

Greater Norwich Growth Area Air Quality Pledge



Air quality is an important factor in human health. Exhaust emissions from transport is well documented as a source of air pollution. In the Greater Norwich area, the main focus for dealing with air pollution is naturally the city centre, which is the major hub for travel from within the Greater Norwich area and beyond. Hence reductions in transport emissions in Norwich City centre can have positive impacts beyond the city council boundary.

A group of representatives from local councils within the Greater Norwich

Growth Area has been set up to develop a multi-authority approach to tackling poor air quality from transport within the Greater Norwich area. These representatives comprise officers from Norfolk County Council, Broadland District Council, Norwich City Council and South Norfolk District Council.



Aims

The aims of the group are:

- To produce a positive change to air quality from transport.
- To develop better education of all road users to the effect of transport emissions on human health and the wider environment.

- Commit to working as a team to consider air quality as a cross boundary issue.
- Commit to working with stakeholders to develop and implement projects.
- Identify joint funding opportunities for delivering air quality projects.
- Collate data on air quality before, during and after projects.
- Evaluate the impact of air quality improvement projects and determine if they have been effective and appropriate to be adopted elsewhere.
- Share findings of projects with interested third parties.



How will this be done?

All four local councils will work collaboratively to investigate methods of dealing with transport derived air pollution. This may be through specific projects and initiatives and trying to improve education on the health and environmental impacts of poor air quality. This will be conducted by working with colleagues, stakeholders and third parties.

The group will meet quarterly to review priorities and progress and will consider the effectiveness of projects by evaluating monitoring data collated before, during and after the implementation of projects.

The group will also seek to raise awareness of air quality as a consideration in the planning and economic development processes to ensure that it does not prevent growth in the future.

The group will work with third parties to assist in facilitating projects. This could include:

- Academic institutions (eg University of East Anglia),

- Private sector passenger companies (bus, coach & rail companies and taxis firms),
- Freight haulage and distribution companies,
- Highways England,
- Car sharing and Car Club groups
- Schools.



This is not a statutory document. Nor is it intended to be legally binding on any member of the group. This document is intended to be a pledge showing that these councils will work together to investigate and implement methods for reducing the impact of transport on air quality within the Greater Norwich Growth Area.

This group is not intended to be a replica of any other groups that are already in

place and the effectiveness of the group will be regularly reviewed. If at any time it is felt that the group is no longer effective it will cease to meet.

Who we are:

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0DU

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