



1 in 5 children have a wheeze

41,858 asthma cases

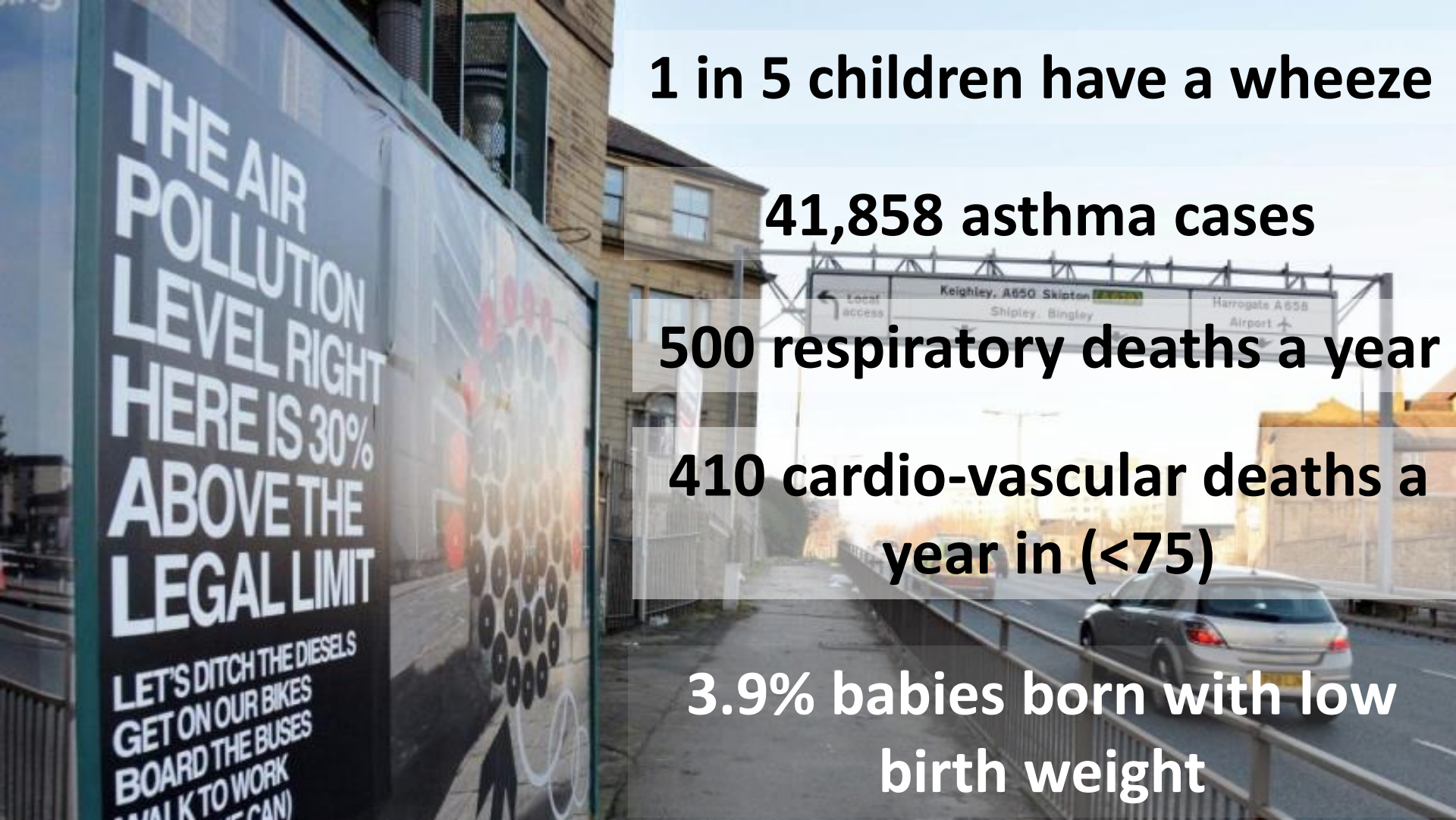
500 respiratory deaths a year

**410 cardio-vascular deaths a
year in (<75)**

**3.9% babies born with low
birth weight**

**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
(WE CAN)**



From evidence to policy: The Born in Bradford City Collaboratory and the Bradford Clean Air Zone

Professor Rosie McEachan
@drrosiemc





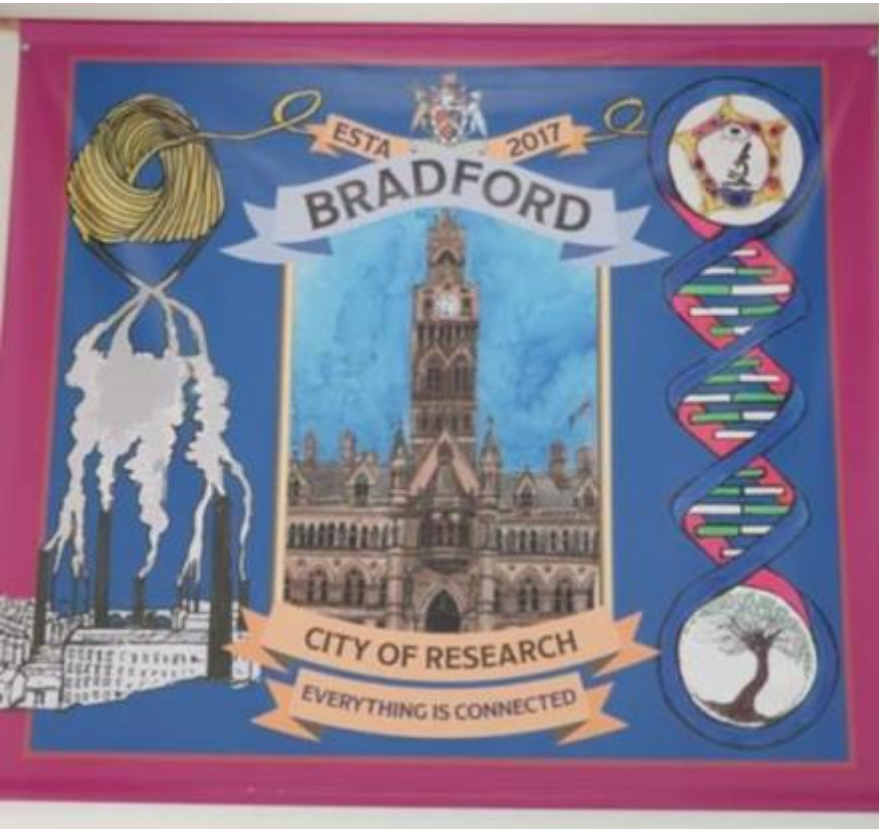
- Describe health and ill-health and their causes
- Design and evaluate interventions to promote health
- Provide a model for integrating research into practice
- Build and strengthen local research capacity







Our City of Research data infrastructure



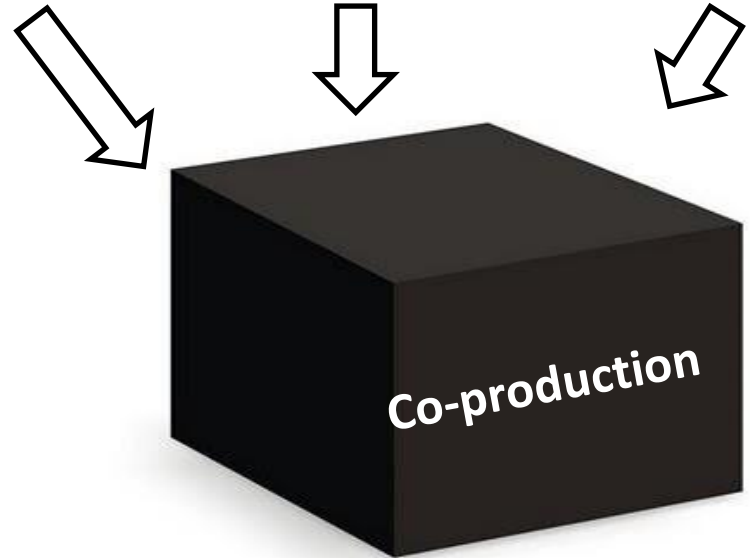
60,000
Bradfordians



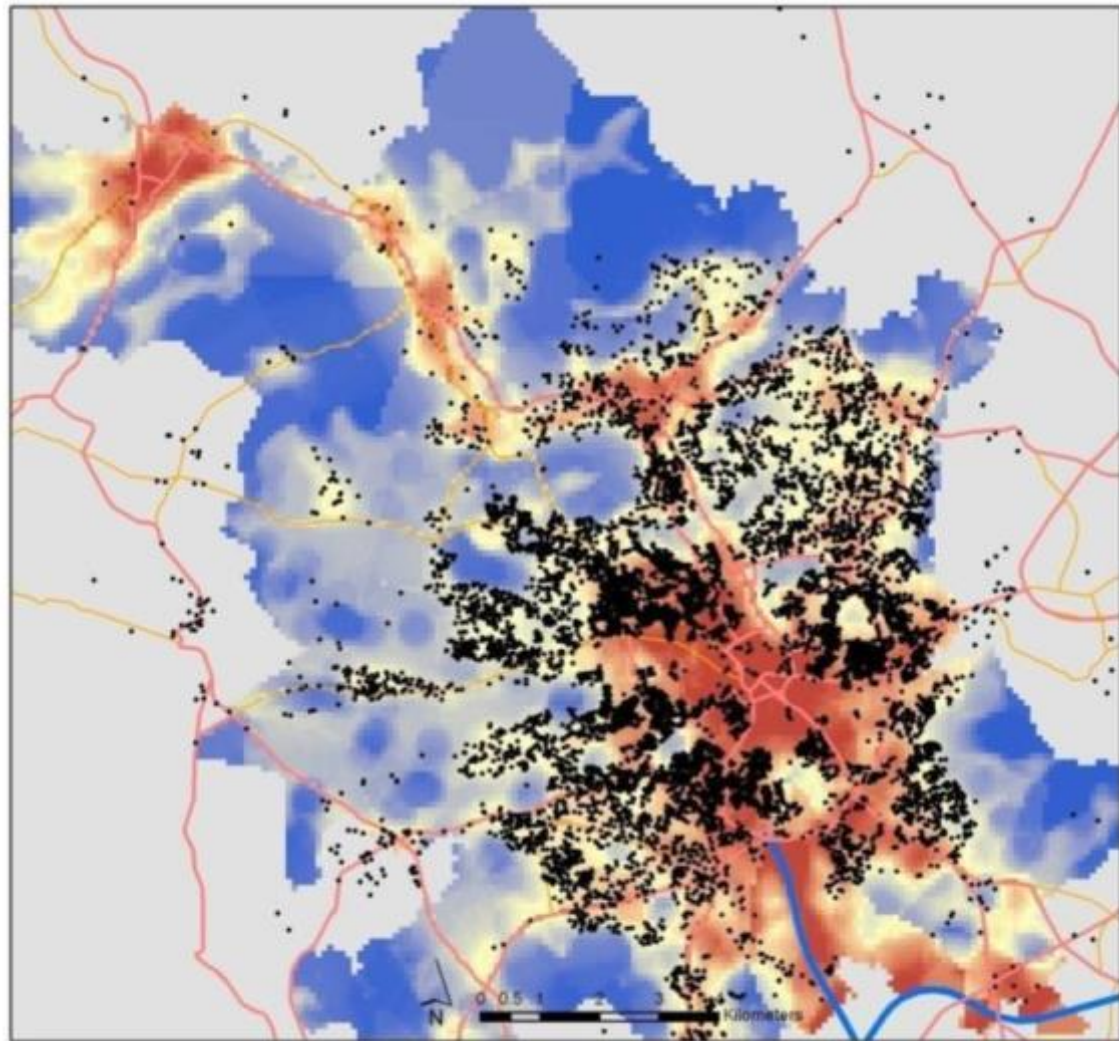
All residents
in Bradford

Connected Bradford

What is a City Collaboratory?



Local evidence





HELI  **BUILDING
THE EARLY-LIFE
EXPOSOME**

ATHLETE
The Exposome from Evidence to Translation


We are family
BORNINBRADFORD



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



The journey in Bradford...

2018

- Feasibility study

2019

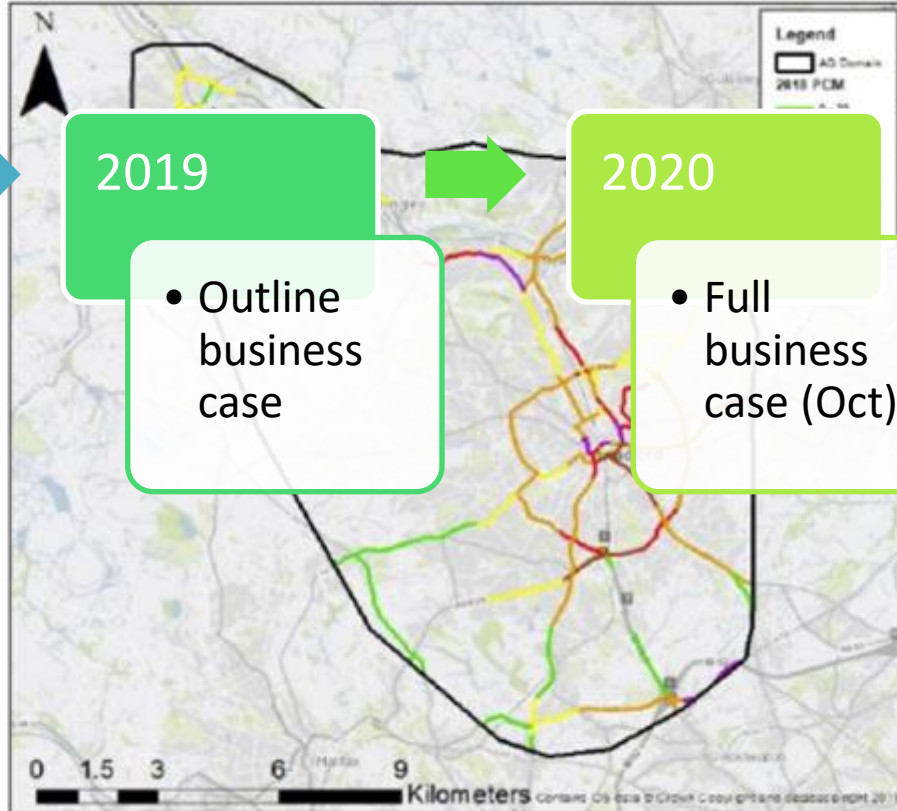
- Outline business case

2020

- Full business case (Oct)

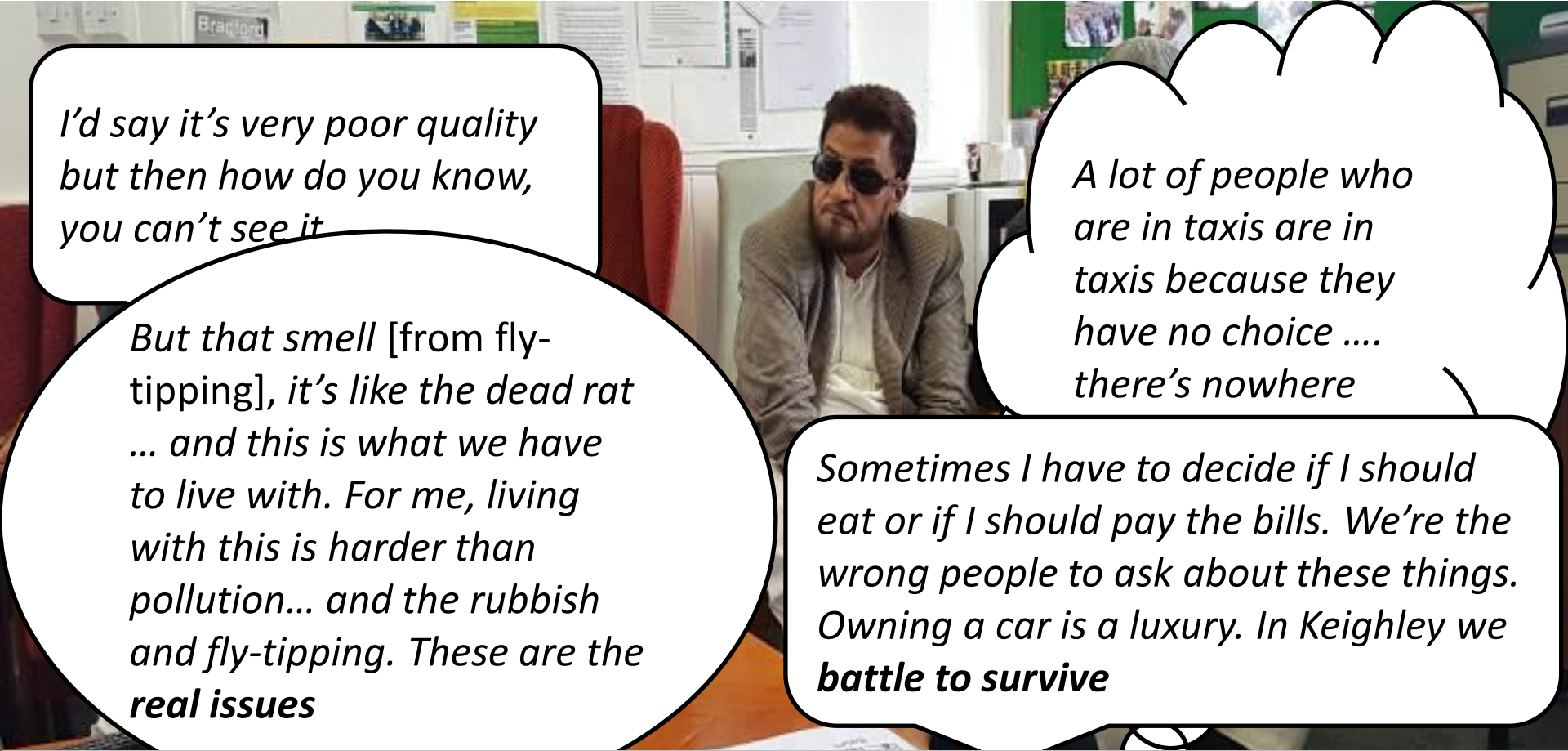
2021 2022

- Planned implementation



Department for Environment Food & Rural Affairs
Clean Air Act
Principles of England
February 2018

Department



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

*But that smell [from fly-tipping], it's like the dead rat ... 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***

A lot of people who are in taxis are in taxis because they have no choice there's nowhere

*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. Owning a car is a luxury. In Keighley we **battle to survive***

Views of seldom heard communities

Starts 26th
September
2022

Bradford's Clean Air Zone

The Clean Air Zone starts 26th September 2022.
Passenger cars will not be charged.
Check if you need to pay.



CLASS C



Buses



Coaches



Taxis



HGVs



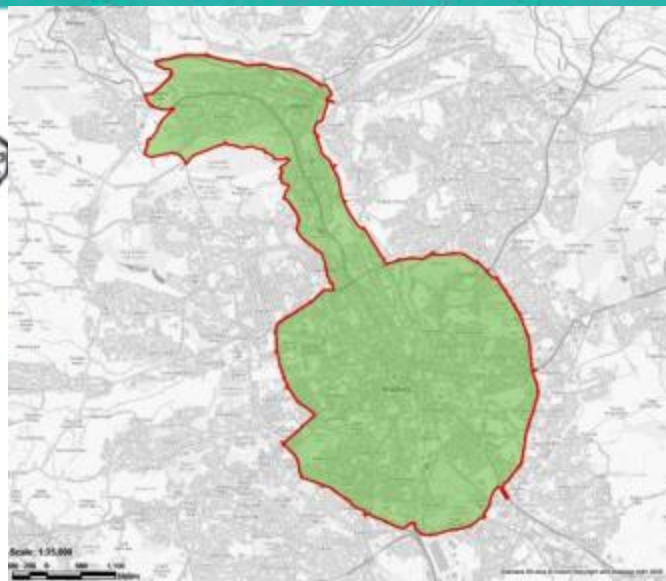
Large Vans



Minibuses



Small Vans



22.4km

20% of
population

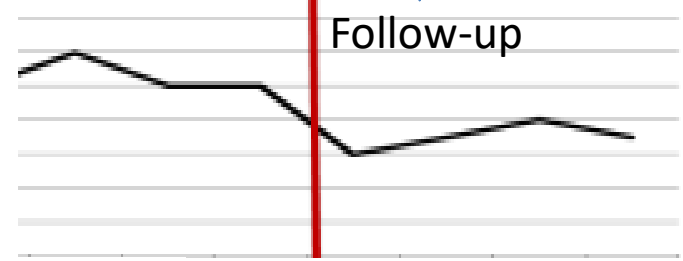
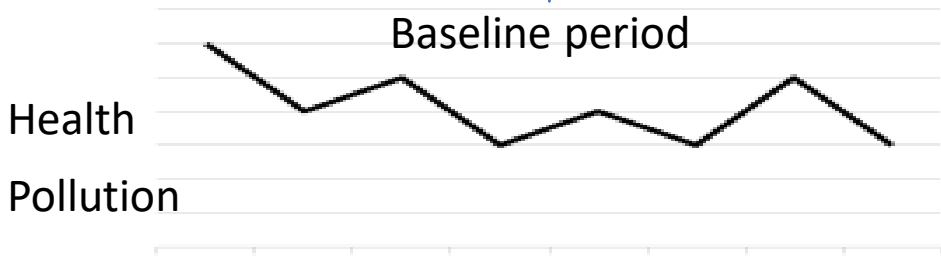


How does the Bradford Clean Air Plan impact on health and what is its value for money?

Things start to happen...

X

Clean Air Zone goes live

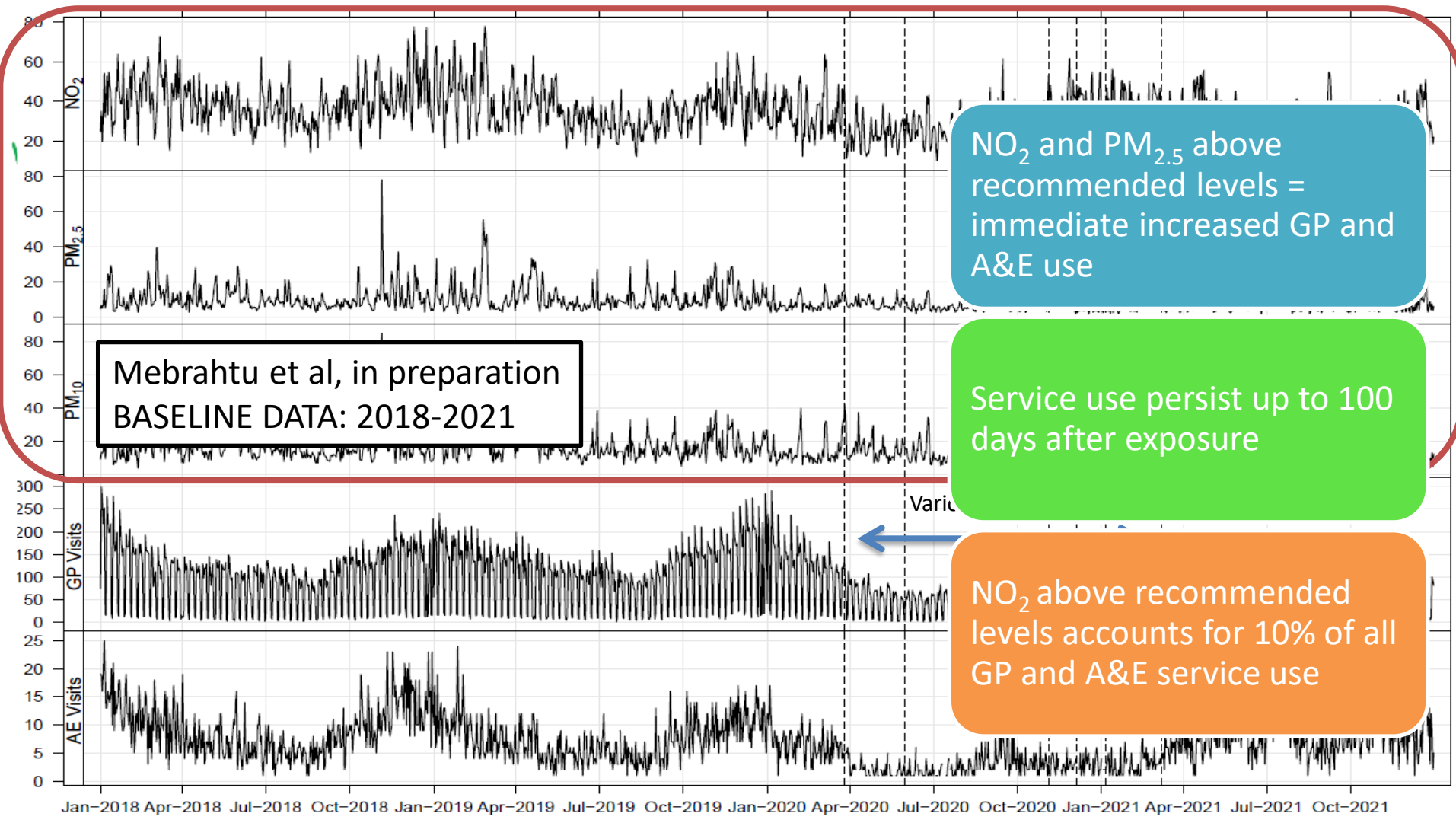


Attitudes and behaviours



£

FUNDED BY





Public attitudes towards air quality and the Bradford Clean Air Zone: (April – December 2021; N=1,949) Mebrahtu, McEachan et al, submitted

35% think air quality is poor

58% concerned about air quality

65% agreed important to improve air quality

70% supported implementation of CAZ

Poor White British communities

More affluent White British communities

Poor Pakistani communities

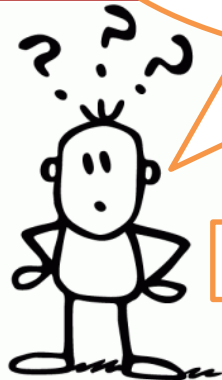
M

Less concerned

Le

The council are still approving plans that invite more cars into the area... completely irrational development

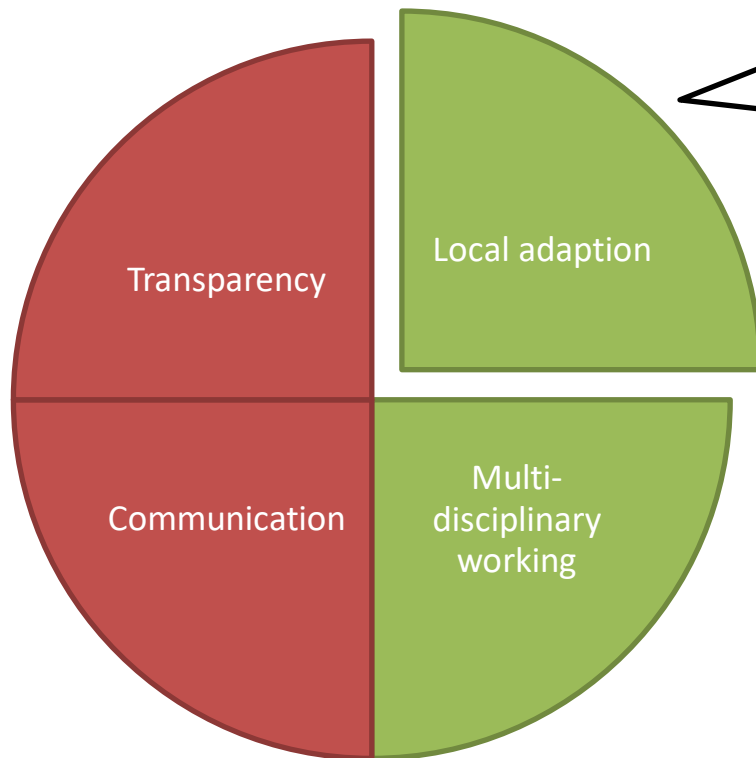
Self-employed people will suffer if charges are brought in for small businesses with vans



Cohesion of policy

Financial concerns

Pre-implementation **barriers** and **enablers** (N=25 stakeholder interviews) Knamillar et al, in prep

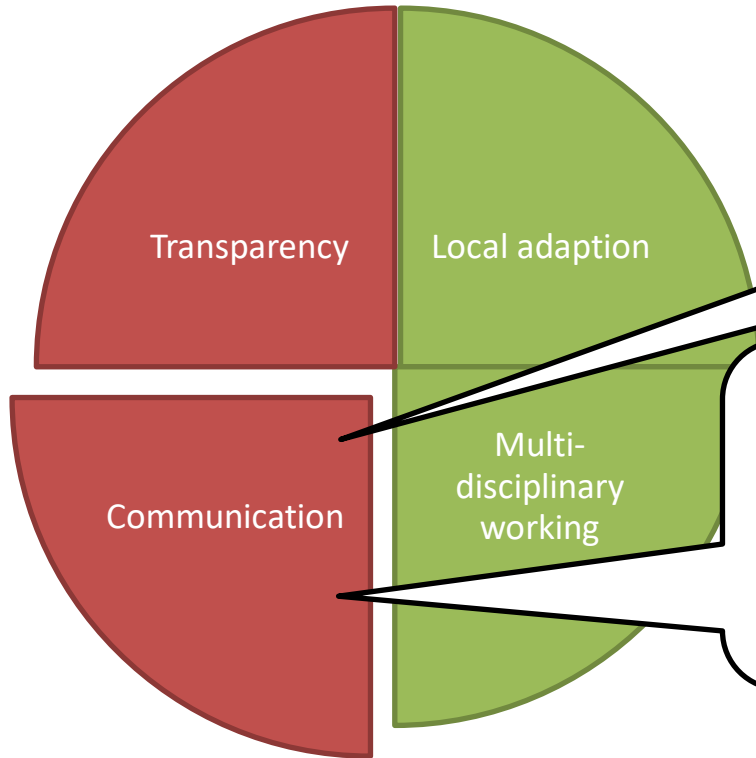


“...as Government things go, [it’s] a really good process, they’ve allowed us to develop it locally so that it’s to our needs,” (implementer).

“...we’ve designed a really good package for the taxi drivers where we’ve got them the highest level of grant in the UK,” (implementer).



Pre-implementation **barriers** and **enablers** (N=25 stakeholder interviews) Knamiyar et al, in prep



“I think we do have an issue that [there aren’t any central] communications to say that this is a national thing and not just local Councils,” (implementer).

“I think the biggest hurdle that we've come across is lack of information out there... where people have made up their own assumptions and then it’s rife on social media.” (implementer).



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

POLITICS



Who shouts the loudest?

Bradford District Council Elections Thursday 5th

“A Strong local authority working for the benefit of the community”

SUPPORTING LOCAL BUSINESSES

For prior... why... tail... and... con... chang... hardworking people and are already drivin... business



Local councillors and campaigners spoke of it as being a ‘tax’



NEWS

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England | Local News | Regions | Leeds & West Yorkshire

Bradford clean air zone: City divided over emissions levy

1 September

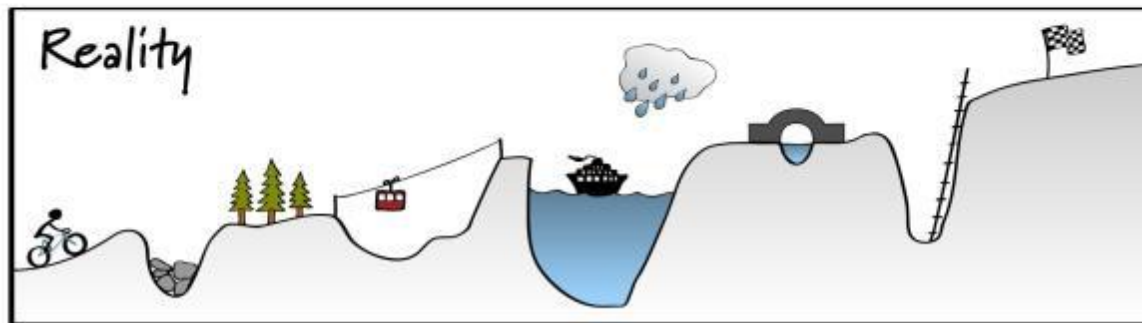
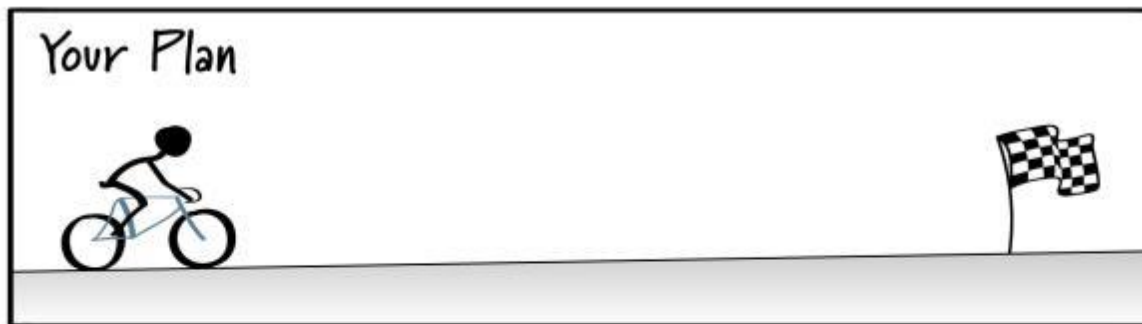


Our plans for 2023...

- Public focus groups across the city
- Stakeholder interviews
- Follow-up survey – have attitudes and behaviours changed?
- Interim analysis of impact on health and air quality at 1 year post implementation



Reflections on our city collaborative approach



[https://twitter.com/on
ek2go/status/7140592
84049428480](https://twitter.com/on
ek2go/status/7140592
84049428480)

Good data

Strong
relationships

Trust

Time

Flexibility

Our **vision** is to
promote a **healthier,**
fairer future for
children and families:
Are you in?!

@bibresearch
@drrosiemc

With thanks (literally) to a cast of thousands, but in no particular order....

Sally Jones and the team from Bradford Council

The BiB Breathes team: **Teumzghi Mebrahtu, Cathy Knamiller,** Rumana Hossain, Maria Bryant, Jim McQuaid, Kirsty Pringle, James Tate, Tiffany Yang, Gill Santorelli, Laura Bojke, Simon Walker, Jamie Thorpe, John Wright, Kate Pickett

