Corporate Plan Delivery Plan 2021/22 - Quarter 3 2021/22 CPDP Update

Vision: Making Uttlesford the best place to live, work and play

We Will:	Activities	Outputs/Milestones	Resources	Lead Member
1. Take action on Climate Char	nge			
a. Adopt policies to meet new environmental national guidelines/standards as they emerge	Develop a Climate Crisis Action Plan, prioritised by impact, cost, and deliverability.	Action Plan to be developed by 30 Sept 2021	Officer time in 2021/22. Funding allocated for the plan actions of £333K for 21/22	Portfolio Holder for Environment and Green Issues Assistant Director of Environmental Services
carbon emissions. Substantial p	progress is being made on proje	ects including a new website to	inform residents of climate cha	rovements that will lead to reducing on ange initiatives which will be launched d by the end of the financial year.
b. Drive policies to deliver low carbon buildings	Implement policies that reduce the carbon footprint of new development	Detailed proposals to come from the Climate Crisis Action Plan (30 Sept 2021)	Within existing officer resources	Portfolio Holder for Environment and Green Issues
Local Plan policy team to devel approved by Cabinet on 11 Jan	op the new Local Plan which w uary 2022. The Planning Policy	ill have climate change mitigation	on and adaptation at its core. I hange supplementary planning	Interim Director of Planning Change Officer is working closely with the The Climate Crisis Action Plan was g document (SPD) with a view to be Dlace-making.
c. Improve average energy efficiency of Council housing stock	To be included in the Review of HRA business plan	Measurable improvement in energy efficiency of housing stock.	Within existing officer resources and subject to Business Energy and	Portfolio Holder for Housing and Health
		Details to be included in the HRA business plan to be	Industrial Strategy grants	Assistant Director of Housing, Health and Communities

Progressive Custodian of our Rural Environment				
We Will:	Activities	Outputs/Milestones	Resources	Lead Member
		developed by 30 Sept 21		

<u>Comment:</u> A survey of all Council housing stock is underway by Uttlesford Norse Ltd. The purpose of the survey is to assess the current efficiency of UDC stock and to quantify the improvements that can be made to increase energy efficiency and reduce carbon impact. The survey will not be completed until 2023 without additional resources being deployed through Uttlesford Norse Ltd (this is being explored).

In recent years as part of ongoing improvements to our housing stock, 90 council owned properties have had heat pumps installed, 280 have had external wall insulation installed and solar panels have been installed on around 300 properties.

d. Increase the number of	Introduce a tree planting	Detailed proposals to be	Climate Change Budget	Portfolio Holder for Environment and
trees in the district (and	initiative in partnership	included in Climate Crisis		Green Issues
protect existing trees).	with town and parish	Action Plan (30 Sept 2021)		
	councils.			Assistant Director of Environmental
				Services

<u>Comment</u>: The tree planting initiative is an integral part of the Energy and Climate Change agenda. Funding of this initiative is from the Climate Change budget. It is intended that the annual planting initiative is rolled on for the period of the Climate Change budget allocation. The scheme offers the provision of trees and native hedging plants to parish and town councils for planting on land in their control. In addition, tree planting on UDC land is to be undertaken as appropriate. The supply of trees for planting on public open spaces which are in the control of management companies will also be considered.

The take up of the scheme this year been limited. A hedge planting scheme undertaken with Saffron Walden Town Council at Lime Avenue is being funded under our scheme at the cost of £2,491.50. A small woodland is proposed to be planted at Molehill Green; this is currently subject to a consultation being carried out by the parish council with local residents. The cost of this scheme has been priced at £6,176.26. In addition, trees have been planted at open space at Wicken Lea, Newport, and on open space at Saxon Way, Saffron Walden. A limited number of trees are also being provided to Clavering and Felsted parish councils.

The Chelmsford Diocese has been approached regarding the planting of trees in the district's parish churchyards as part of the Queen's Platinum Jubilee Green Canopy scheme. No response has to date been received. It is unlikely that this particular initiative is furthered during the current financial year, but it is hoped this will be pursued during the next.

Six tree preservation orders (TPOs) have been made so far during 2021.

We Will:	Activities	Outputs/Milestones	Resources	Lead Member
e. Oppose a second runway at Stansted Airport			Any policy proposals that might signal potential increase in runway capacity will be reported to members	Portfolio Holder for Planning, Stansted Airport, Infrastructure Strategy and the Local Plan Interim Director of Planning
Comment: There have been no	policy proposals that might sig	gnal potential increase in the nu	umber of runways at Stansted A	irport.
f. Set a Net Zero Carbon goal for the Council and implement supporting policies	In making every policy decision, consider the opportunity to reduce the Council's carbon emissions,	Detailed proposals to come from the Climate Crisis Action Plan (30 Sept 2021)	Part of Climate Change Budget	Portfolio Holder for Environment and Green Issues
	including:			Portfolio Holder for Finance and Budget
	Review viability of replacing Council vehicles & equipment with electric alternatives at end of life.	Review capital programme to consider vehicle replacement and acquisitions programme ahead of budget setting for 2022/23.	Within existing resources	Portfolio Holder for Planning, Stansted Airport, Infrastructure Strategy and the Local Plan
				Assistant Director of Environmental
		All handheld petrol driven council equipment (such as	Existing equipment budget	Services
		strimmer's), will transition to electric; 50 separate items of equipment by 31 Dec 2021.		Interim Director of Planning
		Conduct a study to investigate the feasibility of Electric Shuttle Buses for Saffron Walden and Dunmow by 31 Dec 2021	Climate Change budget	

Progressive Custodian of our Rural Environment				
We Will:	Activities	Outputs/Milestones	Resources	Lead Member
		Explore the option of hydrotreated vegetable oil (HVO) as an alternative to diesel for the Council fleet. If feasible implement by 31 December 2021	£45,000 for the installation of suitable fuel tanks	

Comment: A net Zero by 2030 target has been set for the Councils own emissions.

A target of creating a fleet decarbonisation plan by March 2022 has been established. Fleet emissions account for just under half of our overall business emissions. It should be noted that it is unlikely that there is environmental or financial benefit in replacing fossil fuel powered vehicles that are not at the end of their useful life. The 21/22 and 22/23 capital programme includes replacement of:

- o 5 Heavy Goods Vehicles like for like replacements
- o 3 Sweepers like for like replacements
- o 6 large vans / pickups electrically powered alternatives will be trialled in March when test vehicles are thought to be available.
- o 2 small vans. Likely to be replaced with electrically powered alternatives.

Grounds maintenance equipment replacement has not progressed as quickly as hoped due to operational issues however this will be completed this financial year.

HVO fuel has been trialled in a number of our waste collection fleet vehicles and has proven to be a suitable alternative with no maintenance issues and similar performance. HVO is currently more expensive than regular diesel and there are wider questions about the true environmental cost of this product.

The Local Plan will address climate change through the strategic location of development and through policies. Work continues to progress well with the intention of the Council submitting the local plan for Examination in 2023 in accordance with the Local Development Scheme (LDS) which was adopted by the Council last year. The Council will update the LDS in the early 2022 to reflect progress and a minor change to the publication date of the Regulation 18 Local Plan. This will show the regulation 18 consultation commencing in May 2022 instead of March 2022 and allows for members to better consider the emerging evidence.

Seventeen consultant studies are progressing, and this work will form the evidence base that will support the local plan. Recent reports to members have included the Sustainability Appraisal, Infrastructure Delivery Plan, Water Cycle, Employment, Renewable Energy, Employment, Landscape Sensitivity, Strategic Flood Risk, Heritage Sensitivity, Transport and Retail Studies.

Progressive Custodian of our Rural Environment					
We Will:	Activities	Outputs/Milestones	Resources	Lead Member	
f. Set a Net Zero Carbon goal for the Council and implement supporting policies	Optimise the environmental opportunities at Little Canfield Business Park (LCBP)	Install a new vehicle washdown facility that recycles 90% of the water used. Install PV panels on the vehicle workshop	Within existing budget	Portfolio Holder for Environment and Green Issues; Assistant Director of ICT and Facilities Assistant Director of Environmental Services	
•	d and will recycle 90 percent of	the water it uses. This facility	will replace two jet washes at S	ally the National Grid. The new vehicle Shire Hill and Dunmow depots and will t.	
g. Increase walking, cycling and sustainable transport	Improve connectivity for walking and cycling	Leverage S106 contributions and liaison with ECC to secure the implementation of additional walking and cycling facilities.	Within existing budget.	Portfolio Holder for Planning, Stansted Airport, Infrastructure Strategy and the Local Plan Interim Director of Planning	

Comment: The Local Plan will address increases in walking and cycling through the location of development and through appropriate policies and infrastructure requirements. Work continues to progress well with the intention of the Council submitting the local plan for Examination in 2023 in accordance with the Local Development Scheme (LDS) which was adopted by the Council last year. The Council will update the LDS in the early 2022 to reflect progress and a minor change to the publication date of the Regulation 18 Local Plan. This will show the regulation 18 consultation commencing in May 2022 instead of March 2022 and allows for members to better consider the emerging evidence. Seventeen consultant studies are progressing, and this work will form the evidence base that will support the local plan. Recent reports to members have included the Sustainability Appraisal, Infrastructure Delivery Plan, Water Cycle, Employment, Renewable Energy, Employment, Landscape Sensitivity, Strategic Flood Risk, Heritage Sensitivity, Transport and Retail Studies. In response to the Interim Climate Change Polices, Development Management have been able to deliver renewable solutions on newly approved development, including requirements for charging points and renewable energy and water harvesting solutions. Walking routes and other links are being secured through design solutions on emerging and approved development.

Progressive Custodian	Progressive Custodian of our Rural Environment				
We Will:	Activities	Outputs/Milestones	Resources	Lead Member	
g. Increase walking, cycling and sustainable transport	Introduce EV charging point provision	Four 22kw fast charging posts with twin ports at London Road Council Offices by 30 Sept 21. Twelve 7kw charging posts across three car park sites (Chequers	Resources identified as part of the Climate Change Budget (and £15k capital programme and external grant funding)	Portfolio Holder for Planning & the Local Plan Portfolio Holder for Environment and Green Issues	
		Lane, White Street, Crafton Green) by 30 Sept 21. Four		Interim Director of Planning	
		7kw charging points at Little Canfield Business Park by 31 October 2021.		Assistant Director of ICT and Facilities	

<u>Comment:</u> Publicly accessible EV charging points for vehicles have now been installed at White Street and Chequers Lane car parks in Great Dunmow, Crafton Green Car Park in Stansted and the council's Saffron Walden offices. All except the council offices site are operational. The council offices site is due to be commissioned in the next few months.

There is an aspirational policy approach in place to maximise EV charging points in new developments. Adopted policy will come forward through the delivery of the Local Plan which will enable the requirement of EV charging points in all new development.

h. Recognise the district's	Create a new category in	Awards event held and	From existing resources	Portfolio Holder for Environment and
'greenest' businesses and	the Uttlesford Business	green businesses duly		Green Issues
developers	Awards	recognised		
				Portfolio Holder for the Economy,
				Investment and Corporate Strategy
				Assistant Director of Resources

<u>Comment</u>: Due to the ongoing impact of Covid 19, this activity will be rescheduled to year 2 (2022/23) of the Economic Recovery Action Plan as business awards were not held in 2021. In the meantime, the council is supporting regional initiatives to help local businesses reduce their carbon footprint.

2. Conserve our natural resources

Progressive Custodian of our Rural Environment				
We Will:	Activities	Outputs/Milestones	Resources	Lead Member
a. Implement and enforce policies that protect water and reduce energy	Include in Climate Change Action Plan	Detailed proposals to come from the Climate Crisis Action Plan (30 Sept 21)	Resources identified as part of the Climate Change Budget	Portfolio Holder for Environment and Green Issues
consumption	Engage in Water Resources East's work on developing projects with the water industry to address over abstraction of the chalk aquifer and protect the district's chalk streams	The details of precisely what action might be required by UDC is not yet clear; engaging with WRE is the preliminary stage		Assistant Director of Environmental Services

<u>Comment:</u> The Council is a member of Water Resources East, an organisation comprising more than 200 members which aims to develop a collaborative approach to water resource planning. It is anticipated that greater clarity on what will be required by UDC will be established over the coming year.

Consultants have been appointed to develop a Water Cycle Study (WCS) as part of the preparation of the Local Plan. This study will look at the availability of water resources for human consumption, its treatment and supply to homes and business, its use and consequently the generation of wastewater. It then looks at how wastewater is taken away, treated, and finally what happens when it is returned to the environment. A WCS is not a mandatory document, but Local Planning Authorities (LPAs) are often encouraged by the Environment Agency (EA) to undertake them as part of the evidence base for a Local Plan. In some cases, Local Plans have been found unsound where there was insufficient evidence to show the local plan had taken into account the impact of growth on the aquatic environment. A WCS will provide that evidence, aiming to ensure development only occurs within environmental constraints, and helping to steer growth towards the most sustainable locations. They also promote early planning of water infrastructure so that it is in place prior to development being occupied, and boost engagement between LPAs and water companies. Work to complete the WCS is ongoing.

b. Drive programmes that increase biodiversity	Include in Climate Change Action Plan	Detailed proposals to come from the Climate Change Action Plan Sept 21	Resources identified as part of the Climate Change Budget	Portfolio Holder for Environment and Green Issues
				Assistant Director of Environmental Services

We Will:	Activities	Outputs/Milestones	Resources	Lead Member
natural green infrastructure ba England's beta version of the G	llancing biodiversity recovery plancing biodiversity recovery plancing To		een spaces. As part of this UDC g identified flaws in the underl	includes policies on natural and semi is actively participating in Natural ying data with regards to the
is to layer the citizen science d	ata with the Green Infrastructu		those projects which would be	s in the longer term. The principle of this independent of the Local Plan and yout design).
c. Support local energy production initiatives	Develop local energy production initiatives	Detailed proposals to come from the Climate Crisis Action Plan Sept 21	Resources identified as part of the Climate Change Budget	Portfolio Holder for Environment and Green Issues Assistant Director of Environmental Services
data sets at LSOA or property I data on the areas most likely to areas for settlement-based dec	evel) enables the Council to devolve or require on-street EV charging carbonisation projects.	velop energy-related projects to , and a database of the energy g	assist in the decarbonisation of	nergy Assets. This full dataset (of 43 of the district. For instance it provides solar by property, and identifies pilot
d. Implement programmes to reduce single-use plastics	Develop the Chair's Charter to promote reduction in single use plastics and carbon footprint	The details are still being worked up but will initially focus on residents and communities. The intended roll out to		Portfolio Holder for Environment and Green Issues Assistant Director of Environmental Services
		schools and then businesses will need to be timed to ensure that they are able to engage fully in this promotion having regard to		
		the pandemic related issues they will be managing for		

Progressive Custodian of our Rural Environment					
We Will:	Activities	Outputs/Milestones	Resources	Lead Member	
		most of this year In addition it should be recognised that some businesses will have the added burden of new trading arrangements with the EU.			

Comment: The Chair's Charter was Launched in May 2021. It has not been possible to promote the Charter within schools as originally planned during the year because of Covid restrictions. Work has begun to install 16 trial dual waste bins across the district, which will enable the public to dispose of recyclable waste in litter bins, installation will be completed by the end of March 2022. Initial locations are: Thaxted, Stansted, Great Dunmow and Saffron Walden. The aim of the dual bins is to reduce the amount of recyclable waste going to landfill, and if the trial is successful other locations will be identified and added to the scheme. Later this (calendar) year there are plans to invite schools to get involved with the Charter, and pledge to both reduce their plastic waste and investigate different ways to reuse and recycle. Alongside this there will be events run, including community litter picks, business awards for ingenuity, and school competitions to name a few.

A wider waste education plan has been drafted for 2022 which includes actions to promote the Charter, focuses on waste minimisation including single use plastics and wider environmental issues such as Climate Change. The plan will be implemented by the Waste and Recycling Officer during 2022.

	 The state of the s		
e. Work to reduce per-capita		BAU: campaigns will be run,	Portfolio Holder for Environment and
landfill in the district		within existing resources,	Green Issues
		including Love food Hate	
		waste campaign and Keep	Assistant Director of Environmental
		Britain Tidy National Litter	Services
		Pick (11 th -27 th September	
		2021)	

<u>Comment</u>: UDC has supported national and local campaigns to improve awareness of waste related issues. It supported National Litter Pick by providing equipment and collecting waste from community organised litter picks. A number of social media campaigns have also been run for example to specifically highlight contamination within recycling collections.

3. Protect and enhance our rural character and heritage

Progressive Custodian of our Rural Environment					
We Will:	Activities	Outputs/Milestones	Resources	Lead Member	
a. Meet or exceed national standards for open and green spaces	Policies to be developed through the Local Plan process	Timescales incorporated in the Local Development Scheme	Within existing resources	Portfolio Holder for Planning and the Local Plan Interim Director of Planning	

Comment: Work continues to progress well with the intention of the Council submitting the Local Plan for Examination in 2023 in accordance with the Local Development Scheme (LDS) which was adopted by the Council last year. The Council will update the LDS in the early 2022 to reflect progress and a minor change to the publication date of the Regulation 18 Local Plan. This will show the regulation 18 consultation commencing in May 2022 instead of March 2022 and allows for members to better consider the emerging evidence. Seventeen consultant studies are progressing, and this work will form the evidence base that will support the local plan. Recent reports to members have included the Sustainability Appraisal, Infrastructure Delivery Plan, Water Cycle, Employment, Renewable Energy, Employment, Landscape Sensitivity, Strategic Flood Risk, Heritage Sensitivity, Transport and Retail Studies.

b. Encourage positive		Heritage will continue to be	Portfolio Holder for Planning and the
planning that values and		protected using existing	Local Plan
protects our heritage		resources	
			Interim Director of Planning

Comment: The Local Plan will address heritage through the strategic location of development and appropriate policies. Work continues to progress well with the intention of the Council submitting the local plan for Examination in 2023 in accordance with the Local Development Scheme (LDS) which was adopted by the Council last year. The Council will update the LDS in the early 2022 to reflect progress and a minor change to the publication date of the Regulation 18 Local Plan. This will show the regulation 18 consultation commencing in May 2022 instead of March 2022 and allows for members to better consider the emerging evidence. Seventeen consultant studies are progressing, and this work will form the evidence base that will support the local plan. Recent reports to members have included the Sustainability Appraisal, Infrastructure Delivery Plan, Water Cycle, Employment, Renewable Energy, Employment, Landscape Sensitivity, Strategic Flood Risk, Heritage Sensitivity, Transport and Retail Studies.

c. Work with others to	Walden Castle project	Castle to reopen to the	Within existing resources	Portfolio Holder for Sport, Leisure and
increase access to the		public early summer 2021		the Arts
heritage and history of our		(Subject to Covid19		
district		restrictions)		Assistant Director of Corporate
				Services
				Assistant Director of ICT and Facilities

We Will:	Activities	Outputs/Milestones	Resources	Lead Member
working with the Saffron Waguided tours by a local Blue	alden Heritage Development Gro Badge Guide. The Castle ground ne Castle' summer holiday activit	oup, and the Castle was promoted s were used for Fete de la Musiqu	I through a leaflet and short ue in June, for a local school	ter and enjoy. The Museum has been film made by the HDG, as well as throug outdoor party for leavers in July and by moting the Castle and hire for outdoor
c. Work with others to increase access to the heritage and history of our district	Saffron Walden Museum improvements	Completion of National Lottery Heritage Fund Resilient Heritage Project by 30 April 21 Completion of Fund-raising Strategy and Forward Plan for selected development option by 31 October 21 Fund-raising and new approach to National Lottery Heritage Fund for significant Heritage Grant Stage 1 application by 31 March 22. Note: New grant scheme about to be rolled out so details of specific requirements uncertain at this stage.		Portfolio Holder for Sports, Leisure, and the Arts Assistant Director of Corporate Services

Comment: The Resilient Heritage project was completed in May and from the outline of a redevelopment project for the Museum was drafted, titled 'Transforming Saffron Walden Museum for the 21st Century'. An Expression of Interest was submitted to the National Lottery Heritage Fund in September, a pre-requisite for major Heritage Grant applications, and was successful. Following a meeting with NHLF officers in December, the Museum will now prepare a Stage 1 Development Grant Application for submission in June 2022 with results expected in September. The Museum Society's Museum Development Committee has received advice on fund-raising as part of the Resilient Heritage project and a fund-raising strategy has been drafted; the fund-raising campaign will start when the Museum achieves its Stage 1 grant award. The Museum's new Forward Plan 2022-2026 summarises the proposed course of the redevelopment and was approved by Cabinet in January 2022 after consideration by the Museum Management Working Group.

Progressive Custodian of our Rural Environment						
Outputs/Milestones	Resources	Lead Member				
Detailed proposals to come from the Climate Crisis Action Plan (Sept 21)	Resources identified as part of the Climate Change Budget	Portfolio Holder for Environment and Green Issues				
		Assistant Director of Environmental Services				
1	Outputs/Milestones Detailed proposals to come from the Climate Crisis	Outputs/Milestones Resources Detailed proposals to come from the Climate Crisis of the Climate Change				

<u>Comment</u>: UDC Green Infrastructure Plan in development by the Local Plan team with support from the Climate Officer. This includes policies on natural and semi natural green infrastructure balancing biodiversity recovery planning with public access to green spaces. As part of this UDC is actively participating in Natural England's beta version of the Green Infrastructure Mapping Tool for Local Plan making, having identified flaws in the underlying data with regards to the accessibility of the green spaces, for example not all mapped sites are available for public access.

UDC has carried out a citizen science biodiversity survey to identify projects that could come forward immediately as well as in the longer term. The principle of this is to layer the citizen science data with the Green Infrastructure Plan and identify and deliver those projects which would be independent of the Local Plan and those projects which would sit with the Local Plan (for instance by being associated with developer contributions and site layout design).

	•	,	•	, , ,
e. Target littering and fly-	Support the National Litter	Community litter pick events	Through the Cleaner Essex	Portfolio Holder for Environment and
tipping	Pick	take place	Group and KBT we	Green Issues
			continually promote	
	Support community litter		initiatives to help combat or	Assistant Director of Environmental
	picking groups		clean up littering which	Services
			remains an issue within the	
			district.	

<u>Comment</u>: We supported the National Litter Pick by providing equipment and collecting waste from community organised litter picks. There will be a targeted litter enforcement campaign around the airport during Q4, and we are seeking permissions from the landowners to take action. Also we are researching the software that will enable us to serve civil penalty notices for littering from vehicles.

4. Take strong action on dealing with pollution

a. Increase air quality	Install 5 diffusion tubes at	Installation of tubes and	Within existing resources	Portfolio Holder for Environment and
monitoring across the district	school sites to measure	monthly collection of data		Green Issues
	NO2			
		Publication of Air Quality		Assistant Director of Housing, Health
	Install 2 tubes in proximity	Report		and Communities
	to Stansted Airport to			

Progressive Custodian of our Rural Environment						
We Will:	Activities	Outputs/Milestones	Resources	Lead Member		
	measure hydrocarbons Publish annual Air Quality report	,				

<u>Comment:</u> The diffusion tubes at school and airport sites are installed and data is being collected. The annual Air Quality Status Report was published in Quarter 3 of 2021/22. For 2022/23 the service is planning to redirect some funding to focus on diffusion tubes at all school locations within the district. This work is likely to commence in February and will provide the service with baseline data to allow for more targeted work, should it be considered necessary.

In October the service applied to DEFRA for grant funding to allow the service to deliver on a range of work streams that would see some further targeted air quality monitoring as well as some pilot schemes to assess the viability of e-bike hire and electric vehicle car clubs in Saffron Walden. Other schemes to improve awareness and change behaviour were also included within the bid. The service will be advised on whether it was successful in February.

b. Deliver reductions in pollution at identified	Identify problem areas through ongoing air quality	Acceptable levels of air quality at problem areas	Within existing resources	Portfolio Holder for Environment and Green Issues
problem areas	monitoring Work with partners			Assistant Director of Housing, Health and Communities
	including Essex Highways to develop mitigation			and communices
	measures for those areas			

<u>Comment</u>: Measured air pollution in 2020, as set out in the Annual Air Quality Report published in September 2021, reduced significantly from previous years due to Covid-19 national lockdowns and restrictions. There were no measured exceedances of Air Quality Objectives in 2020 and this represents the fourth year running of no exceedances at identified problem locations and we anticipate this to continue. This gives the council grounds to examine whether the Air Quality Management area can be revoked. However, the Council will await regulations made under the Environment Act 2021 and the results of 2021 monitoring data before considering this further. This information will also be presented in the Annual Air Quality Report in 2022.

In the meantime, many actions originally planned as part of the Air Quality Action Plan now also form part of a series of projects linked the council's Climate Change Strategy. Preparations are underway for Clear Air Day (CAD) June 2022. CAD is the UK's largest air pollution campaign and will see the council engaging with partners to improve the public's understanding of air pollution, raise awareness and encourage behaviour change.