham) which provide hourly readings. In 2018, an extensive review of the air quality monitoring network in the Borough was undertaken and a monitoring strategy developed to ensure monitoring locations are representative of relevant public exposure and in 'worst case' locations. The new monitoring strategy was implemented in January 2019, with a few amendments made in January 2020.

4.11 The Environment Act 2021 will result in additional targets for PM_{2.5} and a new role for local authorities, although the targets themselves are unlikely to be for local authority compliance. There is also a new requirement for local authorities without AQMAs to produce an Air Quality Strategy in order to reduce emissions of pollutants within their local areas. The prominence of PM_{2.5} is therefore likely to increase within the LAQM process, and this Strategy provides a mechanism by which WBC can demonstrate actions to reduce emissions more widely than just in the AQMAs, including those for PM_{2.5}.

4.12 Figure 3 outlines the main policy context within which this Strategy sits.



Figure 3: Summary of Relevant Policy and Wider Context of the Strategy

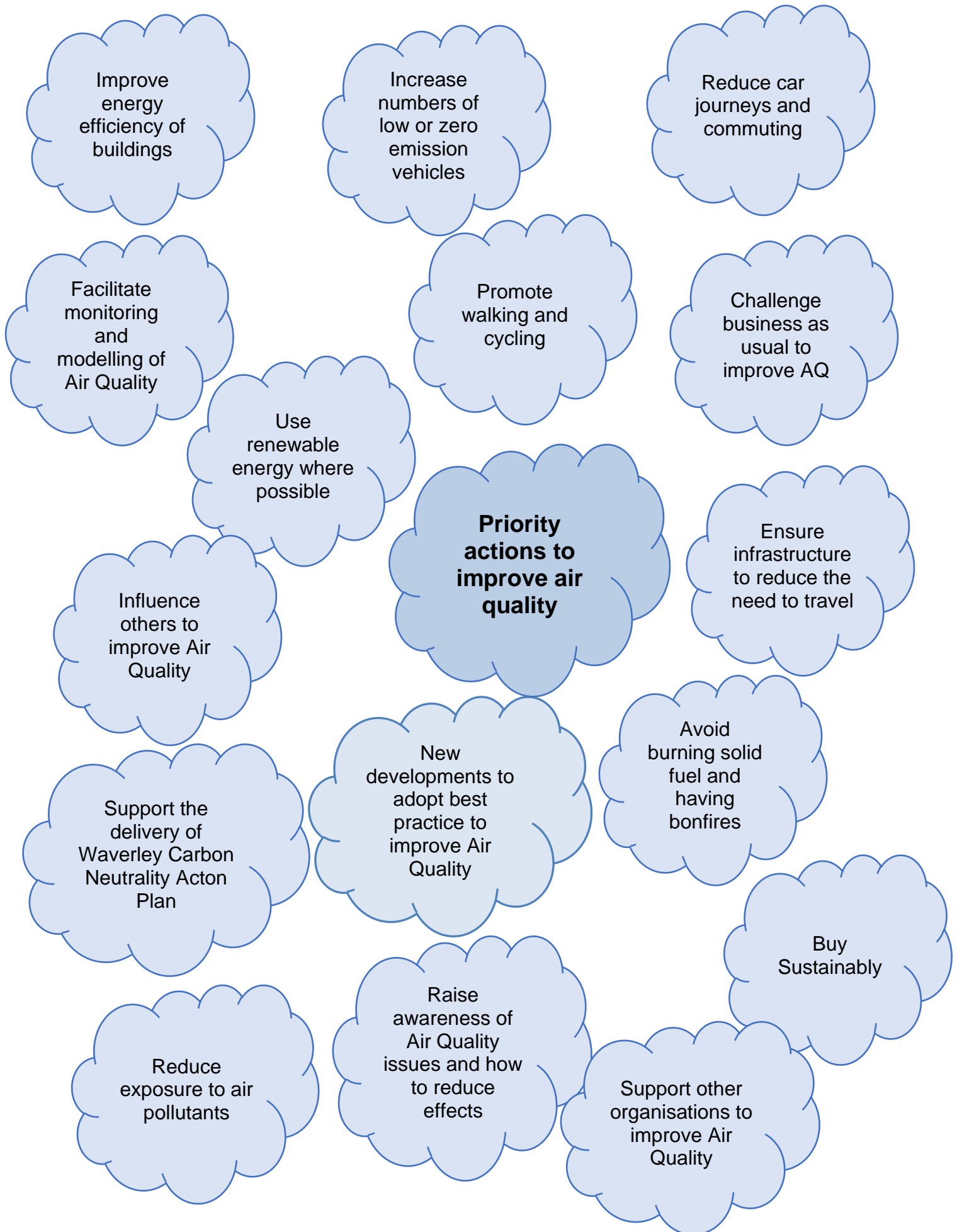
5 Actions

5.1 The strategy focuses on seven broad categories which set out the areas where actions are needed to influence an improvement in air quality within the borough:

- **Transport:** Working towards a less polluting transport network that both supports sustainable transport modes (walking, cycling, car share and public transport) and makes maximum use of existing resources through effective highways and transport planning, enabling a greener future, growing a sustainable economy, and tackling health inequality;
- **Energy:** working towards reducing energy usage and using less polluting forms of energy in order to reduce both greenhouse gas and local air pollutant emissions;
- **Public Health:** Encouragement of wider behavioural changes in the local population with respect to their travel choices, choice of energy within their homes and commercial spaces, and to raise awareness and educate members of the public on the health impact of air pollution;
- **Planning and Infrastructure:** Be involved in the planning decision making process as early as is practicable to mitigate potential air quality impacts and support environmentally sustainable development;
- **Strategies and Policy Guidance:** Working with other departments and stakeholders to direct the use of legislation and targeted enforcement to control air pollution;
- **Air Quality Evidence Base:** Use the best science practicable to collate air quality monitoring data, and wider information (for example modelling), to identify pollution hotspots, to support the decision-making process for interventions and to support wider policy across Waverley; and
- **Raise Public Awareness:** raise awareness around air quality issues including encouraging the community to take actions to reduce their contributions to local air quality emissions.

5.2 There are interconnections between these categories, for example, working towards a less polluting transport network will also require public awareness raising, and therefore priority actions and WBC's commitments are set out in Section 6, which cover all the main categories, but are structured under the main objectives of the strategy.

5.3 Priority actions are also highlighted below, and WBC encourages other organisations and the public to consider priority actions needed and what actions they can take to improve air quality. Section 7 includes a template for use by other organisations and the public to encourage dialogue, and commitment, for action on air quality.



6 Waverley Borough Council's Commitments

6.1 The following table outlines all the actions, responsibility for delivery and timescales. Importantly the key performance measure, where possible, provides a mechanism for measuring the outcome of the action. It should be noted that resource constraints within WBC and other external challenges, such as the cost of living crisis, may mean that some of these commitments may take longer to implement. Other organisations and individuals may also find actions harder to deliver, particularly in the short term.

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
Leadership in Improving Air Quality					
Reduce car journeys and commuting	Transport	L1. Reduce car journeys for commuting by Waverley staff by 60% consistent with the work done on the 'Where Work Happens' project by 2025 and promote low and zero emission transport including active transport	Organisational Development	Numbers of staff commuting. Numbers of staff using zero emission transport as reported in the Carbon Neutrality Action Plan	2025
Increase numbers of low or zero emission vehicles	Transport	L2. Develop a plan to reduce emissions from travel by converting the WBC fleet to 100% zero emissions including contractor vehicles through the procurement process	Environmental Services	Proportion of WBC Fleet being zero emission as reported in the Carbon Neutrality Action Plan	2025 onwards
Increase numbers of low or zero emission vehicles	Transport	L3 We will continue to work with taxi drivers to reduce emissions from this sector. Subject to Defra approval this will entail delivering a Defra grant funded project across Surrey to engage with taxi drivers and increase the proportions of low and zero emission taxis, supported by the taxi licensing process	Regulatory Services	Proportion of licenses for low and zero emission taxis	End of 2024
Improve energy	Energy	L4 We will reduce NOx and PM emissions from council housing	Organisational Development	Energy use in council housing building stock	Throughout the lifetime of this strategy

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
efficiency of buildings		building stock, through the Asset Management Strategy, which will present a decarbonisation path for existing council housing stock	Housing Services Commercial Services, Assets and Property	as reported in the Carbon Neutrality Action Plan	
Use renewable energy where possible	Energy	L5 We will support ongoing work within WBC regarding renewable energy generation projects and facilitating community power generation in the borough	Organisational Development	Renewable energy use within Waverley as reported in the Carbon Neutrality Action Plan	Throughout the lifetime of this strategy
Encourage new developments to adopt best practice to improve air quality across Waverley	Strategies and Policy Guidance	L6 We will support the implementation of the Climate Change and Sustainability Supplementary Planning Document, including supporting approaches to reduce energy use in new developments and encouraging sustainable forms of transport will also reduce local air pollutant emissions	Planning Development Organisational Development	Implementation of the SPD	End of 2024
Challenge business as usual for actions to improve air quality	Air Quality Evidence Base	L7 We will undertake further work to investigate the feasibility of Low Emission Zones within Waverley, and what form these could take (this is likely to entail a less formal approach than those implemented under the Clean Air Zone Framework, and may entail joint working more widely across Surrey)	Regulatory Services	Production of feasibility study into LEZs	2023-2024
Work with the council to facilitate monitoring and modelling of air quality	Air Quality Evidence Base	L8 We will continue to deliver the statutory requirements of the LAQM process, including annual reporting to Defra,	Regulatory Services	Annual submission of Annual Status Report to Defra and Air Quality Action Plan	2023 for AQAP, ongoing annual reporting

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
		and air quality monitoring and modelling to provide the evidence base for those reports. This includes an update of the Air Quality Action Plan due in 2023			
Buy sustainably	Strategies and Policy Guidance	L9 We will ensure sustainable procurement practices throughout the council as part of the Council's Procurement Strategy	Finance	Adoption of the WBC Sustainable Procurement Strategy	2023
Avoid burning solid fuel and having bonfires	Energy	L10 We will consider with partner agencies, alternative ways to manage waste produced from land management, other than burning, where possible.	Environmental Services	Reduction in numbers of council bonfires	end of 2024
Use renewable energy where possible	Energy	L11 We will not support commercial exploration or extraction of fossil fuels, which may in the future undergo combustion	Regeneration and Planning Policy		Throughout the lifetime of this strategy
Reduce exposure to air pollutants	Planning and Infrastructure	L12 We will look for appropriate opportunities to implement green infrastructure either within new developments, or more widely such as at schools.	Environmental Services Regeneration and Planning Policy	Implementation of green infrastructure	2024-2027
Work Collaboratively to improve Air Quality					
Support other organisations to improve air quality	Transport, Strategies and Policy Guidance	C1 We will work with Surrey County Council on delivering LTP4 to reduce the volume of traffic on our roads and encourage a radical transformation of transport infrastructure in favour of active transport. This will also include	Regeneration and Planning Policy	Work undertaken in support of LTP4	Throughout the lifetime of this strategy

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
		improvements to public transport, freight and delivery management an increase in low and zero emission vehicles, and park and ride facilities if appropriate,			
Support other organisations to improve air quality	Raise public awareness	C2 We will encourage collaborative working with Parish and Town Councils across Waverley to enable actions to be undertaken by residents in a coordinated way.	Regulatory Services	Measures committed to by Town and Parish Councils	Throughout the lifetime of this strategy
Promote walking and cycling	Transport	C3 We will work with SCC to deliver a Greenway network, connecting the main centres across the borough.	Organisational Development	Delivery of the Greenway network	2023-2025
Support other organisations to improve air quality	Air Quality Evidence Base	C4 We will continue to work with the Surrey Air Alliance and identify opportunities for projects to either enhance the evidence base on which decisions are made, or implement measures to improve air quality.	Regulatory Services	Air quality projects implemented across Surrey	Throughout the lifetime of this strategy
Support other organisations to improve air quality	Public Health	C5 We will work collaboratively with SCC Public Health for example undertaking information dissemination on air quality through doctors' surgeries.	Regulatory Services	Air Quality Projects delivered with Public Health	Throughout the lifetime of this strategy
Encourage new developments to adopt best practice to improve air quality across Waverley	Planning and Infrastructure	C6 We will work across WBC to ensure air quality is fully considered within planning policy, and within planning applications, to ensure that air quality is maintained, and where possible	Regulatory Services Regeneration and Planning Policy Panning Development	Planning guidance for new developments and air quality	Throughout the lifetime of this strategy

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
		improved. We will encourage best practice design measures through guidance provided to developers and will set appropriate planning conditions for mitigation where required			
Ensure that infrastructure is in place to reduce the need to travel	Planning and Infrastructure	C7 We will support extensive rollout of fibre broadband and 5G mobile coverage in order to reduce the need to travel	Regeneration and Planning Policy Assets and Property	Proportion of borough covered by 5G	2024-2027
Support the delivery of the Waverley Carbon Neutrality Action Plan	Transport, Energy, Planning and Infrastructure	C8 We will support work being undertaken on the Waverley carbon neutrality action plan, particularly in relation to active travel and energy generation	Organisational Development Regulatory Services	Regular reports to the Carbon Emergency Board	Throughout the lifetime of this strategy
Increase numbers of low or zero emission vehicles	Transport	C9 Support the installation of on street EV chargers to encourage residents and taxi drivers to switch to electric vehicles in line with the WBC Electric Vehicle Strategy.	Organisational Development Regulatory Services	Numbers of EV chargers in place	Throughout the lifetime of this strategy
Influence others to improve air quality	Strategies and Policy Guidance	C10 We will work to influence national legislation by lobbying the national Government and responding to relevant consultations on air quality	Regulatory Services	Timely responses to consultations and surveys	Throughout the lifetime of this strategy
Support and Enable Behaviour Change					
Avoid burning solid fuel and having bonfires	Raise Public Awareness	B1 We will continue to work through the Surrey Air Alliance with SCC's Trading Standards to develop a project to raise awareness about solid fuel burning air quality impacts and promoting/enforcing changes to rules in	Regulatory Services Communications and Customer Services	Implementation of a project about solid fuel burning	2024

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
		supplying/buying solid fuel			
Avoid burning solid fuel and having bonfires	Raise Public Awareness	B2 We will continue to encourage people not to have bonfires. Longer term we will investigate bylaws for bonfires	Regulatory Services Communications and Customer Services	Campaigns undertaken	Throughout the lifetime of this strategy
Raise awareness of air quality issues and how to reduce effects	Raise Public Awareness	B3 We will support events such as Clean Air Day and work to engage with local communities to raise awareness of measures they and individuals can take to reduce air pollution	Regulatory Services Communications and Customer Services	Input into Clean Air Day	Throughout the lifetime of this strategy
Promote walking and cycling	Transport	B4 We will adopt Local Cycling and Walking Infrastructure Plans for Farnham and Waverley	Organisational Development	Adoption of LCWIPs	2024-2026
Raise awareness of air quality issues and how to reduce effects	Raise Public Awareness	B5 We will provide tailored, clear, accurate and consistent messages about the benefits of good air quality, utilising the Waverley Borough Council website as a platform to inform residents	Regulatory Services Communications and Customer Services	Annual review of our air quality web pages with updates if needed	Throughout the lifetime of this strategy
Raise awareness of air quality issues and how to reduce effects	Raise Public Awareness	B6 Carbon Neutrality Action Plan is setting up a Citizens Assembly to encourage public participation in shaping the climate emergency agenda – we will investigate the feasibility of using this mechanism to raise awareness on air quality.	Organisational Development Regulatory Services Communications and Customer Services	Use of Citizens Assembly for participation	2023-2024
Raise awareness of air quality issues and how to reduce effects	Raise Public Awareness, Transport	B7 We will work with SCC to tackle vehicle idling emissions at key locations such as on Station Hill in Farnham, other level	Regulatory Services	Anti-idling signs implemented	2023-2024

Priority Actions	Category	WBC Commitments			
		Action	Who will deliver it?	Key Performance Measure	Timescale
		crossings and outside schools			
Raise awareness of air quality issues and how to reduce effects	Raise Public Awareness, Public Health	B8 Through the SAA we will continue to work with Surrey Heartlands Clinical Commissioning Group to contribute to a project looking at links between paediatric asthma and AQMAs to help inform and take forward a paediatric asthma care bundle	Regulatory Services	Implementation of asthma care bundle	2023-2024
Raise awareness of air quality issues and how to reduce effects	Raise Public Awareness, Transport	B9 We will work with SCC to support the eco-school's initiative (including promoting active travel, Mode Shift Stars, Bikeability training, walking training, and an understanding of impacts on air quality).	Regulatory Services	Number of schools signed up to the Eco-school's initiative	2023-2025
Promote walking and cycling	Transport	B10 We will work with schools to identify and remove barriers to active travel	Regulatory Services	Levels of active travel within schools which have had interventions	2024-2026

Funding

- 6.2 Reducing local air pollutant emissions is a corporate priority. However, it is recognised that there are financial constraints in implementing some of WBC's commitments outlined in this strategy. The council has developed a prioritisation methodology which covers a number of criteria including any ongoing revenue costs or savings, deliverability, the extent to which the proposed scheme meets the council's priorities and the environmental credentials of the project.
- 6.3 WBC will continually look for external sources of funding as they become available to supplement the costs of actions outlined in this strategy. This includes, but is not limited to, the Defra Air Quality Grant, which is an annual programme to award grants to local authorities, largely to improve air quality within their areas, or undertake work which may improve the evidence base on which actions are based. Some projects may be implemented

collaboratively, for example with Surrey County Council, or across local authorities within Surrey (through the Surrey Air Alliance). The Defra Air Quality Grant programme allows for joint bids to be submitted, which SAA have already been successful in being awarded funding.

- 6.4 It is also possible to utilise contributions from developers to ensure that development does not worsen air quality, and where possible contributes to positive improvements. The carbon neutrality action plan commits to looking for ways to utilise the Community Infrastructure Levy (CIL) for actions to reduce climate change gas emissions, many of which will assist in reducing local pollutants.

Governance

- 6.5 Waverley Air Quality Steering Group and Farnham Air Quality Working Group were established in 2017 to discuss air quality issues in the Borough and ensure actions to improve air quality are considered. The Air Quality Steering Group now reports to the Climate Emergency Board, and the progress of this Strategy will be incorporated into this reporting process.
- 6.6 WBC continue to take steps towards implementing small measures at every available opportunity and have developed joint working groups with other colleagues both externally through the Waverley Air Quality Steering Group, Farnham Infrastructure Board, Surrey Air Alliance, and internally within WBC. The Farnham Infrastructure Board led by SCC and local stakeholders, including WBC, looks to deliver a sustainable infrastructure programme for Farnham, including transport infrastructure.
- 6.7 Officers will continue to work within the Surrey Air Alliance to ensure consistent and collaborative working across Surrey. It is recognised that there are potential sources outside of WBC's area, such as Farnborough Airport, and WBC will continue to work with neighbouring authorities on issues which will be of relevance to air quality.
- 6.8 Annual progress will be reported in the ASR to be submitted to Defra. The Strategy will be reviewed every 5 years and updated as appropriate.
- 6.9 A communications plan will be adopted as part of the strategy to ensure that the aspects of information dissemination and behaviour change are undertaken effectively over time. This will include messaging around a range of issues, including anti idling, solid fuel burning and wider messaging around health effects.

7 Template for Adoption of Actions by Others

7.1 The following table outlines the priority actions of the strategy and provides a template which could be used by organisations, or individuals, to adopt specific actions of their own. Not all priority actions will be relevant for all organisations. Examples of actions which could be taken are included within WBC's commitments in Section 6.

Priority Action		Commitments
1	Reduce car journeys and commuting	
2	Increase numbers of low or zero emission vehicles	
3	Improve energy efficiency of buildings	
4	Use renewable energy where possible	
5	Challenge business as usual for actions to improve air quality	
6	Work with the council to facilitate monitoring and modelling of air quality	
7	Buy sustainably	
8	Avoid burning solid fuel and having bonfires	
9	Reduce exposure to air pollutants	
10	Support other organisations to improve air quality	
11	Promote walking and cycling	
12	Encourage new developments to adopt best practice to improve air quality across Waverley	
13	Ensure that infrastructure is in place to reduce the need to travel	
14	Support the delivery of the Waverley Carbon Neutrality Action Plan	
15	Influence others to improve air quality	
16	Raise awareness of air quality issues and how to reduce effects	