Air Quality Strategy

(Draft v.9 September 2025)

EASTBOURNE
Borough Council

Contents

Executive Summary

The government has recently published a strategic framework for local authorities. Air quality has improved in England over recent decades however, it continues to be the biggest environmental risk to public health, with children, the elderly and the already vulnerable most affected.

Local government has an essential role to play in delivering cleaner air for communities and nature right across England and local authorities are expected to take preventative action to manage poor air quality, through a local Air Quality Strategy[1], rather than waiting for a legal limit to be breached.

This document sets out a framework to enable Eastbourne Borough Council with the support of East Sussex County Council and other partner organisations, businesses and community groups to deliver cleaner air for Eastbourne.

To achieve this, we have developed a comprehensive Air Quality Strategy with five main aims:

Achieve and maintain clean air for all by aiming to reduce air pollution to levels more closely aligned with World Health Organization (WHO) guidelines and by addressing the unequal distribution and impact of air pollution across our community.

Promote travel alternatives by encouraging the use of public transport and active travel and support ESCC in the development of prioritised road space for these modal options.

Ensure new developments are sustainably designed and built through working with planners and developers.

Foster community awareness and involvement of the impacts of air pollution on health by educating our residents and businesses about the importance of air quality and how everyone can contribute to improving it for current and future generations.

Improve our understanding of air quality across Eastbourne by maintaining and expanding the network of existing monitoring.

Local authorities can both contribute to global efforts to combat climate change and deliver immediate local benefits, including improved air quality and public health, by reducing harmful emissions. This approach presents a unique opportunity for local

[1] https://www.gov.uk/government/publications/the-air-quality-strategy-for-england/air-quality-strategy-framework-for-local-authority-delivery

authorities to maximise the impact of their actions, making our communities more resilient, healthy, and sustainable.[2]

Through this strategy, Eastbourne BC aims to improve the health and well-being of residents and protect the natural environment, by minimising emissions of, and reducing exposure to pollutants that harm health. Consequently, many of the measures in this strategy will have co-benefits for reducing carbon dioxide (CO_2) and other greenhouse gas emissions in line with the Eastbourne target of being net-zero by 2030[3].

1. Introduction

Good air quality is vital to the health and well-being of Eastbourne's residents, visitors, and natural environment. Long-term exposure to air pollution can cause or worsen a range of conditions, including asthma, lung cancer and cardiovascular disease, leading to reduced life expectancy. In the UK, air pollution is the largest environmental risk to public health, with the annual mortality of air pollution roughly equivalent to 28,000 to 36,000 deaths[4].

Air pollution levels in Eastbourne are typical for a town in the southeast of England, with road transport being the dominant source of local pollution. The Council has not identified any areas within the borough as being non-compliant with the UK Air Quality Standards (UK AQS) however, compliance with these standards does not necessarily mean that air quality in the town is such that no further actions are required to make improvements. Empirical evidence to support a safe level of pollutants in the air does not exist but levels across the borough nevertheless exceed the World Health Organisation's (WHO) latest guideline values[5].

Air quality in the UK has improved significantly in recent decades with a decrease in all five major air pollutants. Between 2010 and 2020 emissions of fine particulate matter ($PM_{2.5}$) decreased by 18%; emissions of nitrogen oxides (NOx) decreased by 44%; sulphur dioxide (SO_2) by 70%, non-methane volatile organic compounds (NMVOC) by 14%, and ammonia (NH_3) by 0.2% (Environmental Improvement Plan 2023).[6]

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[2] https://www.the-ies.org/resources/integrating-action-air-quality

[3] https://www.lewes-eastbourne.gov.uk/media/307/EBC-Climate-Emergency-Strategy/pdf/EBC_Climate_Emergency_Strategy_FINAL_for_web.pdf?m=638025663736170000

[4] https://www.gov.uk/government/publications/air-pollution-applying-all-our-health/air-pollution-applying-all-our-health#:~:text=In%20the%20UK%2C%20air%20pollution,and%2036%2C000%20deaths%20every%20year.

[5] https://www.who.int/publications/i/item/9789240034228

[6] https://www.gov.uk/government/publications/environmental-improvement-plan

The Air Quality Standards (AQS) Regulations 2010[7] and subsequent amendments, regulate the concentrations of pollutants in outdoor air in England, including particulate matter (PM_{10} & $PM_{2.5}$), nitrogen dioxide (NO_2) and ozone (O_3). These regulations seek to minimise the public's exposure to air pollution by requiring ambient concentrations to be within legally binding 'limit values', as well as 'target values'.

Eastbourne Borough Council has a responsibility to review and assess air quality within its administrative boundary and to declare an Air Quality Management Area (AQMA) where the limit values of the UK Air Quality Standards Regulations (2010) are exceeded. The UK AQS and WHO guidelines values are reproduced below in Table 1.

Pollutant	World Health Organization Guideline (2021)	UK Air Quality Standard (2010)	England $PM_{2.5}$ Target (2023) by 2040	Eastbourne Borough Council Target (2030)
Nitrogen Dioxide (NO_2)	10	40	-	30
Fine Particulate Matter ($PM_{2.5}$)	5	25	10	10

Table 1: Annual Mean Pollutant Concentration Standards in microgram per cubic metre (mg/m^3)

The Environmental Targets (fine particulate matter) (England) Regulations 2023[8] have also established targets to control most detrimental air pollutant to health - fine particulate matter ($PM_{2.5}$). There are two objectives, both to be achieved by 2040:

- The annual average concentrations of $PM_{2.5}$ should be 10 µg m^{-3} or less.

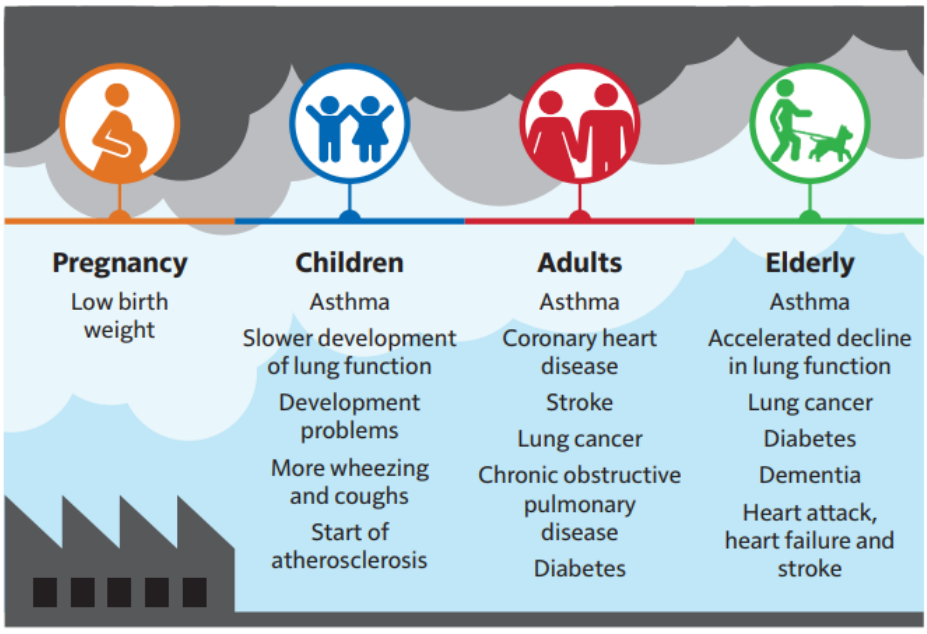
[7] https://www.legislation.gov.uk/uksi/2010/1001/contents
[8] https://www.legislation.gov.uk/uksi/2023/96/contents/made

- The exposure of the population to $PM_{2.5}$ should be decreased by 35% relative to the levels in 2018.

The purpose of the targets is to improve air quality by reducing levels of $PM_{2.5}$ across the country, therefore improving public health.

Pollutant concentrations in Eastbourne are influenced, to a degree, by sources outside the borough highlighting the importance of ensuring that the Eastbourne Air Quality Strategy includes measures to promote national and international efforts to minimise emissions from all sectors.

Figure 1 below shows a summary of the effects of air pollution on health for all ages.



Source: Adapted from Public Health England (2018)[1]

Figure 1: A summary of the effects of air pollution on health (Chief Medical Officer's annual report 2022).

2. Introduction to Air Pollution

Although there are no declared Air Quality Management Areas (AQMA) within Eastbourne Borough at present and despite continued compliance with all UK Air Quality Standards, Nitrogen Dioxide remains a primary pollutant of concern.

Air pollution concentrations are elevated towards the town centre, with lower concentrations experienced to the west of the borough across the South Downs National Park and Beachy Head. The air quality monitoring network in Eastbourne is summarised at Table 2 and readings for current pollution levels can be found at the Sussex-air website[9].

Table 2: Air Quality Monitoring in Eastbourne

Pollutant	Location
Nitrogen Dioxide (NO_2)	21 diffusion tubes across Eastbourne and 2 automatic stations (EB1 and EB3)
Coarse Particles (PM_{10})	2 automatic stations (EB1 and EB3)
Fine Particles ($PM_{2.5}$)	1 automatic station (EB3)
Ozone	2 Automatic Stations (EB1 and EB3)

UK-AIR background concentrations

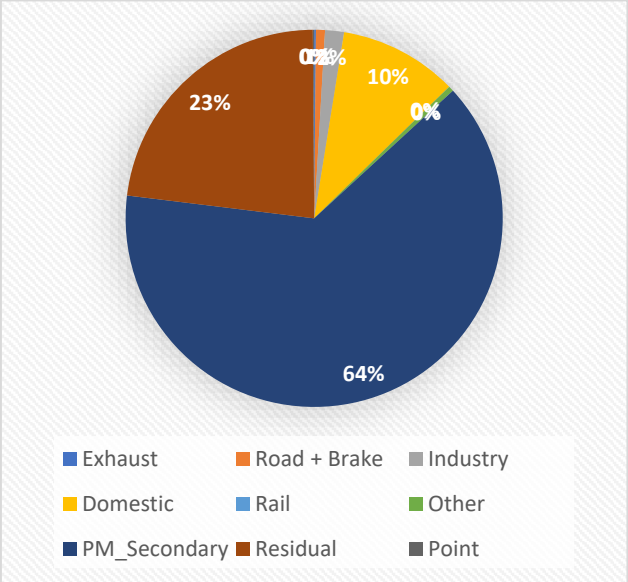
Defra provides predictions of annual mean concentrations of background NO_2, NO_X, PM_{10} and $PM_{2.5}$, at 1km^2 resolution across the UK. A detailed map showing the variation in the make-up of background levels of NO_X and $PM_{2.5}$ for 2023 and 2028, in Eastbourne Borough, can be found online[10]:

These maps highlight the spatial component of background $PM_{2.5}$ and NOx and show that in the urban built up area, road traffic plays a greater role in background NOx levels.

A summary of the average make-up of background annual mean concentrations of $PM_{2.5}$ and NO_X in Eastbourne borough are shown in Figures 2 and 3 respectively.

[9] https://sussex-air.net/
[10] https://public.tableau.com/app/profile/greenavonaq/viz/Eastbourne2023NOX/Eastbourne

Figure 2: Source Apportionment, Background Annual Mean $PM_{2.5}$ (2023)

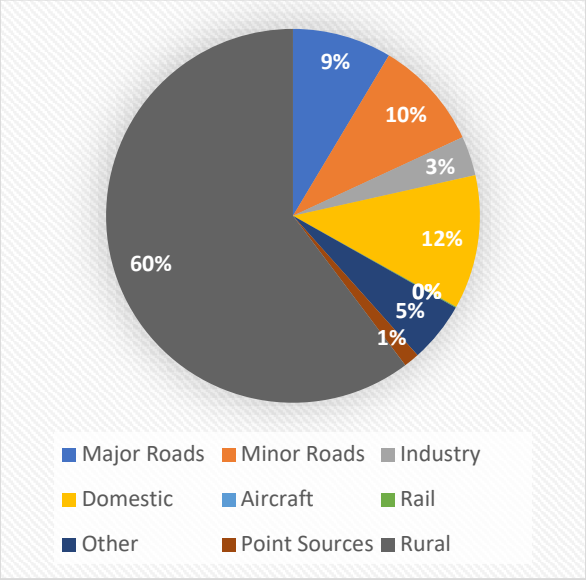


The majority of $PM_{2.5}$ in Eastbourne Borough is secondary PM and is formed from the chemical reactions in the atmosphere involving various oxides of nitrogen and sulphur dioxide, of which a proportion will be transboundary and regional. Measures to control nitrogen oxides, ammonia (NH_3) and other $PM_{2.5}$ precursors including volatile organic compounds, will therefore have a beneficial impact on concentrations in the town.

The next highest component making up background average $PM_{2.5}$ is 'residual' $PM_{2.5}$, which can include sea salt, calcium and iron rich dusts and regional primary PM and other trace sources over which Eastbourne Council has limited control.

Finally, the next most significant source is from domestic sources, including the use of wood burning stoves, open fires, and commercial space heating. There are hundreds of properties that use two types of central heating, one of which is likely to consist of solid fuels. Eastbourne Borough Council has no direct control over emissions from domestic sources; however, it can take steps to educate, and ensure emissions are minimised, in line with legal requirements.

Figure 3: Source Apportionment, Background Annual Mean NOx (2023)



The regional levels of NOx make up the predominant contribution to background NOx in Eastbourne, with roads (major and minor) making up the next largest contribution, at 19%, followed by domestic emissions (12%). 'Other' emissions associated with shipping and Eastbourne Marina and waterways make up the next significant contribution (5%).

Figure 3 highlights the importance of working collaboratively with Sussex-air partners to reduce pollution concentrations regionally and tackling emissions from road transport and domestic sources.

Road traffic

Table 3 below, sets out the relative contribution to NOx emissions from different vehicle types on roads in Eastbourne. The data is based on counts undertaken by the Department for Transport (DFT) and the outputs of DEFRA's Emission Factor Toolkit V12.

Table 3: Road Emissions by Vehicle Type (EFTv.12 - 2022)

Vehicle Type	Eastbourne (All roads)	17833 A259 Approaching Station from North	78682 (A22)
All LDVs (%)	88.8%	90.6%	96.8%
All HDVs (%)	11.2%	9.4%	3.2%
Petrol Cars (%)	8.1%	9.0%	6.2%

Petrol Hybrid Cars (%)	0.2%	0.2%	0.2%
Petrol Plugin Hybrid Cars (%)	0.0%	0.0%	0.2%
Diesel Cars (%)	46.2%	50.9%	41.9%
Diesel Hybrid Cars (%)	0.2%	0.3%	0.2%
Petrol LGVs (%)	0.1%	0.1%	0.1%
Diesel LGVs (%)	33.8%	30.0%	47.9%
Rigid HGVs (%)	6.4%	2.8%	2.4%
Artic HGVs (%)	1.8%	0.8%	0.5%
Conventional Buses (%)	1.9%	3.7%	0.2%
Hybrid Buses (%)	0.0%	0.1%	0.0%
Conventional Coaches (%)	1.1%	2.1%	0.1%
Motorcycles (%)	0.1%	0.1%	0.1%

The data shows that diesel cars and diesel light goods vehicles (LGV) make up the most significant proportion of road NO_X emissions. Actions to promote more sustainable forms of transport could significantly benefit air quality in Eastbourne.

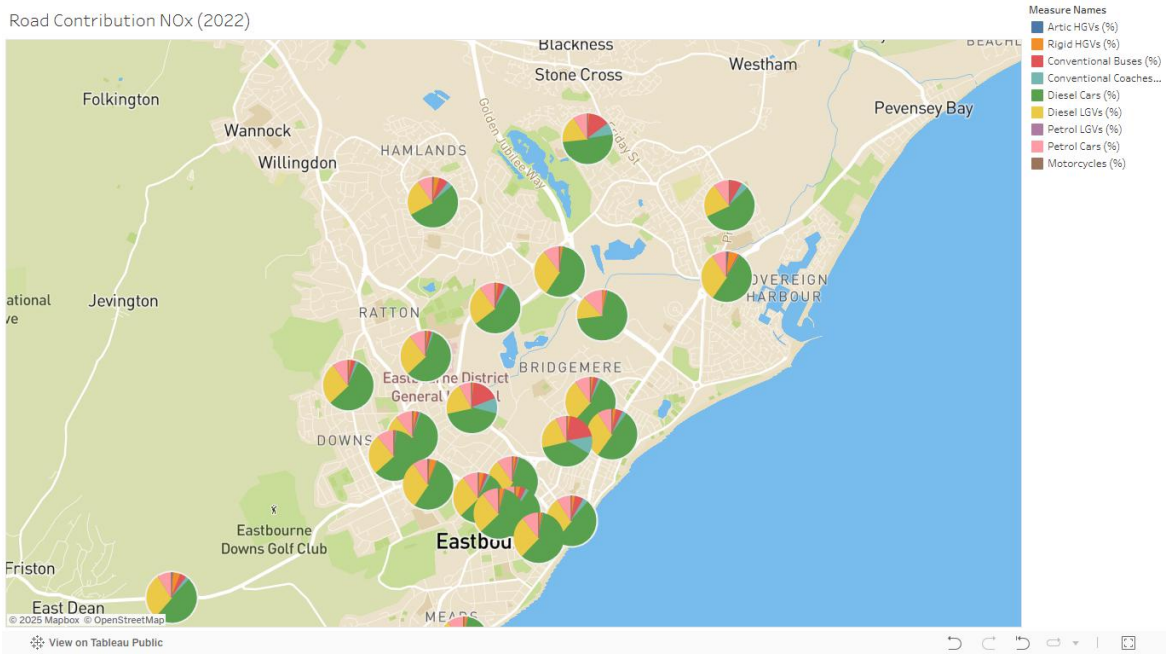


Figure 4: Contributions to Road NOx by Vehicle Type[11] (courtesy of Greenavon Ltd)

[11] Eastbourne Roads | Tableau Public

Health impacts of air pollution

Whilst evidence that air pollution harms our health was summarised by the 2016 Royal College of Physicians report 'Every breath we take: the lifelong impact of air pollution'[12] the number of scientific studies addressing the impact of air pollution on health has increased significantly in the last decade or so with approximately 35,000 new studies having been published in this time. These studies have strengthened previous understanding and have highlighted the direct impacts of air pollution in our towns and cities. The studies have shown that previously unknown air pollution impacts such as mental health and dementia are significant costs to society and the economy with current levels of air pollution affecting even those living in less polluted areas and especially those with pre-existing vulnerabilities. A substantial part of the health burden from air pollution comes from fine particulate matter ($PM_{2.5}$) and nitrogen dioxide[13]

The Public Health Outcomes Framework compiled by Public Health England[14] quantifies the mortality burden of $PM_{2.5}$ within England on a county and local authority scale. The 2021 fraction of mortality attributable to particulate air pollution across England is 5.5%, the Southeast regional average is 5.4% and the fraction within is Eastbourne significantly lower at 4.8%.

The most economically deprived areas of Eastbourne, generally have higher levels of $PM_{2.5}$ and NO_2. Furthermore, households with the lowest rates of car ownership tend to experience higher average levels of NO_2. Eastbourne BC will therefore take steps to reduce inequality in pollution levels, by prioritising measures which will benefit the poorest areas.

Climate change and air quality

Policies to reduce air pollution often provide win-win strategies for both health and the climate. Addressing short-lived climate pollutants not only improves air quality and human health but is also an effective way to mitigate some of the effects of climate change, lowering the risk of breaching irreversible climate tipping points. Tackling air quality and climate change reduces health inequalities and social

[12] https://www.rcp.ac.uk/improving-care/resources/every-breath-we-take-the-lifelong-impact-of-air-pollution/
[13] https://www.london.gov.uk/sites/default/files/2023-04/Imperial%20College%20London%20Projects%20-%20impacts%20of%20air%20pollution%20across%20the%20life%20course%20%E2%80%93%20evidence%20highlight%20note.pdf
[14] https://fingertips.phe.org.uk/profile/public-health-outcomes-framework

injustice and this integrated action helps to justify many of the measures taken to reduce greenhouse gases by improving air quality at the same time[15].

3. What is Eastbourne BC doing to improve Air Quality?

The aims of the strategy outlined in the executive summary will be achieved through actions in line with the following objectives:

Create and enhance places to support good air quality by integrating air quality considerations into planning and development decisions, promoting green infrastructure and urban greening, and supporting sustainable development and climate-resilient communities.

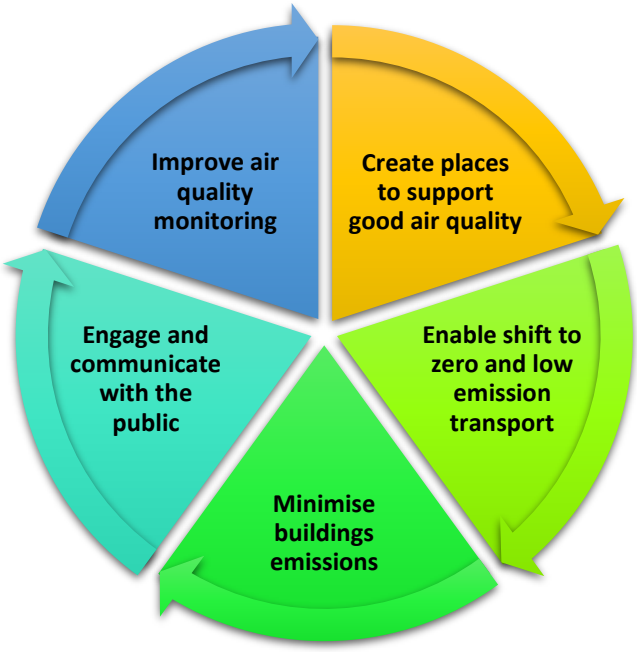
Enable the shift to zero and low emission transport by improving infrastructure and accessibility for public transportation, cycling, and walking, as well as supporting the use and deployment of electric vehicles and charging stations, and reducing the need for internal combustion engine vehicles.

Minimise buildings emissions by providing information about greener alternatives and technologies and providing incentives to support emission reduction measures.

Engage and communicate with the public by working with partner organisations to undertake awareness campaigns and educational programmes, providing information and guidance on air quality and health, and creating platforms for feedback and participation.

Improve air quality monitoring in Eastbourne to ensure that any hotspots for air pollution are recognised and actions taken to improve air quality in these areas.

[15] https://www.who.int/teams/environment-climate-change-and-health/air-quality-energy-and-health/health-impacts/climate-impacts-of-air-pollution



Create and enhance places to support good air quality

The local planning system has the potential to positively impact on air quality as part of its aim to contribute to sustainable development. The National Planning Policy Framework (NPPF) states that planning policies and decisions should contribute to national air quality objectives and local air quality plans and that development should "wherever possible" improve environmental conditions and air quality.

We will achieve this by:

- Creating air quality policies within the emerging Eastbourne Local Plan to align with the Eastbourne Air Quality Strategy and the Sussex-air Air Quality and Emissions Mitigation Guidance for Sussex (SAQM).
- Working with developers to minimise the effect of new developments on air quality both at construction phase and for future occupiers, ensuring mitigation measures as detailed in the SAQM are applied to all planning applications.
- The setting of a more ambitious, local air quality target for NO_2 to include a target of 30mg/m^3 NO_2 as an annual average by 2030.

Enable the shift to net zero and low emission transport

Road transport is the dominant source of local air pollution in Eastbourne and reducing emissions from transport is a key part of the government's air quality strategy, as well as local transport strategies.

Eastbourne BC will seek to encourage local residents, businesses and organisations to move to zero and low emission transport options by making people more aware of travel choices available and providing the infrastructure to enable such choices and reduce transport emissions.

The East Sussex County Council Bus Service Improvement Plan[16] and BSIP2, the latest delivery plan, are fully supported by Eastbourne BC.

Traffic light priority for bus passengers has been installed at key junctions across East Sussex with eight of these in Eastbourne or the surrounding locality, there are two new bus stops on Prince William Parade, and Real Time Information (RTI) upgrades of signage has been installed at key bus stops at Cornfield Road and in The Beacon. All bus stops have had QR codes fitted to enable richer bus tracking information and during 2025 ESCC will assess all bus stops along key bus corridors in East Sussex with work commencing on bus stop improvements in the next financial year.

Going forward, Eastbourne will benefit from physical bus priority, with bus lanes at Seaside corridor and roundabout and Eastbourne town centre.

BSIP funding will continue to be used to keep fares low including value for money day riders, short hop singles and group prices to make the bus an attractive alternative for travel. Disabled bus pass holders in East Sussex can now use their passes all day enabling easier access to work, education and volunteering opportunities.

The Horsey Phase 1B Cycle Route (Eastbourne Station to Ringwood Road) is the final phase of the wider Horsey Way cycle route and is scheduled for construction in 2026. Following construction, the Horsey Way will provide a continuous, signed cycle route between the Langney residential area, the employment and retail areas on Lottbridge Drove, and the town centre. The route will comprise a mix of dedicated, off-road cycleways, shared-use and on-road facilities.

Eastbourne Town Centre Movement and Access Package Phase 2a will continue the pedestrian 'spinal' route on Terminus Road from Banker's Corner to M&S/Millets with construction expected to start in Summer 2025 and take a year. Phase 2b from

[16]https://www.eastsussex.gov.uk/roads-transport/public/bus-service-improvement-plan/bus-service-improvement-plan-for-east-sussex-county-council

Seaside Road to Grand Parade is currently under construction and is expected to finish in December 2025.

This objective will be achieved by:

- Encouraging people to make more sustainable travel choices, in particular through supporting bus patronage and raising awareness of improved bus routes, passenger comfort (e.g. provision of wi-fi on buses, and timetable apps) and capped fares.
- Working with taxi drivers and other fleet owners to support the transition to operation of zero and low emission vehicles.
- Seeking funding for provision of electric vehicle charging infrastructure, including in new developments.
- Supporting East Sussex County Council in improving infrastructure to encourage more people to walk, cycle or use public transport.
- Carrying out educational campaigns to promote behaviour change.
- Promote speed limit controls in certain areas where viable (e.g. in conjunction with Play Streets).

Minimise emissions from domestic sources, businesses and industry

This objective is focused on providing a framework to encourage residents and businesses to minimise their own air pollution. It aims to work with partners including businesses, and industry, to access funding and enable them to help deliver the aims of this strategy. We will provide guidance, resources and information to local businesses and share best practice.

Under the Environmental Permitting Regulations 2016[17], the Council currently permits sixteen installations, all of which are known as 'Part B' activities and all are currently risk rated as 'low'. The full list of permits can be found on the Eastbourne Council website.[18]

This objective will be achieved by:

- Encouraging businesses, including Eastbourne Marina, to include air pollution as part of their environmental, social and governance (ESG) monitoring.

[17] The Environmental Permitting (England and Wales) Regulations 2016
[18] Environmental Permitting - Lewes and Eastbourne Councils

- Ensuring through regulation that industrial and commercial activities comply with Environmental Permits applicable to emissions to air from their industry.
- Encouraging and facilitating increased energy efficiency and use of renewable/sustainable energy sources and supplies across all sectors.
- Applying relevant regulatory powers to control smoke emissions from residential uses, where it could be considered injurious to health.

Engage and communicate with the public and stakeholders to support behaviour change

This objective is focused on the communication of key messages, campaigns and information to the local population and businesses to raise awareness and support them to reduce their impacts of air pollution. It aims to raise awareness of the impact of poor air quality with the public and partners to improve air quality through changing behaviour.

We will also take steps to ensure that we understand the public's priorities and concerns, and work more closely with existing groups, including Eastbourne Eco Action Group and Clean Air Eastbourne, to leverage local knowledge, expertise and support.

Langney Primary School is one of three ESCC schools at which a School Streets[19] scheme has been introduced, to restrict traffic movements outside the school entrance. Introduced using an Experimental Traffic Regulation Order (ETRO), regulatory signs have been installed at the entrance to Chailey Close which prohibit traffic for short periods at either end of the school day. The County Council is seeking to convert the ETRO to a permanent Traffic Regulation Order in the near future.

Eastbourne BC would like to support a roll out of School Streets (where feasible) across the town and make this a priority action within the strategy. Through supporting safe, active travel on the school run, children are encouraged to choose active travel throughout their lives.

This objective will be achieved by:

- Supporting East Sussex County Council in rolling out schemes such as School Streets in Eastbourne.
- Working with schools to develop air quality resources and to promote active travel and anti-idling messages.

[19] https://schoolstreets.org.uk/

- Using social media to promote air quality initiatives and to keep the public informed about the progress of the Air Quality Strategy.
- Ensuring that pollution alerts are widely advertised across all platforms.
- Working with Public Health and the NHS so health and care workers who come into regular contact with high-risk groups are aware of the advice of what patients should do when air quality is poor.
- Aligning air quality messaging and behaviour change with other programmes with mutual benefits such as promoting walking and cycling for physical activity and/or to address localised congestion.
- Continuing to work with Defra to guide changes in legislation that will minimise emissions to air.
- Continuing development of the Sussex-air[20] website to provide easily accessible local air quality information.

Improve understanding of air quality in Eastbourne

A more accurate picture of air pollution in Eastbourne will support partners to develop interventions and monitor their impact on air quality more effectively.

This objective will be achieved by:

- Increasing the coverage of the network of air quality monitors in line with the developing air quality strategy.
- Encouraging businesses to carry out audits of their air pollutant emissions, as part of their ESG reporting.
- Reviewing data from unofficial monitoring networks where feasible in order to provide indicative data to support the council's own air quality monitoring in the town.
- Improving the accessibility of air quality monitoring data, using the Sussex-air website and other mediums.
- Developing a hyperlocal network of air quality monitors using low-cost sensors where resources allow.
- Combining air quality data with different sources of data (e.g. health, transport, noise).

[20] https://sussex-air.net/

4. Priority Air Quality Actions

In addition to the current actions Eastbourne Borough Council is taking to improve air quality and reduce the impacts on health, the Council will prioritise:

- Adopting the local air quality target of 30mg/m^3 NO_2 as an annual average within the Eastbourne Local Plan.
- Working with and supporting East Sussex County Council in committing to implementing Schools Streets across Eastbourne where this is feasible. The initial target is three schools with progression to be detailed in the Annual Status Reports.
- Supporting bus patronage across the town and county through active participation in the Bus Service Improvement Plan working group and developing focused communications to advertise benefits of travel by bus.
- Encouraging and supporting new and safe cycle lanes through East Sussex Highways funding, and through planning policy by ensuring cycle lanes are installed in new major developments to link up to existing routes.
- Continuing via the Sussex Air Quality Partnership to work on projects to educate and raise awareness of the impacts of poor air quality, particularly with schools and community groups.
- Promoting awareness of the links between solid fuel burning and health conditions such as asthma and cardio-pulmonary disease.
- Adopting the Sussex-air Planning Guidance via the emerging Local Plan to support and encourage sustainable development.
- Ongoing review and assessment of air quality monitoring across the borough annually, ensuring monitoring is carried out at locations where localised pollution levels may be of concern.

The strategy aims and objectives require the leadership of various organisations including those associated with public health, transport, planning, air quality and the health & care sectors in the Eastbourne area. A strategy oversight group will be

formed comprising Eastbourne BC (Air Quality), Public Health, East Sussex County Council and Local Interest Groups.

The Air Quality Strategy is a working, dynamic document will be regularly reviewed and updated to ensure it is responsive to the current environment and local need. As part of our statutory duties required by the Local Air Quality Management framework, the council will produce an Air Quality Annual Status Report (ASR) to provide an update on the progress made in the preceding year.

The target for the activities listed in the strategy will be spread across a five-year period, some with a more short-term focus and others with a long-term focus.

5. How can you get involved?

Details, including local air quality monitoring data, annual air quality reports and the impact air quality may have on health can be found on the Sussex-air website[21].

The following groups are also involved with actions to improve air quality across the borough:

- We Care 4 Air[22]
- Eco Action Group Eastbourne[23]

By joining one of these groups, you could get involved with actions to improve air quality and tackle climate change in your community.

Residents can improve the air quality in their area by taking simple measures. One of the most effective changes that can be made is to use more sustainable forms of transport and reduce dependency on the private car.

Not only can you help in improving our environment, but it gives you the added benefit of exercise and helps improve general health and well-being.

Idling engines

Vehicle idling causes air pollution and engines should not be left running unnecessarily. Breathing polluted air is not only extremely unpleasant but is also detrimental to our health. The air inside the vehicle can be worse than outside!

Changing your vehicle and active travel

[21] https://sussex-air.net/
[22] https://www.wecare4air.co.uk/air-quality-data/eastbourne/
[23] https://ecoactioneb.co.uk/

- If you are considering buying a new or second-hand vehicle, consider the options of newer cleaner models – e.g. hybrids, electric.
- Have a good look at the vehicles emission credentials before buying.
- Consider alternatives – could you join a Car Club?

There are various organisations and clubs which offer help and advice on getting active, for example:

- Sustrans: http://www.sustrans.org.uk/what-you-can-do,
- Walking: https://www.livingstreets.org.uk/walk-to-school
- Bikeability: http://bikeability.org.uk/

These programmes involve schools and workplaces to try to encourage sustainable and active travel (cycling and walking activities).

Heating

To reduce emissions from your home, the measures most likely to offer the biggest emissions savings are to:

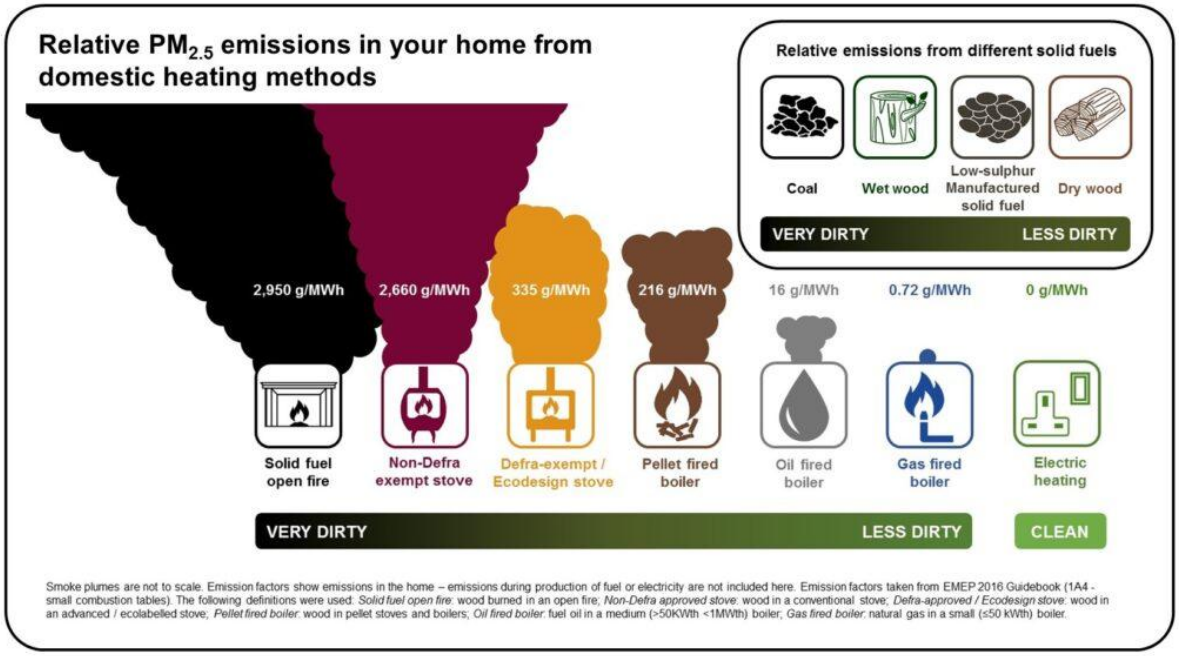
- Swap your outdated boiler for a new, high-efficiency model with ultra-low NO_X emissions (less than 40mg.NOx/kWh).
- Utilise renewable technologies like air or ground source heat pumps, or solar water heaters.
- Install insulation (in cavity walls, lofts, and solid walls) to decrease energy consumption.
- Opt for Ecodesign stoves over open fires if you use solid fuels.

The burning of wood, coal and other solid fuels release much higher levels of $PM_{2.5}$ and other particulate matter compared to a gas boiler, even if best practice measures are employed to minimise emissions. As such, wood burning stoves, open fires and bonfires should be avoided, wherever possible. Figure 5 shows the relative $PM_{2.5}$ emissions in homes from different domestic heating methods.

Further information on tips to reduce emissions from open fires and wood burning stoves can be found on the Sussex Air website[24].

[24] https://sussex-air.net/clean-burn

Figure 5: relative emissions in your home from domestic heating (DEFRA 2018)[25]



[25] https://consult.defra.gov.uk/airquality/domestic-solid-fuel-regulations/

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Every Breath we Take (RCP) https://www.rcp.ac.uk/improving-care/resources/every-breath-we-take-the-lifelong-impact-of-air-pollution/

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