



THIS IS
OUR TIME

#Bradford
2025

THE AIR
POLLUTION
LEVEL RIGHT
HERE IS 30%
ABOVE THE
LEGAL LIMIT

LET'S DITCH THE DIESELS
GET ON OUR BIKES
BOARD THE BUSES
WALK TO WORK
(WHEN WE CAN)

DATA DAY
worth noticing

United
Nitrogen dioxide
recorded at the
air monitoring
station



Bradford clean air zone saves NHS over £30,000 a month in first year

After one year of the zone, which is the second largest in England, GP visits for respiratory illnesses were down by a quarter



Let's start with
some good
news...



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UK | Urban Places

Empowering communities and neighbourhoods



@profrosiemc.bsky.social

Rosie McEachan
20th May 2025

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NIHR

National Institute for
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Lessons learned from implementing a clean air zone*

* A researcher's perspective



Action MUST be taken

ClientEarth[®]

UK Government loses third air pollution case as judge rules air pollution plans 'unlawful'



And here is where it gets messy!



UK plan for tackling roadside nitrogen dioxide concentrations

An overview

July 2017

Policy paper

Clean air zone framework

Updated 6 October 2022



Air pollution: outdoor air quality and health

NICE guideline
Published: 30 June 2017

www.nice.org.uk/guidance/ng70

2018
Feasibility study



2019
Outline business plan



2020
Full Business plan



2021 2022
Implementation

* There are lots of opportunities for things to go wrong!



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1. Whose priority is it anyway?

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But that smell [from fly-tipping], it's like the dead rat and it happens regularly and this is what we have to live with. For me, living with this is harder than pollution... and the rubbish and fly-tipping. These are the real issues

I'd say it's very poor quality but then how do you know, you can't see it

Sometimes I have to decide if I should eat or if I should pay the bills. We're the wrong people to ask about these things.



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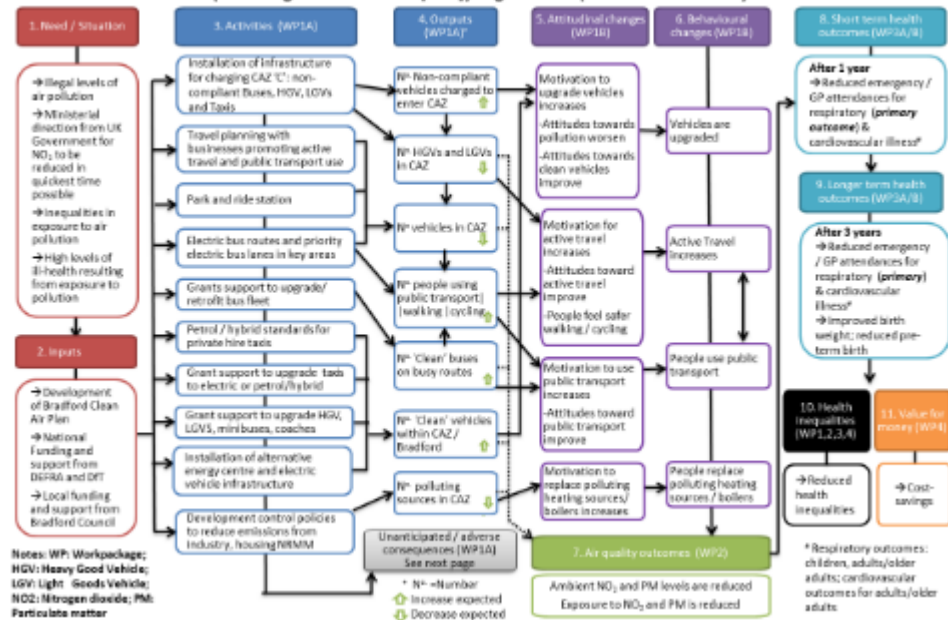
2. Forewarned is forearmed



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How will it work?

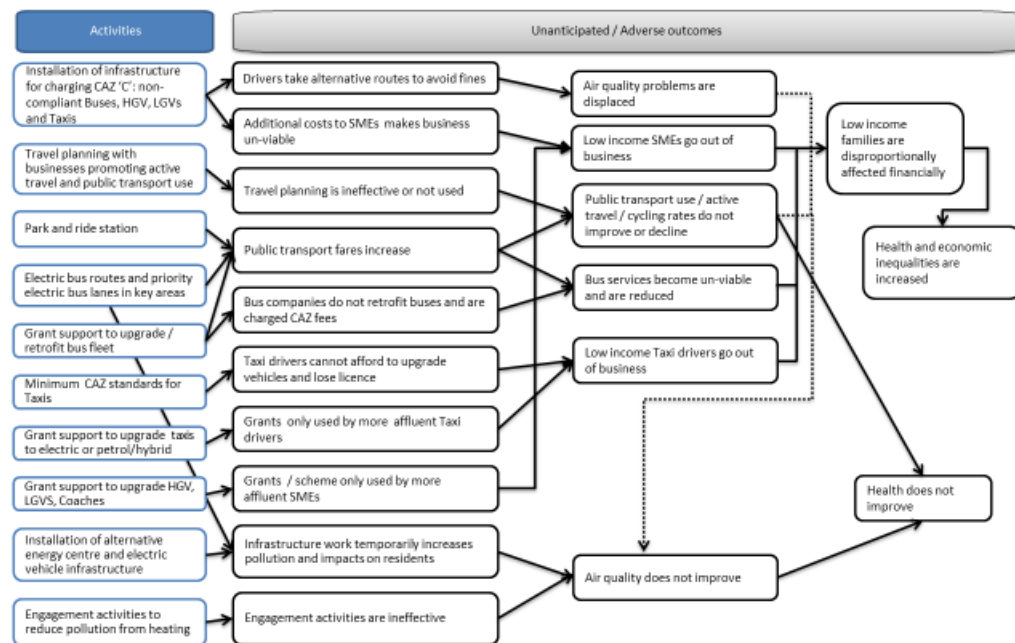
Bradford Clean Air Plan (including Clean Air Zone [CAZ]) Logic Model (version 3: 16.03.22)

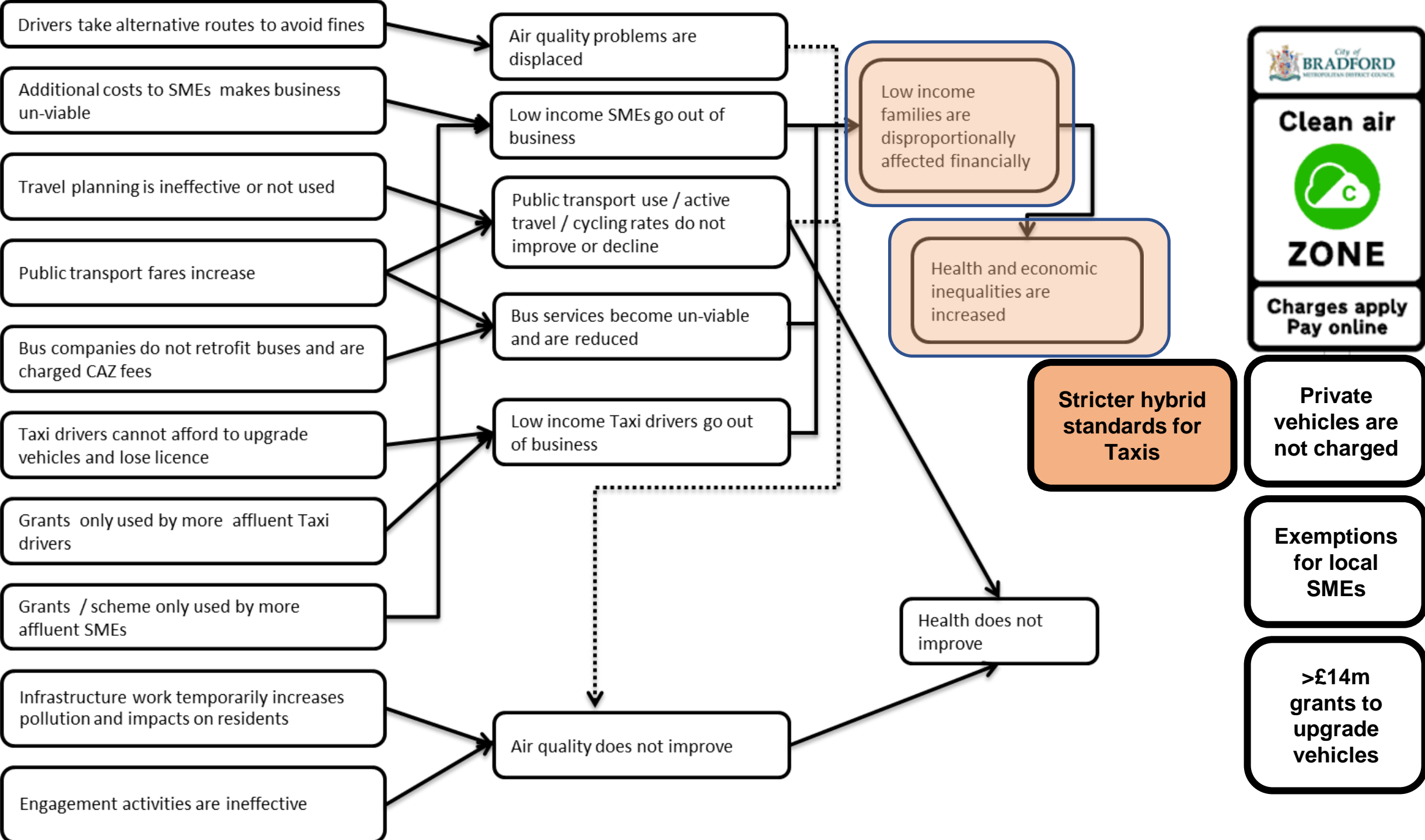


Vs.

What could go wrong?

Dark logic model: Potential adverse events and unintended consequences of the B-CAZ







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3. Beware of the loud minority during the implementation period

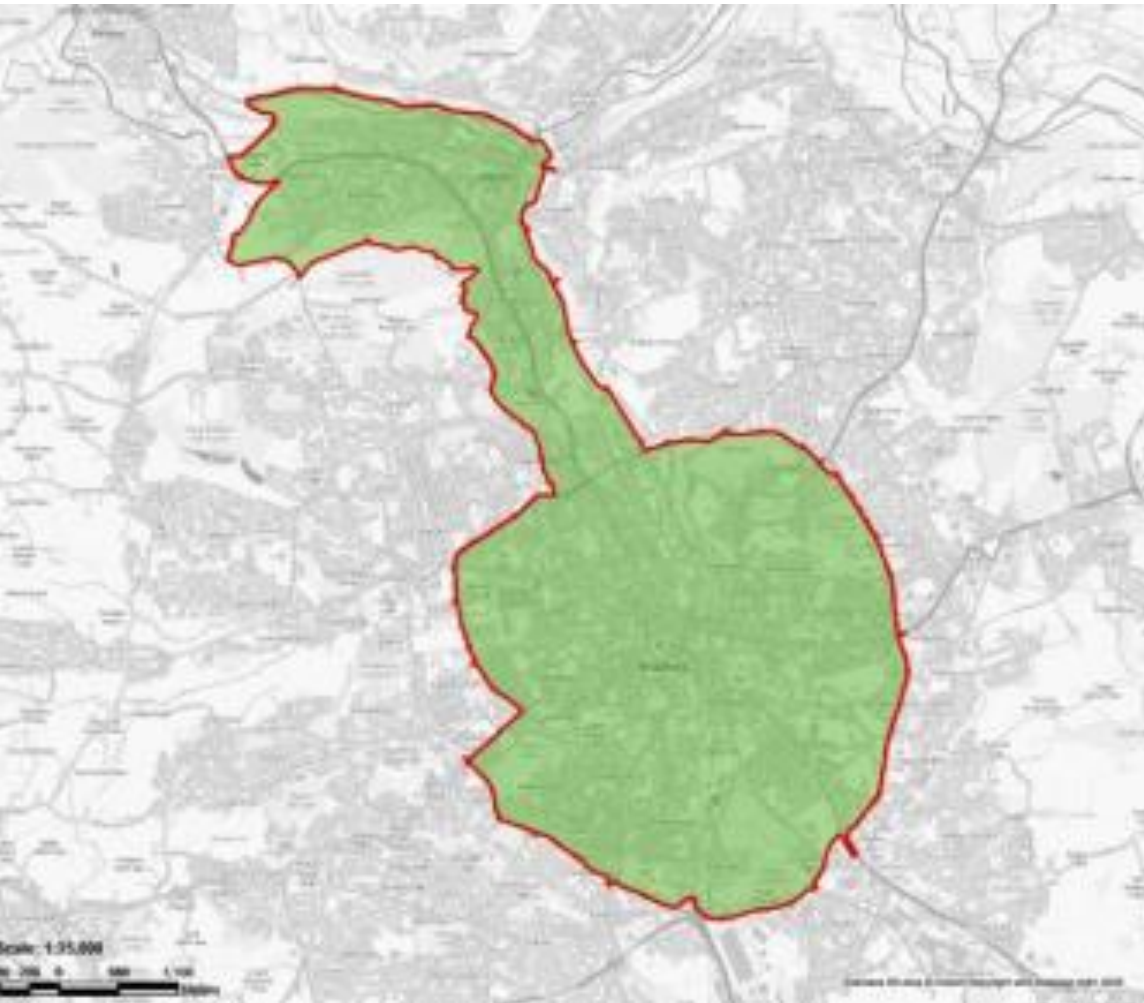
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And the real fun begins...

22.4km

20% of
population



...after a number
of false starts

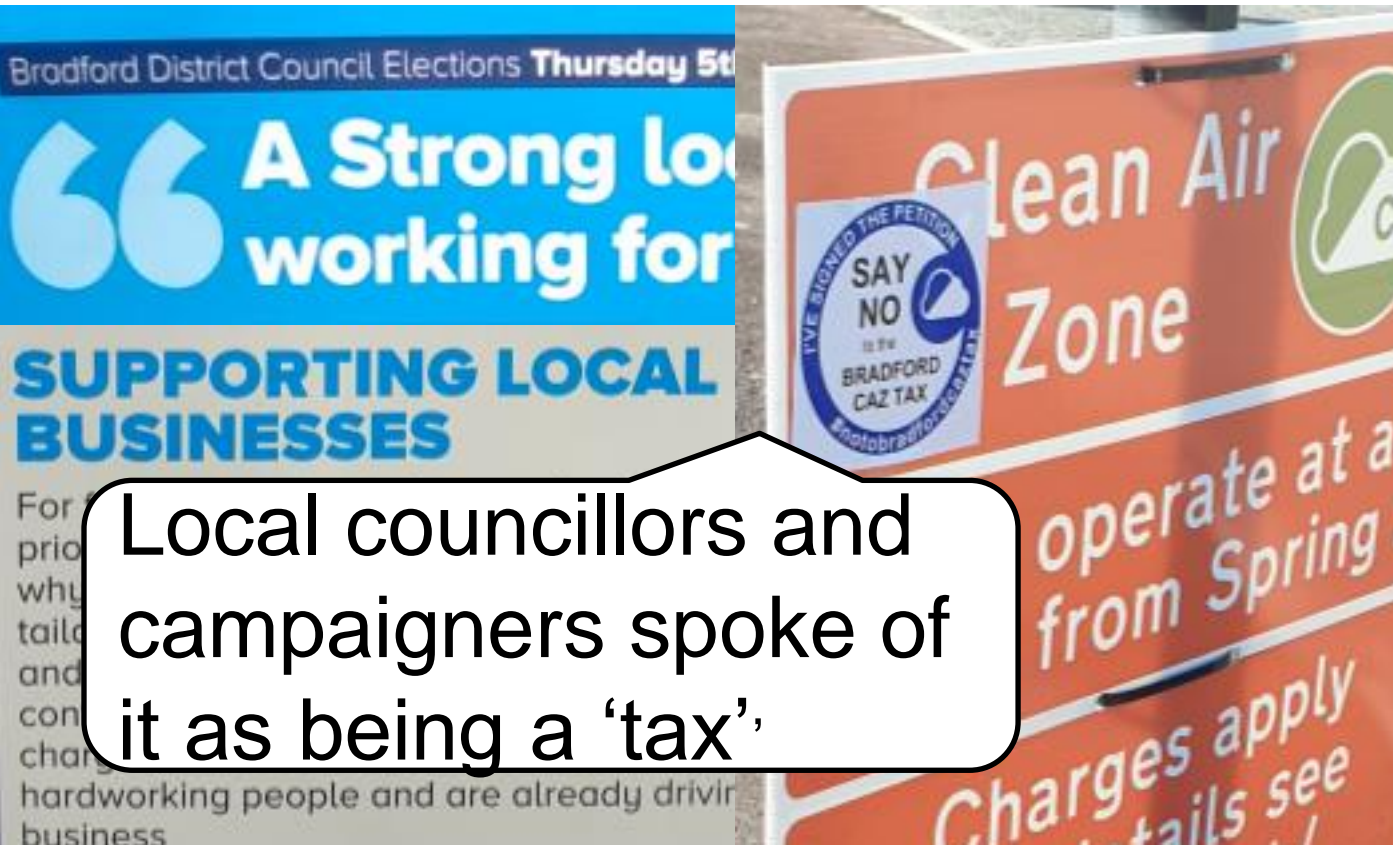
Stakeholder
interviews N=25

POLITICS

“government generally has got such a bad reputation that anything government does has a bad reception,”
(campaigner)



Who
shouts
the
loudest?



Local councillors and
campaigners spoke of
it as being a 'tax',



Confidence is shaken....



Greater Manchester Clean Air Zone: Mayor rejects driver charges

@ 12 December 2023 · 1 Comment



But despite the LOUD vocal minority.....

70% supported
implementation of the
CAZ (N=1949)



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4. Communication and misinformation

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- Lack of public awareness and misinformation

Analysis of social media....

Main message quotes

“Bradford doesn't have an air pollution problem.”

“LTNs [...] have proven time and time again to increase congestion/pollution”.

“ANOTHER VANITY PROJECT.”

“The AUDACITY!!!!!”

“[...] a money making scheme by introducing CAZ”.

“We live in a #Stasi state [...]”

“RIP THEM ALL DOWN.”

Gossling et al, 2024.

Air pollution 'harms children's brain development'

16TH JUNE 2022 HEALTH BRADFORD



Air pollution 'harms children's brain development' (Image: T&A)



By Chris Young
Local Democracy Reporter
@ChrisYoungBFD

Share    13 Comments

ACADEMICS behind a **Bradford** study say they have found clear evidence that traffic pollution harms



“no-one can argue about children’s health... it feels to me as though that argument has really helped us,”





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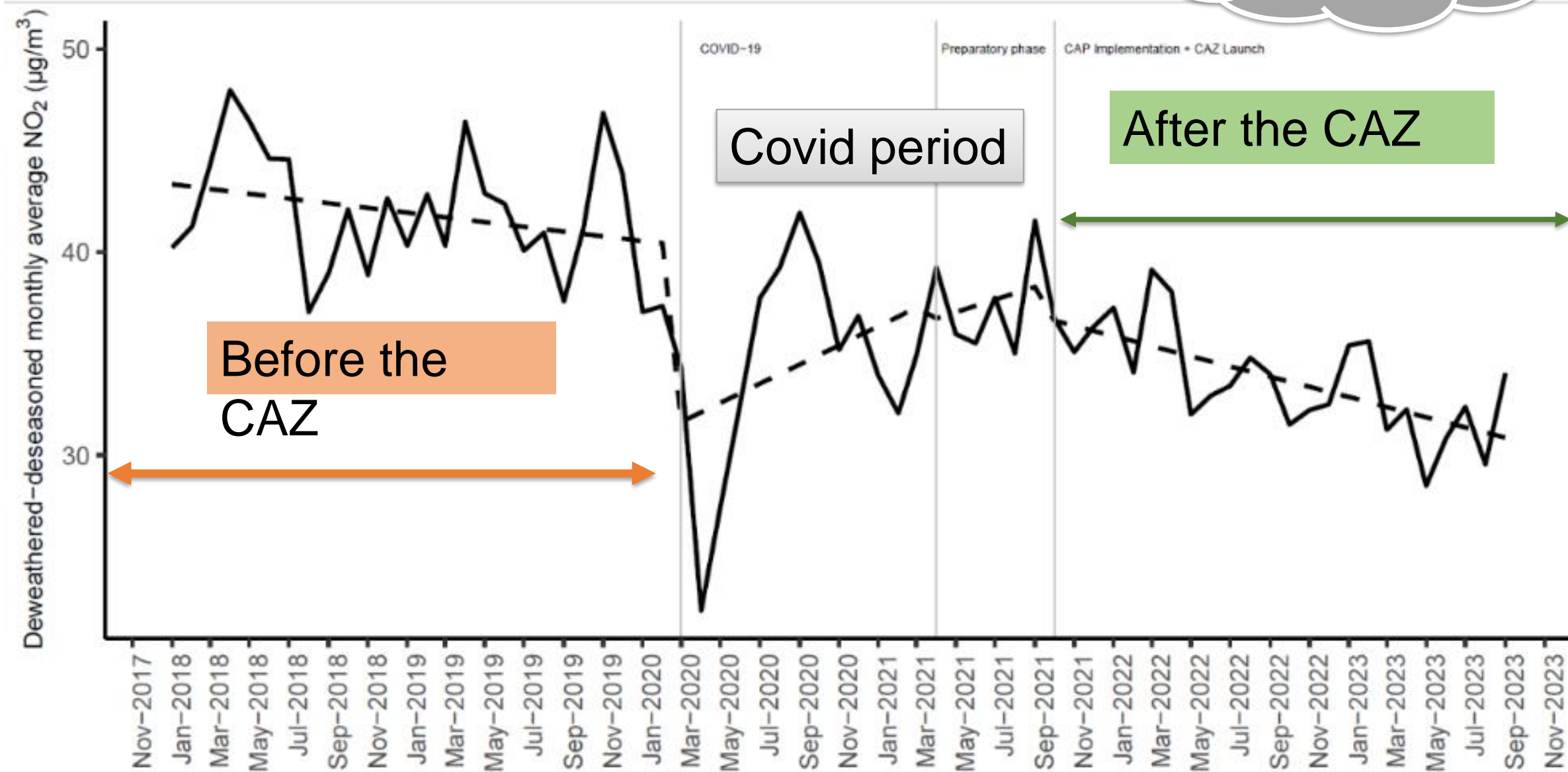
5. Sharing the positive news

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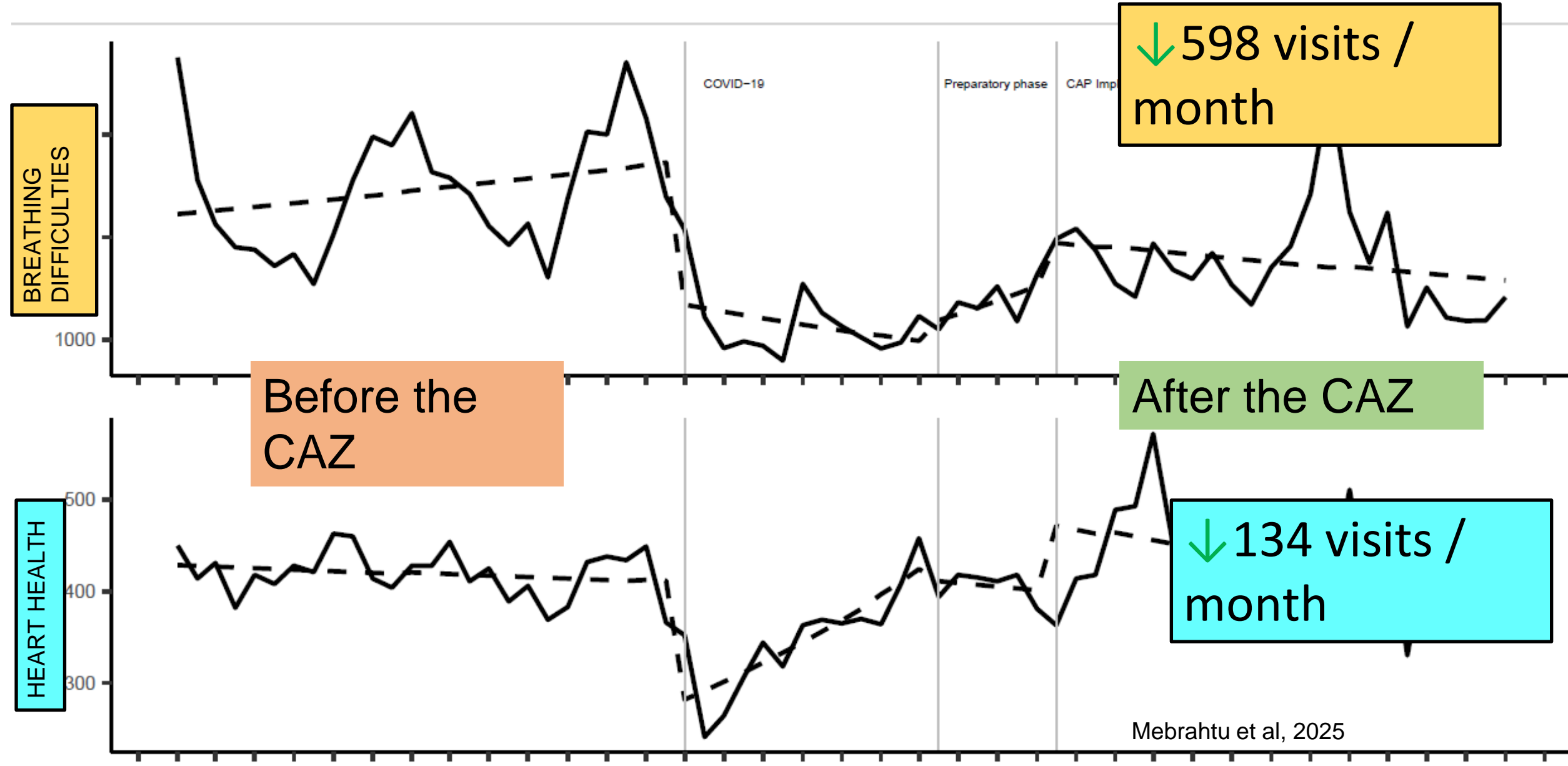
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So does it work?! The CAZ one year on...

NO₂



VISITS TO THE DOCTOR



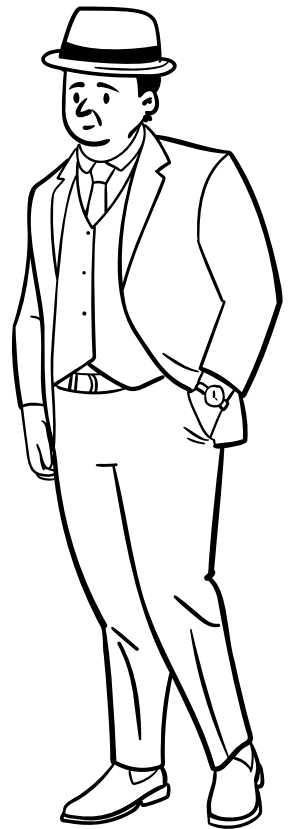
Acceptability is still quite high....
but has dropped slightly one year on

2021

- 70% Support implementation of the CAZ (N=1949)

2023

- 62% support implementation of the CAZ (N=2085)



There is still some confusion and mistrust...



*“where’s the money going? If they can market that better, **communicate that better** and then I think more people would be on-board, say “hang on, yeah, it’s making a difference, I can see the money’s gone on here, it’s gone on here, it’s improving” but I’m not seeing any.”*



Phew....it all
takes a lot of
time and
effort



Born in Bradford

Research that changes a city



Key lessons learned:

- Cross-sector working incorporating transport, planning and health was key enabler.
- Political conflict was a barrier; vocal anti-LEZ campaigns shaped public opinion.
- Using health messages to justify LEZ implementation improved public acceptability.
- Ongoing communication about the benefits of the policy vital.
- Evaluation should be embedded into plans.

Evaluation has never been more important!

Edinburgh Council accused of using 'skewed' data to support controversial low traffic scheme



<https://www.edinburghlive.co.uk/news/edinburgh-news/edinburgh-council-accused-using-skewed-29923669>

A low-traffic neighbourhood (LTN) scheme put in place by a south London council has been ruled unlawful in a landmark decision by the High Court.



<https://www.bbc.co.uk/news/articles/ckg4178plvdo>



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THANK YOU

www.borninbradford.nhs.uk



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