

1. Blackpool Air Quality Strategy.



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1.1 Introduction

Blackpool is a vibrant coastal town based along the Fylde coast within Lancashire, home to approximately 140,000 residents. As a popular tourist destination in the north west of England, Blackpool's town centre and seafront see around 18 million visits a year, both for the famous golden mile in the warmer months and the impressive Blackpool illuminations during the cooler months.

Air pollution is the largest environmental health risk in the UK, and an air quality management area in Blackpool has been declared due to concentrations of nitrogen dioxide, mainly coming from road traffic, that have exceeded the legal limits set by the UK government.

Air pollution can influence everybody that lives in, works in, or visits Blackpool, and Blackpool council are committed to improving our air quality to protect the health of our communities and tourists, our local environment, and our economy.

1.1.1 Our vision and aims

This Air Quality Strategy sets out our approach to achieve healthy air and improved quality of life for all in Blackpool. By engaging with a range of stakeholders across Blackpool, we have adopted a collaborative and inclusive approach to ensure that our commitments and actions in the Air Quality Strategy are fair and for everybody.

Our vision for the Blackpool Air Quality Strategy is healthy air and improved quality of life for all in Blackpool

This Air Quality Strategy aims to:

- Outline the current air quality in Blackpool and the key sources of emissions
- Detail the actions that Blackpool council will take to reduce emissions and improve air quality
- Raise public awareness around the importance of improving air quality in Blackpool

The strategy sets out current and future actions in Blackpool that will contribute to air quality improvements. These actions are grouped under the following six themes.

1. Reducing emissions
2. Active travel
3. Domestic heating and burning
4. Green infrastructure
5. New developments
6. Public engagement

Figure 1: Air Quality Strategy themes

1.1.2 Collaboration with other plans and policies

It is critical that the Blackpool Air Quality Strategy aligns with other strategies, plans, and policies to ensure that the council's commitments are consistent. The preparation of this Air Quality Strategy included a literature review of the relevant national, regional, and local plans and policies, which have been used to inform the selection of the actions.

Figure 2: local, regional and national policy, guidance and plans linked to this Air Quality Strategy

National				
Clean Air Strategy 2019		Defra local air quality management policy guidance		
Regional (lancashire)				
Actively Moving Forward: a ten-year strategy for cycling and walking	Lancashire Rights of way Improvement - lan 2015-2025 consultation draft	Lancashire County Council Highway Decarbonisation Strategy	Lancashire net zero pathways options: main document	Lancashire County Council & Blackburn with Darwen council joint bus service improvement plan
Local				
Transport:	Built environment:	Health:	Natural environment:	
Local Transport Plan EV Strategy	Town Centre Strategy & Action Plan Local Plan Part 1: Core Strategy Local Plan Part 2: site allocations and development management policies Council Plan 2019-2024 progress update	Active Lives Strategy	Climate Emergency Action Plan Green and Blue Infrastructure Action Plan / Strategy Tree strategy 2020-2030	

1.1.3 The case for improving air quality

In the UK, air pollution is the largest environmental health risk, and poses substantial risks to human health, the natural environment, and the global economy^{1,2}.

Advances in legislation and technology over recent decades have led to considerable improvement in air quality across England, with emissions of nitrogen oxides decreasing by 69% and particulate matter emissions by 73% between 1970-2017³. In Blackpool, air quality is generally good and in compliance with the legal concentration levels set by the UK government. However, there are still potential improvements to be made in light of the air quality targets for 2040 established under the environment act 2021⁴ and to lower concentrations closer to the World Health Organisation's (WHO) global air quality guidelines.⁵ The WHO guidelines represent a significant challenge, for example they recommend an ultimate goal for concentrations of pm_{2.5} of 10 µg/m³. This is less than half the current EU limit and the WHO therefore recommend a step-by-step approach to achieve progressive reductions.

1.1.4 Health impacts

There are a large range of air pollutants emitted from human activities such as road vehicles, industry, and domestic combustion. The key pollutants that have an impact on our health are nitrogen dioxide (no₂) and particulate matter (pm).

Nitrogen dioxide (no₂)

- Made up of one nitrogen atom and two oxygen atoms
- Formed from nitrogen oxides (NOx)
- Emitted by burning fossil fuels and wood, e.g. From combustion engines
- Diluted in the atmosphere to be a colourless and odourless gas
- High concentrations often around roadsides
- Frequent exposure to high no₂ concentrations increases risk of respiratory illnesses, cardiopulmonary effects, asthma attacks, and decreased lung function

Particulate matter (pm)

- Solid particles and liquid droplets suspended in the air
- Made up of a huge range of chemicals, some of which can be toxic to human health
- Pm₁₀, pm_{2.5}, pm_{0.1} are all particulate matter. The number refers to the size of the particles in micrometers (µm)
- Larger particles can irritate the eyes, nose and throat and can lead to increased risk of respiratory and cardio-respiratory illnesses
- Smaller particles can enter the lungs and into the bloodstream, affecting the heart and the brain, and have been associated with numerous health impacts

¹ Office for Health Improvement & Disparities, Air Pollution: applying All Our Health, 2022. <https://www.gov.uk/government/publications/air-pollution-applying-all-our-health>

² European Environment Agency, Air pollution is the biggest environmental health risk in Europe. <https://www.eea.europa.eu/themes/air/air-pollution-is-the-single>

³ Local Government Association, Air Quality: a briefing for directors of public health, 2017. <https://www.local.gov.uk/publications/air-quality-briefing-directors-public-health>

⁴ Air Quality Targets in the Environment Act, Defra, <https://uk-air.defra.gov.uk/library/air-quality-targets>

⁵ World Health Organisation, WHO global air quality guidelines: particulate matter (PM_{2.5} and PM₁₀), ozone, nitrogen dioxide, sulfur dioxide and carbon monoxide, 2021. <https://www.who.int/publications/i/item/9789240034228>

There are also other important pollutants that can increase the risk of human health impacts, such as sulphur dioxide (SO₂), carbon monoxide (CO), ammonia (NH₃), non-methane volatile organic compounds (NMVOCs), and ozone (O₃).

The severity of human health impacts is influenced by the length of exposure to poor air quality. Short-term exposure to poor air quality often causes temporary effects, such as irritation to the nose, throat, eyes, or skin. It can also cause headaches and nausea, or lead to illnesses such as bronchitis and pneumonia. Long-term exposure to poor air quality has been linked to increased mortality due to respiratory and cardiovascular diseases⁶. In Blackpool in 2019, 5.2% of deaths were attributed to PM_{2.5} air pollution, equivalent to 95 people⁷.

There are some groups of people that are more vulnerable to poor air quality, such as young children, elderly people, pregnant women, and people with pre-existing heart or lung conditions. In Blackpool, 21% of the population are over the age of 65, and 16% of the population are under the age of 15, compared to the national averages of 18% and 17%, respectively^{8,9}. This means that a higher proportion of Blackpool residents are more vulnerable to poor air quality compared to the national average.

1.1.5 Economic and environmental impacts

Air pollution negatively affects the economy through a range of indirect impacts, such as decreased productivity, the reduction in the number of healthy working people, and the cost to the NHS and social care system. In the UK, air pollution causes between 28,000 to 36,000 deaths every year, and it is estimated that this will cost the NHS and social care system £1.6 billion between 2017-2025¹.

Poor air quality also influences the environment as air pollutants can contaminate the ground and surface waters, affecting ecosystems and wildlife. Air pollution can lead to reduced crop productivity which brings a risk to food security. Pollutants from power stations and motor vehicles can also lead to acid rain, which can cause buildings to erode.

1.1.6 Air quality legislations

Pollutant concentrations in the UK are required to meet air quality standards, which reflect the European air quality directive. The EU directive 2008/50/EC¹⁰ for ambient air quality and cleaner air for Europe sets legally binding limit values for several pollutants, which were implemented into UK law through the air quality standards regulations¹¹. In 2021, the World Health Organisation (WHO) set out updated guidelines for air quality that are based on the latest body of evidence on the effects of different air pollutants on human health¹², however these are not a mandatory requirement in the UK.

Table 1 provides a summary of the WHO guidelines, European directive limit values and UK air quality standards for annual mean concentrations of NO₂, PM₁₀ and PM_{2.5}.

⁶ European Environment Agency, Air pollution: how it affects our health, 2022. <https://www.eea.europa.eu/themes/air/health-impacts-of-air-pollution>

⁷ Office for Health Improvements & Disparities, Public Health Outcomes Framework: D01 – Fraction of mortality attributable to particulate air pollution (new method), 2021 <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/4/gid/1000043/pat/6/par/E12000002/ati/402/are/E06000009/iid/93861/age/230/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1>

⁸ Office for National Statistics, Population estimates, 2021.

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates>

⁹ JSNA Blackpool, Population, 2022. <https://www.Blackpooljsna.org.uk/Blackpool-Profile/Population.aspx>

¹⁰ EU Directive 2008/50/EC. <https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX%3A32008L0050>

¹¹ Defra, National air quality objectives and European Directive limit and target values for the protection of human health, 2005. https://uk-air.defra.gov.uk/assets/documents/Air_Quality_Objectives_Update.pdf

¹² World Health Organisation, WHO global air quality guidelines: particulate matter (PM_{2.5} and PM₁₀), ozone, nitrogen dioxide, sulfur dioxide and carbon monoxide, 2021. <https://www.who.int/publications/i/item/9789240034228>

Table 1: annual mean pollutant concentration limit values in micrograms per cubic metre ($\mu\text{g}/\text{m}^3$) based on the 2021 who guidelines¹², the EU directive 2008/50/ec¹⁰, and the UK air quality standards regulations 2010¹¹.

Pollutant	World health organisation guideline (2021)	European directive limit value (2008)	Uk air quality standard (2010)
Nitrogen dioxide (no_2)	10	40	40
Particulate matter (pm_{10})	15	40	40
Particulate matter ($\text{pm}_{2.5}$)	5	20	20

At the time of writing, the UK air quality standards for $\text{pm}_{2.5}$ are in the process of being reviewed to reflect the new who guidelines under the UK environment act 2021¹³. The proposed annual mean $\text{pm}_{2.5}$ concentration target is $10 \mu\text{g}/\text{m}^3$ to be met across England by 2040¹⁴, a 50% decrease from the current UK $\text{pm}_{2.5}$ air quality standard. Therefore, we expect to see a larger focus on actions to reduce particulate matter emissions in the coming years.

1.1.7 Social equity

There is clear evidence that communities with higher levels of deprivation are more vulnerable to poor air quality compared to affluent communities^{15,16}. This is because there is a higher chance that they:

- Live in areas with higher levels of pollution, both outdoors (by busy roads or near industry) and indoors (in buildings with inefficient domestic appliances or poor ventilation).
- Have underlying health conditions, particularly respiratory and cardiovascular diseases.
- Have reduced accessibility to healthy lifestyle choices or amenities, such as a healthy diet, frequent exercise, green spaces, employment, good quality housing.

Blackpool is one of the most deprived local authorities in England, with around 25% of all neighbourhoods in Blackpool being in most deprived (1%) in England¹⁷. This social inequality effects people throughout their whole lives, which has an impact on the local economy and the entire community.

¹³ UK Environment Act 2021. <https://www.legislation.gov.uk/ukpga/2021/30/contents/enacted>

¹⁴ Defra, Air quality targets in the Environment Act, 2022. <https://uk-air.defra.gov.uk/library/air-quality-targets>

¹⁵ Public Health England, Health matters: air pollution, 2018. <https://www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution>

¹⁶ Brunt et al., Air pollution, deprivation and health: understanding relationships to add value to local air quality management policy and practice in Wales, UK, 2017. <https://academic.oup.com/pubhealth/article/39/3/485/3076806>

¹⁷ Ministry of Housing, Communities & Local Government, English indices of deprivation 2019, 2019. <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

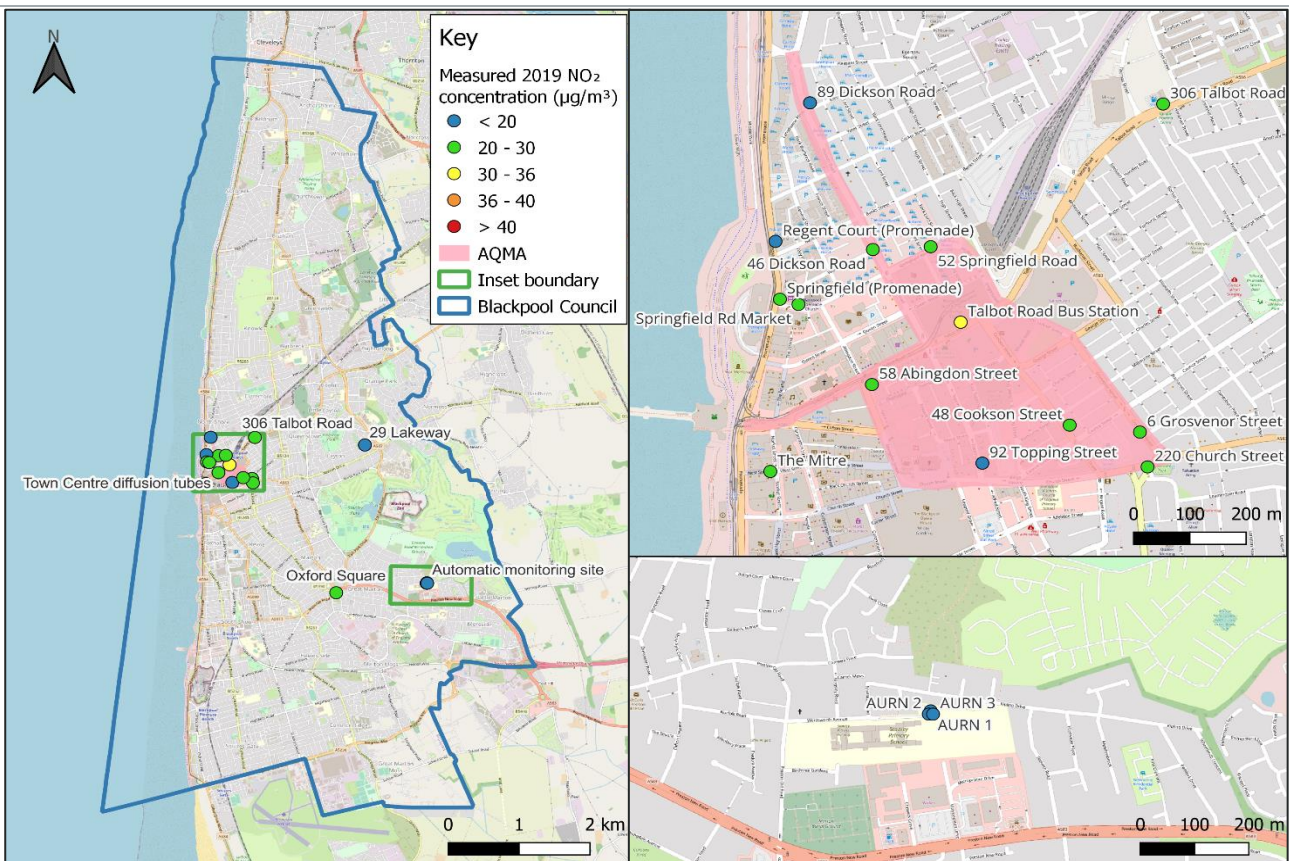
1.2 Air quality in Blackpool

1.2.1 Monitoring air quality in Blackpool

Air quality monitoring is an essential element of air quality management. Under the environment act 1995 for local air quality management (laqm), councils are legally required to monitor air quality to understand whether air quality standards and objectives are being reached. Blackpool council monitors air quality across key areas of Blackpool to understand current air pollution concentrations and where it is necessary to take action to protect human health and the environment. This also means that long-term trends can be assessed, to understand if policies are being effective or need to be improved.

In 2019, Blackpool measured nitrogen dioxide (no₂) at 17 air quality monitoring sites. One of the sites is an automatic urban and rural network (aurn) monitoring site co-located with three diffusion tubes, positioned in an urban background residential area within Stanley primary School's grounds. This site measures several pollutants, including no₂, particulate matter, and ozone. The remaining monitoring sites are no₂ diffusion tubes, which are spread mainly across the town centre air quality management area¹⁸ (aqma) as shown in Figure 3. It highlights each tube's concentrations were under 36µg/m³.

Figure 3: map of Blackpool showing the locations of the AQMA and air quality monitoring sites in 2019. The site marker colours correspond to the annual average no₂ concentrations measured at the sites in 2019. In the area all concentrations were under 36 µg/m³.



Location	Range (36µg/m ³)
92 topping street, regent court (promenade) and 89 Dickson road	Less than 20µg/m ³
46 Dickson road, 52 Springfield road, 58 Abingdon street, the mitre, 6 Grosvenor street and 222 church street	Less than 30µg/m ³
Talbot road bus station	Less than 36µg/m ³

¹⁸ AQMA Details – Blackpool AQMA, Defra, https://uk-air.defra.gov.uk/aqma/details?aqma_ref=348

Under statutory duties, councils are required to implement an AQMA when monitored air pollutant concentrations are not compliant with the national air quality objectives. The AQMA in Blackpool was implemented in 2005 when annual no_2 concentrations were exceeding the objective.

Since 2005, Blackpool has seen large improvements in air quality, with all monitoring sites in 2019 being compliant with the UK's national air quality objective of $40 \mu\text{g}/\text{m}^3$. Here, we refer to the 2019 monitoring data because this was the most recent full year of monitoring data that has not been influenced by changes in activity due to the covid-19 pandemic.

The maps in figure 3 show how air pollution concentrations vary across Blackpool, particularly in the town centre. This is due to different local activities that are taking place. For example, the monitoring site with the highest annual average no_2 concentration in 2019 was $33 \mu\text{g}/\text{m}^3$ at Talbot Road Bus Station, which would likely be impacted by road traffic congestion. Due to ongoing construction works, monitoring at this site has been temporarily suspended and will be reinstated once the construction site hoarding has been removed.

We are taking action to review the locations of the monitoring stations and to increase the number of diffusion tubes and aurns across Blackpool. This will provide us with a better representative of real-time data, and we will be able to extend the monitoring of air pollution more widely across residential areas in Blackpool.

Blackpool council are also in the process of improving the accessibility of the air pollution monitoring data. This increased transparency means that those who live in, work in, and visit Blackpool will be able to check for updates on the status of local air quality. This is important to allow those in Blackpool to make informed decisions around how their own behaviour impacts air quality in Blackpool, and how they can reduce the air pollution that they or their family members are exposed to.

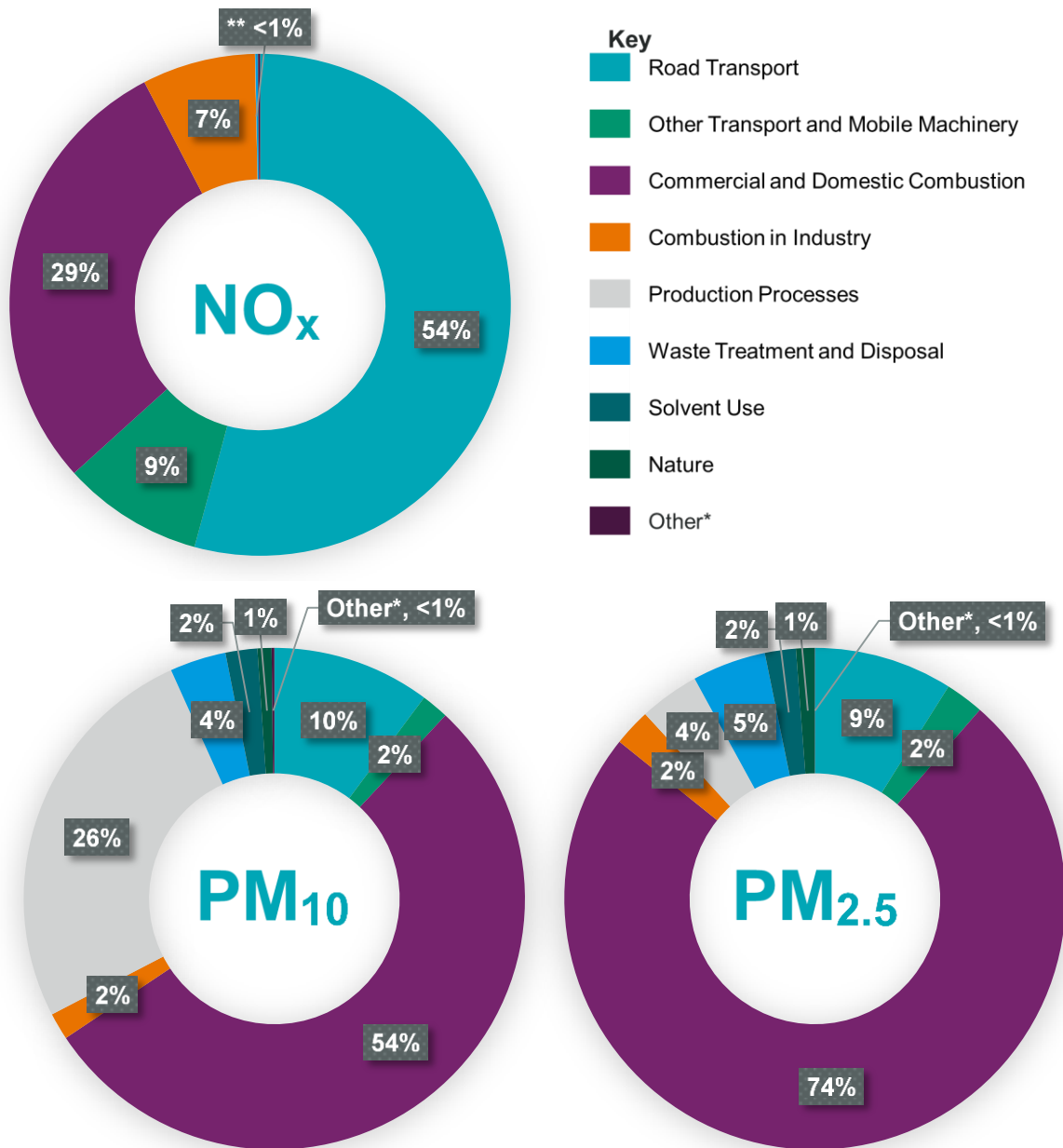
1.2.2 Where is the air pollution coming from?

A successful Air Quality Strategy will develop policies that have the greatest effect on reducing emissions in the area. This means that we need to understand exactly where Blackpool's air pollutants are coming from so that we can tackle air pollution at the source. There are many air pollutants that have an impact on human health and the environment. The most important pollutants in Blackpool are nitrogen dioxide (no_2 , formed from nitrogen oxides (no_x)), and particulate matter (pm_{10} and $\text{pm}_{2.5}$). Air pollution comes from emission sources both within and outside of the Blackpool council boundary.

The emission sources of nox , pm_{10} , and $\text{pm}_{2.5}$ in Blackpool are displayed in Figure 4. Just over half of the nox in Blackpool comes from vehicles on the road. Other activities that contribute to nox pollution include commercial and domestic combustion, industry, and other modes of transport. In contrast, the largest source of particulate matter is commercial and domestic combustion from gas, oil, and coal, forming around half of the emissions of pm_{10} , and three-quarters of the emissions of $\text{pm}_{2.5}$. Road transport is also an important source for particulate matter, forming around 10% of emissions of both pm_{10} and $\text{pm}_{2.5}$ and just over a quarter of pm_{10} emissions are due to production processes.

Air pollution in Blackpool can also be transported from outside of the council border. This is known as transboundary pollution. It is important that we work collaboratively with our neighbouring leaders and communities across Fylde coast, Lancashire, and the north west of England to manage our air quality and commit to meet the UK's national air quality standards to ensure healthy air for everyone.

Figure 4: primary emissions sources within Blackpool for no_x, pm₁₀, and pm_{2.5}. Sourced from the 2020 national atmospheric emissions inventory data¹⁹.



(* other relates to emissions from agriculture, forestry and land use change, and combustion in energy production and transformation. (**) the following sectors contribute <1% to no_x emissions in Blackpool: production processes, waste treatment and disposal, solvent use, nature, other

¹⁹ National Atmospheric Emissions Inventory, Emissions Maps 2020. <https://naei.beis.gov.uk/data/map-uk-das>

1.2.3 Air quality and climate change

Air quality and climate change are inextricably linked, as often sources of air pollutants are also a source of greenhouse gas (ghg) emissions. This means that actions to mitigate air pollutants can also have a benefit for climate change, and vice versa.

For this reason, it is important to approach air quality and climate change policy in an integrated way, as this is more cost effective, it links local priorities to global challenges, and it means unintended trade-offs can be avoided.

Air quality

- Air pollutants (nitrogen dioxide, particulate matter, sulphur dioxide)
- Short lifetime in atmosphere
- High air pollutant concentrations increase risk of human health impacts
- Children and elderly people are more vulnerable
- Cardiovascular and respiratory illnesses

Climate change

- Greenhouse gases, ghgs (carbon dioxide, methane, nitrous oxide)
- Long lifetime in atmosphere
- Increased ghg emissions from humans cause global temperatures to rise
- Increased frequency and intensity of flooding, drought, water shortages, sea level rise

Blackpool council declared a climate emergency in June 2019. This means that we are committed to make Blackpool council net zero by 2030, and to work towards achieving this across the whole town. Blackpool's climate emergency action plan²⁰ sets out the actions that we are being taken to reduce carbon emissions, which fall under categories such as green development, affordable warmth, and clean transport. There are also actions committed to climate change resilience and adaptation to reinforce our sea defences and protect our people and their households, the built environment, and our heritage assets at our coastal locations.

Improved air quality will be a key outcome of committing to the climate emergency action plan.

²⁰ Blackpool Council, Climate Action Plan, 2021. <https://www.Blackpool.gov.uk/Residents/Planning-environment-and-community/Climate-emergency/Climate-Action-Plan.aspx>

1.3 Reducing emissions from vehicles

Road transport is the greatest contributor to emissions of nitrogen oxides (nox) in Blackpool, and therefore also contributes significantly to local nitrogen dioxide (no₂) concentrations. Reducing emissions from vehicles is vital in improving concentrations of air pollutants in Blackpool and making the air we breathe much safer.

The regulation of air pollution emitted from motor vehicle exhausts is a national challenge, and fully addressing this source requires stringent action to be taken at a national level. However, the actions Blackpool council are taking, and those planned for the future, will help to directly reduce emissions from road transport in our local area. In addition, these actions will make it easier for everyone to have the opportunity to play a part in improving our local air quality, by making changes to the way that we travel.

1.3.1 What are we doing now?

The council's intention is to increase the number of residents and visitors using the bus, in line with the local transport plan. Blackpool benefits from a high-quality bus network, with services provided by [Blackpool Transport Services](#), [Stagecoach Bus](#), [Preston Bus](#) and [Coastliner Buses](#). Timetables, smartphone apps and other information can be found on these companies' websites, including bus service real time information. Stagecoach bus and Blackpool transport services operate contactless card payments on their vehicles, and season and flexible bus fare products are available across the service providers, which can reduce the cost of bus travel significantly in comparison to walk-up fares.

Trams are also an important part of the public transport network in Blackpool. Blackpool council and Lancashire County Council have worked together to renew the tramway from Blackpool to Fleetwood, enabling a fleet of modern trams to help people travel between Fylde coast destinations. The two councils have also collaborated to extend the tramway system, benefiting the entire Fylde coast. The Blackpool tramway extension scheme – phase 2 of the Talbot Gateway, connecting the tramway to Blackpool north railway station from the promenade, improving public transport links to Blackpool's seafront hotels and attractions, particularly the pleasure beach, as well as easier commuting for residents, workers and visitors. The tramway extension will provide a valuable light rail complement to the bus network and can help reduce congestion and parking pressures on the town centre. Updates on the progress of the Talbot Gateway can be found on the Blackpool council website.²¹

Blackpool has taken measures to make public transport usage across the network as integrated and easy as possible. To provide information for transport hub services, a trial real time information (rti) screen has been installed in the former Blackpool transport services shop on Market Street.

To integrate the bus, tram, and train networks, when travelling into Blackpool, the [plusbus](#) system offers seamless interchange between rail and bus/tram services. The plusbus add-on can be purchased when buying a train ticket, or take up the prompt if buying online or via an operator's app. With the completion of the Talbot gateway phase 2, the tramway will come right to the railway station's door and plusbus will allow passengers to transfer smoothly from train to tram for their onward journey. Additionally, northern railway now offers through ticketing from train to Blackpool transport services operated bus and tram services – this can also be added on when purchasing a train ticket.

As well as supporting improvements to the public transport network, there have been wider improvements made to Blackpool's traffic network to increase its resilience as the amount of traffic in the town grows. Two integrated schemes have been successfully implemented, using external funding:

- Variable message signage is now directing drivers to the car park spaces that are available, reducing the need to search multiple car parks for spaces, therefore saving driver's time and fuel, and reducing congestion.
- An integrated traffic management scheme project has been completed, enabling a state-of-the-art traffic guidance and queue management systems to be installed. The use of Bluetooth technology to monitor and manage traffic flows has allowed information to be gathered, to improve traffic flow around the town.

²¹ Talbot Gateway, <https://www.Blackpool.gov.uk/Your-Council/Creating-a-better-Blackpool/Talbot-Gateway.aspx>

Blackpool's transport policies, from maintaining and improving highways assets, public realm improvements, and encouraging sustainable development, to supporting local public transport, coach, cycling, and rail travel, are summarised on the council website.²²

1.4 What are we doing next?

Reducing emissions from vehicles in Blackpool requires an approach that targets all vehicle types, as well as the wider road network. Our priorities for action are to continue to optimise Blackpool's traffic network and minimise congestion, to increase public transport service usage and quality, and to encourage the use of low-emission vehicles throughout Blackpool.

For a full list of actions to reduce emissions from vehicles in Blackpool, please see [appendix 1](#).

1.4.1 Optimising Blackpool's traffic network

Following the successful implementation of the two integrated traffic management schemes described above, the council will continue to work in alignment with the government's transport technology forum intent upon promoting digital traffic management technology, particularly smart parking guidance. This is a continuing process and is anticipated to play a growing role in Blackpool's traffic network management, for example improving overall traffic management, improving public transport service operation, and assisting with management of events.

Parking is a source of traffic network issues in many towns and cities, and Blackpool is no exception. While the variable message signage aims to reduce the congestion from cars searching for a parking space, there are wider parking issues that need to be addressed, including parking capacity, Electric Vehicle (EV) charging, and mode shift from private vehicles to public transport and/or active travel. Blackpool council aims to produce a comprehensive, long-term parking strategy that considers these challenges and looks to the future needs of the town. Actions within the parking strategy are likely to include a review and update of council car parks, reallocation of car parking space for more productive uses, and provision of EV charge points.

Travel plans are a method of integrating sustainable travel options into an organisation's journeys, for example workplaces or schools. The overall aim of a travel plan is to reduce car usage by the organisation, which can lead to improved health and wellbeing of its members, and contribute positively to the local community. Options for inclusion in travel plans include public transport offers, facilities to support active travel, carpooling, and hybrid working, among others. Blackpool council will lead by example by preparing and implementing its own travel plan, which will be reviewed annually. The council wishes to work with local businesses and educational establishments to help and encourage the preparation of their own travel plans.

"car-free" days are used all around the world to allow people to experience streets free of motor traffic and associated air pollution emissions. [World car free day](#) is held annually on 22nd September and encourages people to live without their car for a day, with the aim of showing how relatively small changes in lifestyle can cumulatively make a big difference. Blackpool already puts on traffic-free events such as [ride the lights](#) and [run the lights](#), and will consider including other traffic-free events in its calendar. Such events can be used to raise awareness of local air quality, and how people can help make a difference via their travel choices.

1.4.2 Public transport

Blackpool transport services currently has a fleet of euro 6 emissions standards compliant 'palladium' branded vehicles, which offer a very high ride quality and passenger environment. Electric buses will replace these vehicles; operator partners have plans to transition to electric buses from the next purchase cycle, and discussions with vehicle manufacturers have been held. The council and Blackpool transport services have worked together to gain funding under round two of the government's zero emission bus regional areas (zebra) scheme. This success means that 115 state-of-the-art electric buses will be provided, together with a depot rebuild and refurbishment. The first electric buses are scheduled to arrive in autumn 2024, with the project fully completed in 2025.

²² Transport policy, Blackpool Council website. <https://www.Blackpool.gov.uk/Residents/Parking-roads-and-transport/Transport/Transport-policy.aspx>

The government has presented a national bus strategy intended to force the pace of improvement in bus services and increase usage; at the local level, bus service improvement plans (bsips) set out how this will be achieved. Blackpool's [bus service improvement plan](#) is available to view on the council website. The key aims of Blackpool's bsip are:

- Investment in bus priority schemes for faster and more reliable bus journeys. Bus service frequencies will increase, including evenings & weekends, and route reviews. Buses will have priority within the road network, for example via new bus lanes, as a means to improve punctuality and reliability.
- Coordination and simplification of ticketing, such as a multi-operator ticket to simplify travel experience, and a standardised young person half fare ticketing offer. It is proposed multi-operator tickets are introduced following further discussion and agreement with lcc and operators; key corridors would to be identified for a pilot.
- Inclusion of higher specification buses in the bus network to improve the user experience. Investment will focus on provision of zero-emission and low-emission buses.
- Review and improvement of bus stops covering accessibility, real-time passenger information (especially in the town centre), walking access routes, safety, and more.

The plan forms the basis of an [enhanced bus partnership](#) that is now in place; this is a formal agreement with bus operators to improve local bus services. The enhanced partnership will be responsible for directing available funding from central government and elsewhere to deliver improvements to bus services and infrastructure to help achieve the ambition, objectives, and targets in the bsip. As Blackpool's bsip did not receive any funding, the measures it proposed cannot be implemented at this stage. However, it is hoped that further resources will become available and the commitment by the operators through the enhanced bus partnership will enable improvements to the bus network to be made. The bsip will be revised on an annual basis to reflect the situation and needs of the town.

1.4.3 Taxis and coaches

Taxis and private hire vehicles are important travel options that provide links between transport hubs, hotels and attractions, reduce the need for car ownership for occasional car users, and allow for travel flexibility. Blackpool council recognises the importance of taxis and private hire vehicles in supporting, in particular, visitor and night-time economies. Regular dialogue occurs between representatives of the trade and council officers concerning network and ranking issues, ensuring that appropriate ranks are available.

Taxis and private hire vehicles travel vast distances throughout their workdays, so it is vital that the vehicle fleets are as clean as possible. New development and regeneration projects will be required to provide sufficient taxi ranks in favourable locations.

The coach industry is particularly valuable in bringing visitors to the resort. Coaches can provide an alternative and reasonably priced arrival mode for visitors who do not drive. The need for new and better coach facilities is kept under ongoing review and is being addressed within the Blackpool central project. Blackpool central coach station within Blackpool central car park supports year-round scheduled national express services and scheduled seasonal services. More information on coach facilities can be found on the [visitBlackpool](#) website.

To ensure the continued success of coach travel into and out of the resort, high-quality passenger facilities and a permanent layover facility, with adequate space for coaches and good facilities for drivers, are required. Regeneration proposals, especially the leisure quarter development, significantly increase the demand for coach drop-off, pick-up and layover. The council will continue to work with coach operators and developers to provide sufficient, high quality, conveniently located coach passenger facilities and coach parking.

1.4.4 Encouraging the use of low-emission vehicles

Not all car journeys can be replaced with other modes of transport, so finding ways to reduce emissions from car journeys is a priority for the council. To help facilitate change, the focus is on encouraging cleaner driving behaviours, and providing infrastructure and incentives to help residents to switch to low-emission vehicles. Alongside this, it is vital that the council lead by example, implementing the same changes it is encouraging residents and visitors to make.

The council wishes to do all it can to move its fleet of vehicles away from traditional fuels like petrol and diesel, towards alternative fuels such as electric. This could be achieved during the procurement cycles already in place (ensuring vehicles due for replacement are replaced with an appropriate low-emission alternative), and accelerated uptake in vehicle fleets (council and supplier fleets, community transport, etc. Where possible). The council will aim to trial and promote new vehicle technology when it arrives on the market.

The council will also lead by example by aiming to increase Electric Vehicle (EV) use amongst staff. Options including a business case for a staff EV carpool, and Blackpool council's staff lease car offer, will be considered among other appropriate incentives and support for council employees to make the switch to an EV.

Key in encouraging the use of EVs in the long-term in the town is Blackpool's EV strategy which underwent consultation during October to December 2022²³ and was subsequently approved on 6th February 2023.²⁴ The EV strategy is now available to view on the council website.²⁵ The strategy has a vision as follows:

1. Support and enable delivery of charge points on council owned land
2. Leverage funding and financing from public and private sector to maximise charge point delivery
3. Harness planning influence to ensure developments sites commit and deliver adequate number of charge points
4. Raise awareness about electric vehicle transition and secure buy0in from stakeholders to support charge point delivery.

The council will work towards delivering the vision in the EV strategy and ensure provision of adequate EV charging infrastructure throughout Blackpool over the strategy's forecast period, the next five years. Rapid development of charging infrastructure will be required to support the switch to EVs. Planning for this includes the mapping and review of the provision of charge points and their usage data, to support a spatial and strategic approach to charge point provision that can be tweaked where required. To ensure residents and visitors have the most up-to-date information on available charge points in the area, the council website pages on [parking](#) will continue to be updated to show which car parks have EV charging available, as more becomes available.

In terms of charge point delivery, the EV strategy sets out actions over the next five years to significantly increase the number of charge points available in the town, provide a range of charge point infrastructure and build internal knowledge and expertise on charge points:

- Council-owned car parks – the council will continue to engage with charge point operators (CPOS) to explore business models to support charge point roll out at car park sites. Blackpool will aim to provide at least 40 additional charge point sockets across at least four council-owned car parks by March 2025.
- On-street parking bays – the council will continue conversations with CPOS to explore installing fast charge points at visible and strategic locations across Blackpool, through the leasing business model option. Blackpool will aim to deliver at least one live on-street residential charge point trial by end 2023.
- Bus depot – after securing funding from the department for transport zebra fund for 115 new e-buses, Blackpool is now aiming to leverage additional government funding to enable the sharing of grid infrastructure that will support the ultra-rapid charge points for buses.
- On-street residential parking – Blackpool will consider trialling both conventional on-street residential charging options (e.g. Lamp post chargers) and the emerging on-street home charging solutions (e.g. Gulley solutions) to determine which solutions best meet user needs. Blackpool will engage

²³ Electric Vehicle (EV) Strategy 2022-2027 Consultation: Summary Report, Blackpool Council, December 2022, <https://democracy.Blackpool.gov.uk/documents/s79397/Appendix%2010c%20-%20EV%20consultation%20report%20final.pdf>

²⁴ Decision Number EX14/2023, Electric Vehicle Charging Strategy, 6 February 2023, <https://democracy.Blackpool.gov.uk/documents/s79847/EX14%20Electric%20Vehicle%20Strategy.pdf>

²⁵ [Blackpool Council EV Strategy 2023-28](#) Final Report, City Science, September 2022, <https://democracy.Blackpool.gov.uk/documents/s79395/Appendix%2010a%20-%20Blackpool%20EV%20Strategy%20Final%20Report.pdf>

with residents to identify areas where there is demand for on-street residential charging solutions, and which type of on-street residential charging solutions appeal to residents. This will enable the initial roll out of provision to be informed by demand.

- Blackpool will facilitate and monitor privately-funded charge point provision in the town, with a goal of three large-scale privately-funded sites in Blackpool by March 2025.
- New developments – Blackpool council planning team will work closely with developers and other key stakeholders to ensure that new developments commit to and deliver an adequate number of charge points. More information can be found in section 1.15 of this air quality strategy.

1.4.5 Air travel

One area where Blackpool is already leading by example is at [Blackpool airport](#), which is owned by the council. The airport is the centre of one of Lancashire's four [enterprise zones](#) and a key part of our local economy as an aviation and employment hub. The airport is looking to incorporate low-carbon, sustainable air travel into its development plans, firstly by preparing to replace scheduled vehicles, including ground support equipment & support vehicles, with hybrid and electric equivalents. Going forward, the airport is looking to support innovation such as electric and hydrogen-powered aircraft by ensuring the airport can provide the associated fuelling infrastructure as these technologies develop.

1.5 Encouraging active travel

As well as directly reducing emissions from vehicles, shifting journeys away from motor vehicles and towards active travel (mainly walking and cycling) is an important way of improving emissions from road transport. Transferring journeys from driving to walking or cycling helps to reduce congestion, reducing air pollutant emissions, and also making those forms of travel more pleasant, incentivising more people to partake in active travel.

Active travel also has many co-benefits, including reducing greenhouse gas emissions and improving health and wellbeing. Blackpool already has some well-established cycle routes on the promenade, but the council wants to go further in improving active travel infrastructure and ensuring everyone has access to alternative forms of transport that are not driving.

For a full list of actions to encourage active travel in Blackpool, please see [appendix 2](#).

1.5.1 What are we doing now?

Blackpool's active lives strategy,²⁶ published in 2021, outlines a whole systems change in the way that Blackpool council (and partners) look at the issue of, and opportunities presented by, physical activity. The strategy aims to build 'personal locomotion' into people's daily lives by ensuring these opportunities are taken into account in all planning and investment decisions, transport plans, and health, social, and education services. Many of the recent projects encouraging active travel in Blackpool relate directly back to the active lives strategy:

- Living streets and other walking initiatives – including wow, the walk to school challenge for primary schools; next steps for post primary/further education settings; and walking works for workplaces. The council has also worked collaboratively with both Blackpool and the Fylde College and Blackpool Victoria Hospital on walking initiatives.
- Cycling UK-funded projects – including programmes like community cycling clubs, big bike revival and cycle for health.
- Love to ride partnership – active Blackpool have recently started a partnership with love to ride for them to run their initiative locally in Blackpool.
- Wheels4all – cycling sessions are delivered by active Blackpool to young people and adults all year round.
- Skateboard coaching – team Rubicon deliver skateboarding and scooter coaching sessions in a number of schools, and Blackpool is looking to expand this scheme.
- Business grants for active travel – successful projects include new bike lockers at the Blackpool sports centre and obtaining funding for e-bikes for local police.
- Bike mechanic / cycle recycle – bicycles have been donated via active Lancashire. Participants on low incomes can help fix up a bike with the mechanic, have a cycling lesson with an instructor, and keep the bicycle at the end of the session.
- Sports4champs / sustainable sport leaders – an ongoing scheme delivered by active Blackpool which teaches primary school children about the role sport can have in addressing and tackling climate change, and also includes tree planting.

[Active Blackpool](#) and [Active Lancashire](#) play a big role in supporting physical activity in Blackpool, including by partnering with other organisations on some of the projects above such as walk to school / walk to work, and the big bike revival.

²⁶ Blackpool Borough Council Active Lives Strategy 2021, Knight, Kavanagh & Page Ltd, 2020, <https://democracy.Blackpool.gov.uk/documents/s59441/Appendix%206a%20Final%20Active%20Lives%20Strategy%202020.pdf>

Cycling maps and routes in north²⁷ and south²⁸ Blackpool can be found on active lives' "active travel" webpage. The maps show which routes are on-road, traffic-free, footpaths, cycle lanes, and proposed cycle routes, as well as signposting where cycle parking and cycle crossings can be found.

For tourists, the [visit Blackpool](https://www.visitblackpool.com) website encourages exploration of Blackpool via active travel options, providing information on getting around Blackpool by foot,²⁹ and by bicycle,³⁰ including ebike hire.³¹

Image 1: a bicycle fixing event held as part of big bike revival



1.6 What are we doing next?

Blackpool is encouraging more people, who are able to, to consider active travel for their journeys. We are committed to putting walking and cycling first in our upcoming plans and policies, as well as the redevelopment of the town centre. Through prioritising active travel we will make walking and cycling safer, more practical, and accessible to all, and more of an attractive option, especially for shorter journeys.

1.6.1 Including active travel in upcoming plans and policies

To prioritise walking and cycling, it's vital to include active travel in our plans and policies, including local and neighbourhood plans, local transport plans, and the town centre strategy.

²⁷ North Blackpool British Cycling Map, Active Blackpool, https://www.britishcycling.org.uk/zuvvi/media/bc_files/travel/Blackpool_cycle_network_north_version_1.pdf

²⁸ South Blackpool British Cycling Map, Active Blackpool, https://www.britishcycling.org.uk/zuvvi/media/bc_files/travel/Blackpool_cycle_network_south_version_1.pdf

²⁹ Getting Around Blackpool: By Foot, Visit Blackpool, <https://www.visitblackpool.com/plan-your-trip/getting-around/by-foot/>

³⁰ Getting Around Blackpool: By Bicycle, Visit Blackpool, <https://www.visitblackpool.com/plan-your-trip/getting-around/by-bike/>

³¹ Blackpool eBike Hire, <https://www.Blackpoolebikehire.com/>

At the regional level, Lancashire county council and Blackpool council have set a target for 2028 to double the number of people cycling, increase the number of people who walk at least once a week by 10%, and reduce levels of physical inactivity to below the national average.³² A key part of achieving this is publishing a number of local cycling and walking infrastructure plans (lcwips), with Blackpool falling within the Fylde coast lcwip. In other areas of the country, lcwips have been used as an evidence base to introduce long term, fit-for-purpose cycling and walking schemes. The Fylde coast lcwip will include proposals to join up the gaps in the existing network of footpaths and cycle routes and provide safer, direct, and more convenient routes. There are a number of options being explored for Blackpool, one such proposal being the 'Blackpool wheel' scheme, a 24-mile-long active travel route which would link the promenade to other open spaces in the town.

From summer 2021 to spring 2022, the scope and information gathering stage of the lcwips was determined. The development of the plans and public engagement is now in progress. Stage 1 engagement, which aimed to gather feedback from residents on their experience of cycling and walking in Lancashire and where any improvements are needed, was implemented during spring 2022. The results of the engagement are available online, and stage 2 engagement is due to occur in spring 2023. On the current timeline, the final plans are due to be taken to the county council's cabinet for approval in autumn 2023, with funding and delivery between 2023 – 2032. All information on this process can be found on the [Lancashire county council lcwips webpage](#).

At the local level, our [local plan part 2: site allocations and development management policies](#) has recently undergone examination and will be adopted in 2023. The local plan ensures active travel is considered from the earliest stages of the design process for new developments. In particular, policy dm41: transport requirements for new development, specifies that convenient, safe, and pleasant pedestrian access and cycle routes are provided in new developments, and traffic management measures are incorporated to reduce traffic speeds and give pedestrians, people with impaired mobility, and cyclists, priority.

Finally, the council will continue to work to embed Blackpool's [active lives strategy](#)-related objectives into the local and neighbourhood plans. This includes taking account of active lives strategy objectives when considering all proposed local development and using the strategy to identify common ground and shared priorities with partners. [Active Blackpool](#) will be vital in achieving the strategy's objectives; it is proposed to review and 'uprate' the remit, role, status, and structure of active Blackpool, to develop it into a more proactive, influential body that agrees policy priorities. A modal shift action plan, linked to the active lives strategy, will also be developed to focus on mode shift away from private vehicles and towards active travel, as well as public transport.

1.6.2 Improving and expanding our current walking and cycling infrastructure

To facilitate active travel, the council will work across the whole of Blackpool to improve and expand the current walking and cycling infrastructure. The two main areas for action are improving the facilities available on the cycle and footpath networks, and increasing the provision of multi-user routes, working together to make active travel accessible for all.

The council will look for opportunities to improve facilities on the existing cycle and footpath networks, as well as the condition of parks and green spaces within our communities, making use of the guidance provided within the Department for Transport (DfT)'s gear change: a bold vision for cycling and walking³³ and Local Transport Note (LTN) 1/20: cycle infrastructure design.³⁴ Inclusion of, for example, additional benches, toilets, lighting, and signage, will increase the safety and accessibility of these routes so that they are suitable for use by the elderly, very young, or disabled.

The council will also work to improve the level of provision of multi-user routes. The overall aim is for Blackpool to have a high quality, integrated network with suitable routes and facilities serving transport interchanges and enabling active travel to be included as part of multi-modal journeys. All new highways

³² Play your part in a new plan to drive forward walking and cycling in Lancashire, Lancashire County Council, March 2022, <https://news.lancashire.gov.uk/news/play-your-part-in-a-new-plan-to-drive-forward-walking-and-cycling-in-lancashire>

³³ Gear Change: A bold vision for walking and cycling, Department for Transport, July 2020, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

³⁴ Cycle Infrastructure Design (Local Transport Note 1/20), Department for Transport, July 2020, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/951074/cycle-infrastructure-design-ltn-1-20.pdf

should have suitable provision for cycling and walking. Routes should allow for comfortable active travel, with clear and consistent signage, well-signed routes (including for visitors), sufficient lighting, and appropriate surfacing for all users, such as children, elderly people, disabled, cyclists, horse riders, etc. Infrastructure can be used to support these multi-user routes, including lower speed limits, clear lanes for walking and cycling, free cycle parking, safe crossings, provision of advanced stop lines (asls) and more, where appropriate. The council will look for opportunities for bike, e-bike and e-scooter hire schemes to further enhance [what is already on offer](#).

1.6.3 Incorporating active travel into the redevelopment of the town centre

The town centre strategy and action plan, which was updated in 2022, aims to adopt a 'pedestrian first' approach to planning. This will ensure pedestrian routes feel safe to follow and explore, they are marked with wayfinding directionals and a pleasant way to travel into and around the town centre.

The council has recently worked with the Lancashire Enterprise Partnership to implement the town centre quality corridors scheme, which has delivered improvements to the town centre public realm; church street, Cookson street, Dickson road, topping street, Edward street, Deansgate and Talbot road were identified as priority areas for this investment of local growth deal and local transport plan resources. The town centre quality corridors project also included the Blackpool property improvement fund, intended to finance shop front improvements, subject to approval and a match funding contribution. Using this fund, properties in Talbot road, topping street, Edward Street, and deans gate have been improved. Further such opportunities will be sought, including to obtain further funding from the government's levelling up programme.

Image 2: town centre public realm improvements made to Edward street (left) and church street (right)



As part of adopting a 'pedestrian first' approach, the council has been and will continue to consider opportunities to pedestrianise parts of the town centre, as these allow for the development of pleasant and attractive urban spaces which are not dominated by cars. Such schemes may include pedestrianisation for the majority of the day, with limited access for service vehicles and taxis / buses outside of these hours. In the town centre there has already been a progressive pedestrianisation programme which has closed many

former through routes, and some bus routes. Most recently, the pedestrianisation of Saint John's square over the summer months was considered, and the road currently remains open only for bus and taxi access. The council will continue to seek other potential opportunities for semi- or total pedestrianisation.

Incorporating active travel into Blackpool's culture is an excellent way to promote walking and cycling and to enhance those experiences. For example, the Blackpool illuminations are most commonly accessed via car, bus, coach, or tram. However, red bank road offers a chance for people to walk a section of the lights along the promenade, and events such as [ride the lights](#) and [run the lights](#) allow the whole route to be viewed on bicycle or foot. Further promotion of these opportunities will encourage people to explore the promenade and may also get people walking or cycling into the town centre. In addition, the council would like to explore opportunities for walking and/or cycling heritage tours, with town centre partners working together to host tours of heritage assets in town centre. Such tours could be on foot, by bicycle, e-bike, e-scooter, or other similar modes of transport to allow accessibility for all.

Image 3: ride the lights 2019 (image credit: visitBlackpool)



1.6.4 Work with local employers and education establishments

Similar to the ambition for workplace travel plans, the council wishes to work with local businesses and educational establishments to aid the preparation of active travel plans. Ideally, workplaces should provide secure clothing storage, changing and washing facilities, and a drying room, as well as secure cycle parking and storage, to ensure that employees can commute to work via active travel modes. The council will engage with local businesses to encourage this behaviour, with emphasis on how it can benefit the business and its employees, and potential incentives (e.g. Business grants). The council already has some facilities in place for employees, such as shower, changing, and bike storage facilities, and will continue lead by example by implementing these policies across its departments.

1.7 Domestic heating and burning / indoor air quality

Domestic solid fuel is the largest source of pm_{2.5} in the UK, with 38% of primary pm emissions attributed to burning wood and coal in domestic open fires and solid fuel stoves.³⁵ Domestic and commercial combustion contributes significantly to emissions of particulate matter in Blackpool – more than half of pm₁₀ emissions and 74% of pm_{2.5} emissions (see section 1.2.2).

Domestic emissions of air pollution are also incredibly important for indoor air quality. People living in urban areas spend up to 90% of their time indoors.³⁶ Sources of indoor air pollutants include³⁷:

- Domestic appliances that burn carbon-containing fuels, such as some boilers, heaters, fires or wood burners, stoves, and ovens, emit co, no₂, and pm.
- Many cleaning and personal care products, air fresheners, scented candles, building materials, and home improvement products (e.g. Paints, carpets, laminate furniture, polishing) emit volatile organic compounds (voc).
- Environmental tobacco smoke (ets) and second-hand smoke (shs).

Many people are unaware of just how many everyday items in their homes and workplaces emit harmful pollutants. Levels of air pollutants inside, where there is little ventilation, can be much higher than outside. Increasing awareness, and providing guidance on how to improve indoor air quality can have significant benefits for health and wellbeing.

For a full list of actions to reduce emissions from domestic heating and burning and improve indoor air quality in Blackpool, please see [appendix 3](#).

1.8 What are we doing now?

Under its [climate emergency action plan](#), Blackpool is already undertaking a number of actions to improve the energy efficiency of homes in our town, in order to reduce carbon emissions; these actions will also have benefits for air pollution as the need for heating is reduced. Improving the energy efficiency of domestic properties in Blackpool has co-benefits for residents, such as reducing energy bills whilst allowing people to live more warmly and comfortably, especially in winter.

Short-term actions within the climate emergency action plan, that Blackpool already has the funding and resources to deliver, and will support the reduction of pollutant emissions from the domestic sector, include:

- Building 30 new council houses and retrofitting 120 existing council houses with enhanced insulation and air-source heat pumps.
- “Eco coach” training on energy saving techniques.
- Encouraging the take-up of low energy demand appliances and light emitting diode (led) lighting solutions, via marketing and publicity.
- Undertaking pilot work to quantify the cost of delivering housing refurbishment to higher energy efficiency standards.
- Raising the issue of energy efficiency standards in new housing with the government, ensuring that Blackpool is able to implement planning regulations that are consistent with a net zero target.
- Campaigning to raise the minimum energy efficiency standard for private landlords to band c.
- Campaigning for the government to improve regulations, increase the ability to enforce and resources around commercial property energy performance certificates (epcs).
- Exploring the resources required to enforce epc ratings via the landlord licensing scheme.

³⁵ Clean Air Strategy 2019, Defra, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/770715/clean-air-strategy-2019.pdf

³⁶ The National Human Activity Pattern Survey (NHAPS): a resource for assessing exposure to environmental pollutants, <https://www.ncbi.nlm.nih.gov/pubmed/11477521>

³⁷ Guidance, Health matters: air pollution, UK Government, November 2018, <https://www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution>

- Delivery of the cosy homes in Lancashire programme.

This Air Quality Strategy will support these actions in the climate emergency action plan, in particular, focusing on enforcement around epcs and helping to deliver the cosy homes in Lancashire programme.

Following Defra's clean air strategy 2019, in 2022 the ecodesign regulations were introduced, which require all new solid fuel burning room heater appliances to have been independently tested to show that they meet minimum seasonal efficiency standards and maximum emission limits for a range of pollutants.³⁸ This is expected to have wide scale benefits for background air quality levels.

Regarding emissions from open burning, the council is currently able to investigate complaints of smoke nuisance and can serve a nuisance abatement notice, with further action taken if the notice is not followed. The Blackpool council website provides information and guidance on how to make a complaint about a bonfire, and alternative ways of disposing of domestic waste.³⁹

1.9 What are we doing next?

Blackpool wishes to address the issues of open burning and indoor air quality in tandem, primarily by educating people so they can make informed decisions. The two areas of focus are addressing open burning, and reducing the need for domestic heating by increasing insulation and energy efficiency.

1.9.1 Reducing the need for heating

In line with the Blackpool climate emergency action plan, the council is exploring the resources needed to enforce epc ratings via a landlord licensing scheme. This is set to be addressed via the levelling up funding targeting inner Blackpool, the package of measures which will include a "*crackdown on rogue landlords*".⁴⁰ The scheme will allow for additional resources for category 1 hazards – those that pose a serious and immediate risk to a person's health and safety – to be enforced. Such hazards can include damp and mould growth, and excess cold.⁴¹

The council continues to work to deliver [cosy homes in Lancashire](#) (CHiL) programme which aims to tackle fuel poverty by offering an accessible and straightforward means of accessing grants from energy companies and other sources to fund new heating measures, insulation, and renewable technologies in domestic properties.⁴² The council will ensure it contributes all it can to reducing emissions and increasing demand for zero-emissions heating.

The council also plans to help eligible residents and landlords to make use of the government's recently announced⁴³ eco+ (energy company obligation) scheme, which will run from spring 2023 for three years. The eco+ scheme is aimed at improving the UK's least energy-efficient homes, supporting households that are in lower council tax band areas and whose homes have an epc rating of d or below. Grants from the eco+ scheme will cover installation of insulation and low-carbon heating, such as internal wall insulation, loft insulation, and air source heat pumps.⁴⁴ Part of the scheme includes a public information campaign, offering advice on how households can effectively cut down on their energy use; Blackpool council will support and publicise this information alongside its own educational campaigns (see section below).

The council's longer-term strategy includes supporting improved insulation of all housing. The estimated cost for the whole of Lancashire is around £7.8 billion, the ambition being to accelerate delivery of insulation and glazing of all housing, reducing net energy demand and therefore reducing the need for heating.

³⁸ Implementation of Ecodesign Regulations from 1 January 2022 is an important step on the path to banning wood burning, <https://cleanair.london/health/implementation-of-ecodesign-regulations-from-1-january-2022-is-an-important-step-on-the-path-to-banning-wood-burning/>

³⁹ Household bonfires and smoke nuisance, Blackpool Council website. <https://www.Blackpool.gov.uk/Residents/Planning-environment-and-community/Environmental/Household-bonfires-and-smoke-nuisance.aspx>

⁴⁰ New plans to level up Blackpool unveiled, UK Government Press Release, March 2022, <https://www.gov.uk/government/news/new-plans-to-level-up-Blackpool-unveiled>

⁴¹ Housing health and safety rating system (HHSRS): guidance for landlords and property-related professionals, UK Government, <https://www.gov.uk/government/publications/housing-health-and-safety-rating-system-guidance-for-landlords-and-property-related-professionals>

⁴² About Cosy Homes, <https://www.chil.uk.com/about-cosy-homes>

⁴³ Government joins with households to help millions reduce their energy bills, UK Government Press Release, November 2022, <https://www.gov.uk/government/news/government-joins-with-households-to-help-millions-reduce-their-energy-bills>

⁴⁴ The Complete Guide to the ECO+ Scheme, So Eco, November 2022, <https://so-eco.co.uk/eco-plus-scheme-guide/>

1.9.2 Addressing open burning and indoor air quality

Addressing emissions from the domestic sector, particularly the burning of solid fuels, is a challenge for many local authorities. Blackpool council will focus on providing reliable information so that people can make educated decisions regarding burning inside and outside the home. In addition to this, the council will consider policies that can be used to enforce restrictions on burning where it has become a concern for air quality and health.

Not all forms of domestic burning are equally polluting, and making careful choices about the type of appliance, its maintenance, how it is used, and the fuel burnt, can help to minimise emissions. Blackpool's priority action to address open burning and indoor air quality is to prepare a solid fuel burning public information campaign. Such a campaign will aim to:

- Raise awareness on open burning and indoor air quality.
- Describe the issue of burning solid fuels (both inside and outside the home), including the types of fuels that are most problematic and how the way that fuels are burnt can influence emissions.
- Explain how burning these fuels can affect human and environmental health, with a focus on air quality.
- Provide information on how people can reduce their emissions contribution, for example by considering what is being burnt, the weather conditions, ventilation, etc.

The council will also consider how information and advice on the burning of solid fuels can be incorporated into the existing webpage on ['household bonfires and smoke nuisance'](#) in order to raise awareness on the issue.

Alongside educational campaigns, the council will consider options for greater restrictions on open burning and bonfires. A dedicated bonfire policy would combine information with enforcement under the environmental protection act 1990 as a nuisance. Providing guidance will help residents to make better decisions around when, where, and how to have their bonfires; as with the more general public information campaign, it would look to inform residents about the human and environmental health impacts of bonfires, how to minimise the air quality impacts of bonfires, and reduce the occurrence of bonfires through personal choice.

The council will also consider publishing a solid fuel policy, following the air quality (domestic solid fuels standards) (England) regulations 2020⁴⁵ at a local level. The regulations are to be enforced by local authorities at the point of sale and enable local authorities to inspect suppliers' goods, make test purchases, inspect documentation, and question suppliers regarding the solid fuels on sale, to prevent the sale of prohibited solid fuels. A domestic solid fuel policy could make enforcement of the regulations easier, and help to ensure that residents are not being sold prohibited, highly-polluting solid fuels. The policy would be accompanied by information and education around the topic, both for suppliers, and for consumers.

Finally, the council will consider declaring the whole or part of Blackpool to be a smoke control area (sca). In a sca, only authorised⁴⁶ or 'smokeless' fuels can be burnt (for example in open fireplaces and wood burners), and the burning of coal, wood, or other non-authorised fuels on open fires is banned. The full set of rules is published on the government's website.⁴⁷ Enforcement of sca rules is in the form of an initial written warning or 'improvement notice', followed by issuing a notice of intent, and eventually a final notice with a financial penalty of up to £300 if the violation is continued.⁴⁸

Defra have produced useful [guidance on smoke control areas](#), including advice on what you can do to reduce your impact from burning. It is the council's preference that our domestic emissions are reduced primarily through information communication and engagement with our residents and visitors, rather than enforcement.

⁴⁵ The Air Quality (Domestic Solid Fuels Standards) (England) Regulations 2020, <https://www.legislation.gov.uk/uksi/2020/1095/made>

⁴⁶ Authorised/Certified Fuels, Defra, <https://smokecontrol.defra.gov.uk/fuels.php>

⁴⁷ Smoke control areas: the rules, UK Government, <https://www.gov.uk/smoke-control-area-rules>

⁴⁸ Statutory guidance, Smoke control area enforcement by local authorities in England, UK Government, <https://www.gov.uk/government/publications/smoke-control-area-enforcement-local-authorities-in-england/smoke-control-area-enforcement-by-local-authorities-in-england>

1.10 Green infrastructure

Green infrastructure refers to the network of green spaces and other green features within both urban and rural communities. High quality green infrastructure is a network of green spaces that are multi-functional and can provide environmental and health benefits, including improvements in air quality, reductions in carbon, and increased biodiversity, among others.

Green infrastructure can reduce the amount of air pollution people are exposed to. It does this by changing the distance emissions must travel from the source to reach people, and the extent to which they are diluted with cleaner air along the way– this process is known as dispersion. Green infrastructure can also remove a low percentage of emissions by a process called deposition, which is when pollution sticks to the surface of a leaf and is removed from the air.

Green infrastructure is also an important way of linking facilities and services in a way that provides opportunities for everyone to access a healthy lifestyle, such as natural green spaces, physical activity, and active travel. Green infrastructure can help Blackpool's residents live long, happy and healthy lives. For example, Greener school grounds and well treed routes to school are shown to improve mental health of children using them, and urban parks provide a natural health service which is worth many millions to the local economy. Parks provide excellent volunteering opportunities for businesses and for individuals. GP's can prescribe green gym therapies and participants report the mental health benefits they gain from social contacts.

For a full list of actions to enhance green infrastructure in Blackpool, please see [appendix 4](#).

1.11 What are we doing now?

Tree planting occurs annually and includes small to large-scale projects with a variety of tree sizes. One of the focuses of tree planting is to provide a diverse mix of species to provide multiple benefits for the environments and the local communities. Planned programmes occur throughout the spring/summer period and are implemented throughout the planting season, October to March inclusive. Access to tree planting project funds come from a variety of sources and include a multitude of external partners and businesses.

In tackling air quality issues, trees can absorb and intake particulate matter during their active periods with a lower intake during their dormancy periods, with the rate very much dependant on species. Therefore, coniferous species and evergreen broadleaves are now planted at a much higher rate in Blackpool. Their higher rate of growth, ability to maintain leaf/needle cover throughout the year and generally hardy nature, make them an ideal tree type to assist in improving air quality along with deciduous broadleaves in the spring/summer periods.

Blackpool's [Tree Strategy 2021 – 2031](#) has the aim of increasing the overall tree canopy in Blackpool to 10%, starting with planting of 10,000 trees over the plan's ten-year period. With careful consideration as to the type and siting of trees, they can have significant benefits for air quality and climate change; trees provide attractive green spaces, which can make active travel more attractive, and they can act as barriers between pedestrians and road traffic emissions. According to the strategy, over a 50-year period, 10% tree cover could provide around £178 million worth of air pollution control; the same tree cover could also offset the carbon of a single person within 44 days.

The tree strategy's ongoing actions include reviewing planting locations, encouraging the planting of trees on private land, and protecting existing trees and woodland. In the planting season of 2022-2023, 3570 trees were planting in parks, adjacent to roads and schools with current plans to plant a further 749 trees in the planting season of 2023-2024, focusing on larger specimens. In addition to planting projects, the tree strategy includes specifying requirements for planning and developments covering several requirements and includes the ratio in which developers must replace trees i.e. 2:1 ratio if tree retention cannot be achieved. This specification has led to the revised edition of the Supplementary Planning Document (SPD), which adds further requirements and specifications on developers.

Blackpool has a [Green and Blue Infrastructure Action Plan 2019 – 2029](#) and a [Green and Blue Infrastructure Strategy](#). The council is working towards implementing the actions within the strategy and action plan, which will fulfil the following green and blue infrastructure (GBI) objectives:

- Protect and enhance GBI;
- Create and restore GBI;

- Connect and link GBI; and
- Promote GBI.

The GBI strategy for Blackpool has mapped existing green infrastructure, biodiversity, and local ecological networks in the town, and will be used to coordinate improvements, maintenance, and investment in these networks going forward. Blackpool's Open Spaces Assessment, which highlights the current condition of all Blackpool Parks and open spaces, has been used to direct future priorities and create Park Development Plans. Further monitoring, research and an update to the Open Spaces Assessment will be used to inform other work. Additionally, as part of the GBI action plan and strategy, the council work with health professionals throughout the town to promote 'green prescribing'.

1.12 What are we doing next?

The council's priorities are to continue to protect and enhance existing green infrastructure in Blackpool and to work to improve the provision of green infrastructure in areas that are lacking (such as the inner parts of the town). We will also work with our neighbouring local authorities to link up green infrastructure across Lancashire. There are considerable plans in place to add further improvements which link to biodiversity net gain (BNG), Local Nature Recovery Strategies (LNRs) and whilst taking in to account local nature reserves (LNR), biological heritage site (BHS) and Sites of Special Scientific Interest (SSSIs). All these projects and mapping plans will improve air quality considerably.

1.12.1 Protecting and enhancing green infrastructure in our town centre

The council is committed to protecting and enhancing the green infrastructure in its streetscapes, quality corridors, and in inner areas such as the town centre. The council will also look to create new accessible green infrastructure, such as using green infrastructure at gateways and corridors into and/or around Blackpool (e.g. the green line).

A particular focus is to incorporate creation of new green infrastructure into the Town Centre Strategy and Action Plan update. Public realm improvements in the town centre are ongoing, and with respect to green infrastructure may include the introduction of trees, planters, and other vegetation suitable for Blackpool. Innovative solutions will be explored, such as incorporating green or living roofs and walls into new development, or retro-fitting to existing buildings and potentially bus stops. Within the town centre realignment, the council aims to find opportunities to engineer open space, to use greenery to enhance areas and make new open spaces. As well as benefits for air quality, climate change and ecology, green infrastructure will improve the desirability and attractiveness of Blackpool which can help support other objectives, such as increasing active travel by linking cycle routes with tree lines and to green spaces.

Image 4: Blackpool's Stanley Park (image credit: Claire Griffiths)



1.12.2 Working with neighbouring local authorities

Within Blackpool, the ambition is to have a network of good quality green infrastructure, and this ambition should not end at the local authority boundary. We will work with our neighbouring local authorities, Wyre and Fylde, to promote links to cross-boundary green infrastructure provision. The council is putting green infrastructure at the forefront of development in Blackpool, for example in improvements to the town centre; through our experience in implementing our GBI Strategy we can support our neighbours and exchange ideas to increase green infrastructure across Lancashire.

Finally, the council will explore opportunities to use green infrastructure to reduce residual pollutant emissions. For example, restoration and planting of broad-leaved woodland can help to reduce background concentrations of pollutants. Increase biodiversity with tree species chosen to provide the most benefits, whilst being able to cope within an urban environment, there is also plans to link planting to potential microhabitats and link trees to the town centre using green corridors, which will increase particulate matter intake and absorption. An indicator for improved air quality is the establishment of lichen species, which take their nutrients from the atmosphere and therefore, can provide a basic and cost effective measure of the air quality linked to the increase in green infrastructure. A new mobile app using lichens to assess atmospheric nitrogen pollution effects has been developed by the Centre for Ecology & Hydrology (CEH)⁴⁹.

⁴⁹ Air pollution Information System: [Monitoring air quality using lichens - field guide and app](#) | [Air Pollution Information System \(apis.ac.uk\)](#)

1.13 Reducing the impact of new developments on air quality

The planning of a new development has a direct influence on local air quality, and as Blackpool continues to grow and change, it's vital that all the hard work carried out to mitigate existing pollution sources isn't wiped out by new sources of pollution being built. The best way to do this is to address those pollution sources ahead of time, working with developers to ensure they are designed and constructed in ways that minimise emissions and create sustainable developments.

The air quality impacts of new developments must be addressed from the planning stage, including the siting of developments, the construction and demolition phase, and how the development will function once it has been completed.

For a full list of actions to reduce the air quality impacts of new developments in Blackpool, please see [appendix 5](#).

1.14 What are we doing now?

Transport is a huge contributor to emissions from new developments during constructions as well as once they are up and running. In order to determine its transport planning and investment priorities including those linked to new developments, Lancashire county council has produced a set of five highways and transport masterplans that cover all 12 districts of Lancashire, as well as the two unitary authorities, Blackpool, and Blackburn with Darwen. These masterplans help to make the case for multi-million-pound investments in the transport infrastructure needed to support future housing and business developments. The council is supporting support preparation and implementation of the highways and transport masterplans across Lancashire.

The proactive management of developments from the beginning of the planning process is outlined in many of the policies in our [local plan part 2: site allocations and development management policies](#), such as policy dm1: design requirements for new build housing developments, policy dm21: landscaping, policy dm36: controlling pollution and contamination, and policy dm41: transport requirements for new development. Our local plan is due to be adopted in early 2023 and the sections below provide more information on how the council will work to minimise the impacts of new developments going forward.

1.15 What are we doing next?

The council aims to address air pollution impacts from all aspects of development by influencing the planning of new developments from the beginning, ensuring sustainable transport provision, incorporating green infrastructure into new developments, and providing guidance to developers to help them minimise their air quality impacts.

1.15.1 Influencing the planning of new developments from the beginning

To influence the planning of new developments from their inception, a priority is to leverage locations for development, aiming to reduce the need to travel while ensuring adequate accessibility. Ideally, developments should be sited in locations that are easily accessible by sustainable modes of transport, and the regional transport infrastructure should be in place to connect them to other existing developments. Any new structures on the transport network will take into account the needs of multi users, manage congestion, and minimise air pollution emissions and future carbon emissions. The local plan part 2⁵⁰ identifies sites for development within policies hsa1 (housing site allocations), musa1 (town centre mixed use site), asa1 (allotment site), and sla1 (land safeguarded for future development needs). The locations of these sites for development can be viewed on the publication policies map.⁵¹ Blackpool's compact urban form is beneficial in that developments are able to be sited in locations that are well-connected to other existing developments, and can make use of the existing transport networks.

The council will engage developers from the beginning to ensure high quality of design and sustainability in new developments. We are committed to only allowing development that is well designed, enhances the

⁵⁰ Blackpool Local Plan Part 2: Site Allocations and Development Management Policies, Publication Version (Proposed Submission) Regulation 19, January 2021, <https://www.Blackpool.gov.uk/Residents/Planning-environment-and-community/Documents/Local-plan-2021/CONSULTATION-VERSION-Publication-merged-with-Appendices.pdf>

⁵¹ Blackpool Local Plan 2012-2027 Publication Policies Map Blackpool Borough, <https://www.Blackpool.gov.uk/Residents/Planning-environment-and-community/Documents/Local-plan-2021/Local-Plan-Publication-Policies-Map-2012-27-Blackpool.pdf>

character and appearance of the local area, and provides sustainable communities. Development will not be permitted that causes unacceptable effects to the environment, including air pollution, or any other adverse local impact on local character or amenity.

1.15.2 Ensuring sustainable transport in new developments

Blackpool has excellent strategic transport links, connecting the town to the Fylde coast and other parts of the North West, as well as good public transport facilities and active travel infrastructure. Therefore, the priority for sustainable transport within new developments is to ensure they are well-connected to the existing transport networks, and provide good access to local services, jobs, and community facilities.

Policy dm41 in the local plan part 2 sets out Blackpool's transport requirements for new development. Blackpool council will work with developers and operators to ensure suitable public transport provision in all new developments, including to connect between developments. New developments must be well-integrated into the existing public transport network, with reliable, high quality, affordable services providing connections between key locations. Design proposals should accommodate bus (and where appropriate, tram) movements and operations, including bus stop siting and supporting on-road parking controls. One example where Blackpool aims to provide sustainable transport links to new developments is the proposed internal link road designed to accommodate a bus route through the Blackpool airport enterprise zone, as outlined in the local plan part 1 (policy cs5) and local plan part 2 (policy dm8). The link road would provide improved public transport accessibility to the enterprise zone to, along with better walking and cycling connectivity. Another area that will be the focus of much development is south Blackpool, which comprises a mixture of developed and undeveloped land on the edge of the urban area close to the Blackpool/Fylde boundary. The local plan part 2 outlines a number of sites in south Blackpool that are opportunities for sustainable development; ensuring sustainable transport links to these new developments will be key in complementing the ongoing inner area regeneration in the town.

Sustainable transport does not only comprise public transport infrastructure; Blackpool will build on its existing active travel infrastructure to ensure new developments are joined up to the walking and cycling networks. The compact urban form of Blackpool, along with its flat topography, lends itself to walking and cycling and it is vital these networks continue throughout new developments. The council will work with developers to prioritise active travel infrastructure in all new developments, connecting between developments where possible. As described in the local plan part 1 (policy cs5), opportunities to promote walking and cycling should be prioritised to reduce congestion and maximise environmental quality. Pedestrian access should be well designed, as outlined in the active travel chapter. New developments' pedestrian networks should connect to the surrounding built and natural environment, providing effective connectivity to community facilities and to public transport to allow for multi-modal journeys. Highway design must facilitate cycling by all potential users, making use of appropriate measures like cycle lanes, low speed limits, and asls. Appropriate covered and secure cycle storage for potential residents, staff and visitors will be required for new developments. Other complementary facilities including lockers, changing rooms, showers and drying rooms should be provided where appropriate (e.g. Commercial developments).

Finally, the council will ensure that developers include EV charging in all new developments, as outlined in the EV strategy. While car ownership in Blackpool is relatively low, and EV ownership is currently very low, new developments provide an opportunity to promote the use of EVs and make use of the latest available technology at the time of construction. As outlined in the local plan part 2 (policy dm41) new development proposals must provide car, cycle, and motorcycle parking in accordance with parking standards, including the provision of EV charging infrastructure – which is being updated to include a requirement for all new build houses to have an EV charge point. Such charging provision should be made both within the properties' curtilage and in public parking areas. In the case of commercial or retail premises, staff and visitors should reasonably expect to be able to re-charge an EV. The provision of new private EV charging infrastructure will complement the increase in public charging infrastructure as set out in the Blackpool EV strategy.

1.15.3 Ensuring green infrastructure in new developments

Blackpool boasts a number of parks and open spaces including Stanley Park (pictured below), jubilee gardens, Kingscote Park, Devonshire road rock gardens, the north Blackpool pond trail, among others. There is also the Marton Mere, which is designated as a site of special scientific interest (sssi) and a local nature reserve (lnr) owing to its ecological attributes. It is important that these green spaces are protected whilst new developments are created, that new developments can easily access our existing parks and have their own green spaces provided within the new developments.

In line with the GBI Strategy and Action Plan, the council will ensure provision of green infrastructure in new developments. New open space and green infrastructure, including areas of public realm, and more formal sports and play provision will need to be fully provided for in all new residential developments, in accordance with the council's approved standards. All developments, residential or commercial, should incorporate new or enhance existing green infrastructure of an appropriate size, type, and standard. Where on-site provision is not possible, financial contributions will be sought to make appropriate provision for open space and green infrastructure.

Image 5: Stanley park playground (image credit: Claire Griffiths)



1.15.4 Guidance for developers to minimise their air quality impacts

The council will directly control air pollution from new developments as per the [national planning policy framework](#) (nppf) and its associated policies. Planning policies should seek opportunities to improve or mitigate impacts on air quality, and the nppf is clear that responsibility for securing a safe development rests with the developer and/or landowner. In accordance with the nppf, development in Blackpool will only be permitted where it can be demonstrated that it will not lead to adverse effects on health, amenity, safety, and the operation of surrounding uses and for occupants or users of the development itself, with reference to a number of types of pollution including dust and air pollution. Applications must be accompanied, where appropriate, by the relevant impact assessments and mitigation proposals, and must not give rise to a deterioration of air quality in our AQMA, or result in the declaration of a new AQMA in Blackpool. In some cases (usually determined using guidance from the Institute of Air Quality Management (IAQM) and Environmental Protection UK (EPUK), an Air Quality Impact Assessment (AQIA) will be required to support development proposals, and where development will result in, or contribute to, a deterioration in air quality, permission for the development will only be granted in certain defined cases.

To help apply the policies within the nppf and ensure all developers are following the same set of guidance, the council will consider the preparation of an air quality supplementary planning document (spd). The spd will adopt a common set of principles/guidance for planning policy with respect to air quality, and ensure these are considered as part of any new development application. The spd would provide guidance on the relevant policies within the local plan in relation to air quality, ensure any required AQIAs are undertaken, and provide guidance on when these are needed, and identify suitable mitigation measures that can be included at the planning stage.

The construction and demolition phase of new development provides different challenges with respect to air pollutant emissions, including construction traffic, construction dust, and odours. The council will also consider preparation of a spd on the control of dust and emissions during construction and demolition. This spd would provide developers with a set of guidance and instructions on how to minimise emissions of dust and other air pollutants during the construction and demolition phase of a development, by applying best available techniques (bat).

1.16 Public engagement and communication

Much of the ambition within this Air Quality Strategy relies on behavioural change and encouraging everyone to do their part to reduce air pollutant emissions. However, public awareness about air quality, its importance, and health effects, is often low. It is vital that we successfully communicate the risks of air pollution to those that work, live, and visit Blackpool, so that they have the tools and information that the need to understand how they can reduce their air pollution exposure and protect their health.

Good air quality and fresh sea air is one of the reasons many people travel to the resort, and why it is a wonderful place to live. Our ambition is that our residents and visitors are aware of how their actions may impact air quality, and that we have pride in our clean air and the sustainable lifestyle that helps maintain it.

For a full list of actions on public engagement and communication regarding air quality in Blackpool, please see [appendix 6](#).

1.17 What are we doing now?

The council works with our residents, educational establishments, community groups, and public health to encourage sustainable lifestyle habits. However, we know more can be done to frame this engagement in terms of air quality benefits, and the importance of good local air quality. The sections below outline how we will enhance our ongoing engagement and communication within our community and improve the information available about air quality in Blackpool.

1.18 What are we doing next?

Our three priority areas to improve public engagement and communication on air quality are to ensure air quality information is informative and accessible, increase engagement with the local community, and promote what actions Blackpool is taking to protect and improve our air quality.

1.18.1 Ensuring air quality information is clear, informative, and accessible

The council will aim to implement an overarching air quality communications plan to ensure clear and effective messaging and information to local and national audiences. The air quality communications plan will identify a dedicated communications lead for each of the six themes within this AQS. The communications leads will provide clarity on who should be providing what information, with overall responsibility for coordination of messages sitting with the communications team. The communications plan would also bring together key partners within Blackpool to align messaging – for example on planning, transport, public health, and more. Alongside the communications plan, the Blackpool council website will be better utilised to present air quality information where it currently sits within the 'environmental and community' section. These sections of the website will link to and direct users to other related departments, for example, public health and climate change. The links between these topics (e.g. Air quality, climate change, health) will be highlighted to readers. It's also important that residents of Blackpool and visitors to the resort have clear, separate channels of communication regarding air quality and the actions that can be taken to minimise our air pollution impacts. The council will primarily make use of the visitBlackpool website to promote air quality information for tourists, while residents' guidance will sit within the Blackpool council website.

In order to raise awareness of air quality, information about local air quality needs to be more transparent and accessible. The council will aim to include local air quality information (for example, diffusion tube and/or continuous air quality station measurements) online. Data that is already available will be used to enhance the quality of data, and effectively identify and direct marketing and promotional effort to facilitate effective change – for example to vulnerable groups, or highly-polluting sectors. In the future, it may be possible to present live air quality information in and around the town, for example at bus stops or within the town centre.

To help people understand the impacts of air quality on health, we will clarify and communicate the health messages and advice available. The council will work with the public health department to provide information on the health risks of air pollution, and both indoor and outdoor air quality. We will work with public health and/or the NHS to target vulnerable and inactive patients who are more susceptible to air quality-related health conditions, via a range of their contact routes.

The council aims to carry out one or more air quality sensor studies to better understand the impacts of potential measures to reduce air pollution in specific areas. For example, air quality sensors could be used to measure the impact of pedestrianisation of part of the town centre, or to better understand the impact of the Blackpool illuminations on local air quality. Sensor studies are also a great opportunity to engage with local schools, who could assist with the project and analyse air quality data.

Finally, the council is considering a review of its air quality monitoring locations. We currently monitor air quality at a number of locations, mainly in the town centre and the AQMA. Since these monitoring locations were chosen, the town has changed significantly and so a review of the air quality monitoring locations is appropriate. The review of air quality monitoring locations will result in a monitoring network that reflects current activity and exposure to air pollution in Blackpool, with the monitoring network being expanded if possible.

1.18.2 Increase engagement with the local community

Providing more information on air quality is the first step to raising awareness, and engagement with the local community is vital to ensure that information is heard and absorbed.

The council will engage with schools and youth groups to educate them about air quality and encourage change. Engagement with schools on the topic of the climate emergency is ongoing as per the climate emergency action plan, and the council will continue to promote and support the eco schools initiative, with the aim of 100% of schools in the area achieving an award by 2024. The council is currently working with primary schools in the town to review road safety at all 33 primary schools located in Blackpool, as part of the implementation of the Blackpool community safety plan 2022-2025.⁵² Following the reviews, individual proposals will be made for each school; under this AQS, we will support the primary schools in pursuing the recommendations of the road safety review that will help to improve air quality and reduce children's exposure to air pollution. The use of green infrastructure by educational institutions will be encouraged and incorporated into the curriculum, for example through [forest schools](#). The council will explore educational offers, e.g. Science and air quality workshops, citizen science campaigns, and more, to get students involved and learning about air quality from a young age.

The council will also engage with local businesses and their employees to inform them about air quality issues and encourage behavioural change. To help facilitate some of the actions outlined in this Air Quality Strategy, emphasis will be on workplace travel plans, how changes can benefit the business and its employees, and potential incentives (e.g. Business grants). Rail travel will be promoted through workplace travel plans and visitBlackpool will continue to work with train operating companies to promote rail services as a sustainable alternative to car borne tourism. The council will support its bus operator partners' promotion efforts on a network basis, pointing out the links between more sustainable transport modes (e.g. Tram and active travel).

To help encourage people to do their part in reducing pollutant emissions, we will provide dedicated messaging on what local people and visitors can do to help improve air quality. Examples of potential areas for dedicated messaging include:

- Improved information on local public transport options (bus, tram and train), regularly updated and collated in one location, available both online and printed. Information about wider access in and out of Blackpool, concessionary routes, and how mobile apps can be used to plan efficient door to door, short trip and multi-modal travel journeys.
- Development of a council webpage and marketing campaign dedicated to raising awareness about EVs, charging infrastructure, and grant funding.
- Providing topical and user-friendly information on green infrastructure, parks, open spaces and nature conservation sites, and how to get involved in activities and volunteering.
- Guidance about what people can do to improve air quality in their homes (e.g. How cleaning products and candles affect indoor air quality, information about solid fuel burning and how to reduce the need for heating in the home).

The council will promote existing support available to implement lifestyle changes that benefit air quality, and consider the introduction of a programme of behaviour change initiatives to encourage adoption of

⁵² Blackpool Council reviewing road safety for local schoolchildren, News Release, Blackpool Council, February 2023

environmentally-positive lifestyle changes. Examples could include subsidies for home improvements, public transport concessions and offers, and grants to assist in acquiring an EV. The council will continue promote and support existing initiatives, for example those that encourage active travel, such as the 'steps to health' and 'cycle for health' schemes.

1.18.3 Promoting what Blackpool is doing to improve air quality

Promotion of the work being done to positively influence air quality, and sharing experiences with our neighbours and others, will help to ensure the continued success of air quality actions in Blackpool. We will identify opportunities to promote Blackpool's work and air quality approach to sub-regional, regional, and national organisations and partnerships, especially looking to celebrate and promote our successful active travel routes, facilities and experiences, and their health and economic benefits. One ambition is to work with Lancashire county council to refresh the 'cycle Lancashire' brand and website with marketing Lancashire and the Lancashire enterprise partnership, to maximise opportunities for the visitor economy. Alongside this, we will also work with Lancashire county council to develop 'walk Lancashire' as a brand to promote the extensive walking routes available across Lancashire.

We will aim to host regular events to raise awareness and education around air quality, as well as promoting what we are doing in Blackpool to facilitate change. Educational offers, for example science and air quality workshops, will be explored, as well as the use of online and in-person (for example in the town centre) events. With our strong active travel network, there is potential for the town to host and promote national and local events to further raise the profile of active travel, and grow the local cycle and walking tourism market.

The council aims to establish an approach to community involvement in air quality, including theme leads and liaison with community groups and community champions, enabling grass roots action, and positive change. Where possible, we will upskill community groups to allow them to support the cause better. Community-led stewards such as the parks friends groups, beach guardians, and tree wardens are doing incredible work and we will support and encourage them as much as possible. The council also wishes to engage with local cycling and walking groups to inform the design and delivery of cycling and walking infrastructure, and to continue to deliver and promote the existing active travel projects. We will look to collaborate with active travel providers and disability related groups (e.g. Cycling UK, living streets, Sustrans, Disability First and Galloways) to promote our active travel initiatives and hopefully, implement further schemes.

1.19 Monitoring and evaluation

Monitoring and evaluating the actions detailed in the Blackpool Air Quality Strategy is essential for tracking performance, to provide stakeholders with transparency about the process, and to inspire trust in the community that the council are committed to improving air quality. It will also evaluate whether the actions are achieving the aims of the Air Quality Strategy and where further improvements are required.

Monitoring and evaluation is a continuous process of data gathering, assessment against objectives, and making changes to allow for improvement. The impacts brought about by our air quality actions will be compared with the original objectives and a baseline, where possible, to assess their performance. If actions are found to be underperforming, changes can be implemented to get the actions back on track.

A combination of air quality monitoring data and secondary data collected for the air quality actions will be used to monitor and evaluate the actions within the Air Quality Strategy. While monitoring air pollution concentrations provides an overview of the local air quality situation, it doesn't provide information on how each action is performing or how the actions are contributing changes in air pollution. Therefore, indirect or secondary indicators will also be used to track the progress of the Air Quality Strategy and its actions. Such data can also be more accessible and relatable when reporting to the public and other stakeholders.

The following provides an overview of the monitoring and evaluation plan for the Air Quality Strategy.

Figure 5: Air Quality Strategy monitoring & evaluation plan

Each of the 6 themes will have annual air quality management reviews and in 5 year a review of the strategy will take place, which considers wider indicators such as energy use, transport numbers.

Themes:

1. Reducing emissions
2. Active travel
3. Domestic heating and burning
4. Green infrastructure
5. New developments
6. Public engagement

The Air Quality Strategy will be reviewed and reported on at regular intervals to keep stakeholders up to date with our progress and any amendments being made. We will publish regular air quality reports to communicate progress on air pollutant concentrations and air quality management progress across the borough:

- Annual monitored air quality concentrations across the borough will be reported in Blackpool's annual status reports which will be published on the Blackpool council website, starting from summer 2023.
- Every five years, progress of actions in the Blackpool Air Quality Strategy will be reviewed. This will determine if actions have been completed, are on track to reach the outcome, or need to be adjusted. Stakeholders will be updated with progress and any changes that are made.

1.20 Appendices

Appendix 1 smart actions to reduce emissions from vehicles

Appendix 2 smart actions to encourage active travel

Appendix 3 smart actions to reduce pollutant emissions from domestic heating and burning

Appendix 4 smart actions to increase green infrastructure

Appendix 5 smart actions to reduce the impacts of new developments in Blackpool

Appendix 6 smart actions for public engagement and communication

1.20.1 Appendix 1 smart actions to reduce emissions from vehicles

The following provides a complete list of actions to reduce emissions from vehicles in Blackpool. These are designed to be specific, measurable, assignable, realistic and time-related (smart), and have been grouped according to their status: ‘ongoing’, ‘under implementation’ or ‘future ambition’.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Ongoing	Talbot gateway phase 2 - development of new tram hub & retail element	<ul style="list-style-type: none"> Progress on the £35m Talbot gateway phase 2 continues, with delivery of the second phase due to complete in 2022. This phase includes opening the new tram extension and connecting the tramway with Blackpool north rail station to make the town centre one of the most sustainable locations for new investment and jobs. 	Growth and prosperity	Blackpool local plan part 1: core strategy ; Lancashire County Council highway decarbonisation strategy	Encourages mode shift from private vehicles to public transport. Co-benefits for businesses and the town centre via the new development.
Under implementation	Blackpool transport services electrification / support round two of zebra work	<ul style="list-style-type: none"> Operator partners have plans to transition to electric buses from the next purchase cycle, discussions with vehicle manufacturers having been held. The council and Blackpool transport services have worked together to gain funding under round two of the government's zero emission bus regional areas (zebra) scheme. A fleet of 115 electric buses will be provided, together with a depot rebuild and refurbishment. The first electric buses are scheduled to arrive in autumn 2024, with the project completed in 2025. 	Blackpool transport services	Blackpool's climate emergency action plan; Blackpool transport policy; Blackpool council bus service improvement plan; Lancashire County Council highway decarbonisation strategy	Directly reduces emissions from vehicles (public transport buses) which travel a great distance in and around Blackpool. Purchase of new, higher quality buses may also encourage mode shift from private vehicles to public transport.
Under implementation	Implement an enhanced bus partnership scheme	<ul style="list-style-type: none"> Subject to funding, this scheme will deliver improvements to bus services and infrastructure in Lancashire to encourage a model shift towards sustainable transport and to align with our bus service improvement plan. 	Transport policy	Blackpool transport policy; Blackpool council bus service improvement plan; Blackpool local plan part 1: core strategy	Improvements to bus services and infrastructure in Blackpool will encourage mode shift from private vehicles to public transport.
Under implementation	Optimise Blackpool's traffic network	<ul style="list-style-type: none"> Network management improvements through the optimisation of traffic signals, introduction of road schemes, and consideration of speed limits to reduce pollution from static traffic. Two integrated schemes have been implemented. Variable message signage directs drivers to available car park spaces to minimise parking search trips, increasing visitor dwell time and 	Highway and traffic management	Blackpool's climate emergency action plan; Blackpool Council Local Transport Plan: implementation plan 2018 to 2021;	Network optimisation will reduce road congestion by eliminating identified 'pinch-points'; providing long-term solutions to structural issues; and providing advanced

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<p>reducing traffic congestion. Bluetooth technology to monitor and manage traffic flows is in use.</p> <ul style="list-style-type: none"> Following the successful implementation of the two integrated traffic management schemes described above, the council will continue to work in alignment with the government's transport technology forum intent upon promoting digital traffic management technology, particularly smart parking guidance. 		Blackpool local plan part 1: core strategy	directional signage on all main routes. An optimised road network also provides co-benefits such as less stressful journeys and makes it easier for public transport services to run on time which may help encourage mode shift from private vehicles to public transport.
Under implementation	Implement bus service improvement plan to encourage use of public transport	<ul style="list-style-type: none"> Subject to funding, investment in bus priority schemes for faster and more reliable bus journeys will be implemented. Bus service frequencies will increase, including evenings & weekends, and route reviews. Buses will have priority within the road network, for example via new bus lanes, as a means to improve punctuality and reliability. Ticketing will be coordinated and simplified; such as a multi-operator ticket to simplify travel experience, and a standardised young person half fare ticketing offer. It is proposed multi-operator tickets are introduced following further discussion and agreement with lcc and operators. Higher specification buses will be included in the bus network to improve the user experience. Investment will focus on provision of zero-emission and low-emission buses. Bus stops will be improved, covering accessibility, real-time passenger information (especially in the town centre), walking access routes, safety. The council will maintain the enhanced bus partnership and liaise with individual operators as appropriate. 	Transport policy	National bus strategy: Lancashire County; Council & Blackburn with Darwen council joint bus service improvement plan; Blackpool council bus service improvement plan; Blackpool local plan part 1: core strategy	Reduces vehicular emissions. Purchase of new, higher quality buses and having a more reliable bus service is likely to encourage mode shift from private vehicles to public transport.
Under implementation	Work with coach operators and developers to provide sufficient, high quality, conveniently located coach passenger	<ul style="list-style-type: none"> Regeneration proposals, especially the leisure quarter development, significantly increase the demand for coach drop-off, pick-up, and layover. High quality passenger facilities and a permanent layover facility, that has adequate space for coaches and good facilities for drivers, are required. Blackpool council will continue to work with coach operators to ensure sufficient infrastructure is available to provide high-quality services. 	transport policy	Blackpool local plan part 1: core strategy	Provision of a high-quality fleet of coaches provides another transport option for those who may wish to no longer own a private vehicle, as well as encouraging visitors to Blackpool to not bring a private vehicle.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
	facilities and coach parking				
Under implementation	Deliver the vision in Blackpool's Electric Vehicle Strategy	<ul style="list-style-type: none"> The Blackpool EV strategy has a vision as follows: <ol style="list-style-type: none"> Support and enable delivery of charge points on council owned land. Leverage funding and financing from the public and private sector to maximise charge point delivery. Harness planning influence to ensure that development sites commit to and deliver an adequate number of charge points. Raise awareness about the ev transition and secure buy-in from key stakeholders to support charge point delivery. 	Strategy and climate	Blackpool's Climate Emergency Action Plan; Blackpool EV Strategy	Directly reduces emissions from vehicles (public transport vehicles).purchase of new, higher quality buses may also encourage mode shift from private vehicles to public transport. Also encourages those with a private vehicle to switch to an ev.
Under implementation	Provision of ev charging infrastructure throughout Blackpool	<ul style="list-style-type: none"> Map and review (annually) the provision of charge points and their usage data, to support a spatial and strategic approach to charge point provision. Continue to update council website pages on parking to show which car parks have EV charging available as more becomes available. Council-owned car parks - the council will continue to engage with charge point operators (CPOS) to explore business models to support charge point roll out at car park sites. On-street parking bays - the council will continue conversations with CPOS to explore installing fast charge points at visible and strategic locations across Blackpool through the leasing business model option. Bus depot - after securing funding from the DfT zebra fund for 115 new buses, Blackpool is now aiming to leverage additional government funding to enable the sharing of grid infrastructure that will support the ultra-rapid charge points for buses. This infrastructure has the potential to provide Blackpool with a significantly sized rapid charging hub site for visitors, commuters and commercial driver's on-the-go. On-street residential parking - Blackpool will consider trialling both conventional on-street residential charging options (e.g. Lamp post chargers) and the emerging on-street home charging solutions (e.g. Gulley solutions) to determine which solutions best meet user needs. Blackpool will engage with residents to identify areas where there is demand for on-street residential 	Strategy and climate	Blackpool EV strategy; Lancashire County Council Highway Decarbonisation Strategy	Provision of ev infrastructure supports the conversion of both the public and private fleet of vehicles to switch to EVs.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<p>charging solutions, and which type of on-street residential charging solutions appeal to residents.</p> <ul style="list-style-type: none"> Blackpool will facilitate and monitor privately-funded charge point provision in the town, with a goal of three large-scale privately-funded sites in Blackpool by March 2025. New developments - Blackpool council planning team will work closely with developers and other key stakeholders to ensure that new developments commit to and deliver an adequate number of charge points. 			
Future ambition	Explore incentives for taxi trade to switch to low emission vehicles	<ul style="list-style-type: none"> New development and regeneration projects will be required to provide sufficient taxi ranks in favourable locations. The council will explore incentives for taxi trade to switch to low emission vehicles, for example infrastructure requirements, financial incentives, and trial options. Any appropriate incentives would likely be introduced in the next update to the taxi policy. 	Trading standards and licensing	Blackpool local plan part 1: core strategy Lancashire county council highway decarbonisation strategy	Directly reduces emissions from vehicles (taxis) which travel a great distance in and around Blackpool. Provision of a high-quality fleet of taxis provides another transport option for those who may wish to no longer own a private vehicle.
Future ambition	Support bus operators in switching to low-emission vehicles	<ul style="list-style-type: none"> The council will explore appropriate incentives to support bus operators in switching to low-emission vehicles, in addition to the fleet of 115 electric buses. Explore potential of joint bus and (general public) private vehicle charging infrastructure at the Rigby Road depot. 	Transport policy; strategy and climate	Blackpool council bus service improvement plan Lancashire county council highway decarbonisation strategy	Reduces vehicular emissions purchase of new, higher quality buses may also encourage mode shift from private vehicles to public transport.
Future ambition	Work with businesses and educational establishments to implement travel plans	<ul style="list-style-type: none"> The council will lead by example by preparing its own travel plan. Travel plans will be implemented to improve and encourage more sustainable access (by walking, cycling and public transport, and through car sharing) to workplaces and educational establishments. Review all travel plans at least annually. 	Active Blackpool; transport policy; Strategy and climate	Blackpool local plan part 1: core strategy	Encourages mode shift from private vehicles to public transport, active transport, car sharing, etc. Particularly for commuting.
Future ambition	Explore options to increase ev use amongst	<ul style="list-style-type: none"> The council will lead by example by working to increase EV use amongst staff. 	Strategy and climate	Blackpool's climate emergency action plan	Directly reduces emissions from vehicles (council-owned vehicles)

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
	staff, including staff EV carpool and staff lease car offer	<ul style="list-style-type: none"> The council will explore options including a business case for a staff EV carpool, Blackpool council's staff lease car offer, and investigate other support and incentives. 			and staff-owned vehicles). Provision of a high-quality fleet of EVs for use by council staff provides another transport option for those who may wish to no longer own a private vehicle.
Future ambition	Move council fleet away from petrol/diesel towards alternative fuels such as electric	<ul style="list-style-type: none"> Aim to accelerate uptake in vehicle fleets e.g. Council & supplier fleets, taxi fleets, bus & community transport, car club fleets, corporate fleets. For example, transition bridge inspectors to electric vehicles. Rapid development of charging / fuelling infrastructure will be required to support the switch to alternative fuels. Aim to trial and promote new vehicle technology when it arrives on the market 	Integrated transport services; strategy and climate	Lancashire county council highway decarbonisation strategy Lancashire net zero pathways options: main document	Directly reduces emissions from vehicles (council-owned vehicles and staff-owned vehicles).
Future ambition	Masternaut introduction for council fleet	<ul style="list-style-type: none"> Masternaut is a fleet telematics software used in some council vehicles. The latest version of Masternaut influences driver behaviour and can help make vehicle use more economic, thereby reducing fuel use and limiting exhaust pollution. 	Integrated transport services	Lancashire county council highway decarbonisation strategy	Directly reduces emissions from vehicles (council-owned vehicles and staff-owned vehicles).
Future ambition	Produce a comprehensive, long-term parking strategy	<ul style="list-style-type: none"> Address parking capacity issues by providing sufficient, high quality and conveniently located car parks, to support the town centre and resort economy and address wider issues of parking provision across the borough. If significant modal shift from car to train, coach and inter-urban bus for tourist travel is to be achieved, then car parking land might be released for more productive uses. The council will then move to reallocate car parking space following careful consideration, with particular care in the town centre. Review and update of council car parks. Incorporate support for EV parking into the parking strategy, including enforcing the dedicated use of bays for EVs, working alongside the EV strategy. 	Tourism; communications; highways	Blackpool local plan part 1: core strategy; Blackpool EV strategy	Encourages mode shift away from private vehicles to public transport and active travel. Encourages uptake of EVs.
Future ambition	Campaign for government to take measures	<ul style="list-style-type: none"> The council will campaign to encourage the government to take measures to decarbonise and reduce road haulage. 	Strategy and climate	Blackpool's climate emergency action plan;	Reduces emissions from freight vehicles, which

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
	to decarbonise and reduce road haulage	<ul style="list-style-type: none"> For example, suitable measures might include provision of rail freight, hgv charging, promotion of zero emission “last mile” deliveries. The council will lead by example by considering use of these initiatives in Blackpool where relevant and feasible. 		Lancashire county council highway decarbonisation strategy	can be highly polluting. Co-benefits for climate.

1.20.2 Appendix 2 smart actions to encourage active travel

The following provides a complete list of actions to encourage active travel in Blackpool. These are designed to be specific, measurable, assignable, realistic and time-related (smart), and have been grouped according to their status: ‘ongoing’, ‘under implementation’ or ‘future ambition’.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Ongoing	Living streets and other walking initiatives	<ul style="list-style-type: none"> 3 living streets initiatives in Blackpool - wow – the walk to school challenge for primary schools; next steps for post primary/fe settings; walking works for workplaces. Walk to school initiatives are offered to the majority of Blackpool’s primary schools. The council has worked collaboratively with both Blackpool and the Fylde College and Blackpool Victoria hospital on walking initiatives. 	Active Blackpool	Active lives strategy	Encourage walking to school, work, and other short journeys by creating local communities at schools and workplaces. Increases the safety of walkers. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Ongoing	Cycling uk-funded projects	<ul style="list-style-type: none"> Bikeability, the national standard cycle training programme, will continue to be offered. A cycling development officer was appointed in December 2021. Programmes funded include: community cycling clubs, big bike revival and cycle for health. 	Active Blackpool	Active lives strategy	Give people access to practical skills and opportunities to be able to cycle more often. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Ongoing	Love to ride partnership	<ul style="list-style-type: none"> Love to ride run quarterly events to encourage, incentivise and reward cycling. Active Blackpool have recently started a partnership with love to ride for them to run their initiative locally in Blackpool. 	Active Blackpool	Active lives strategy	Encourage cycling especially for short to medium journeys, by creating an online community. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Ongoing	Wheels4all	<ul style="list-style-type: none"> Wheels4all engage disabled people in cycling activities. 	Active Blackpool	Active lives strategy	Provide cycling equipment to those who need it. Give people access to practical

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<ul style="list-style-type: none"> Cycling sessions are delivered by active Blackpool to young people and adults all year round. Provides a range of adapted equipment from two wheeled bikes to trikes and quads to wheelchair supporting bikes and hand-cycles. 			skills and opportunities to be able to cycle more often. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Ongoing	Business grants for active travel	<ul style="list-style-type: none"> Bike lockers at leisure centre/ bike storage at ENVECO - ordered an initial 5 velo safe cycle lockers to prevent theft at the leisure centre; received a quote to provide new cycle storage at the local waste management depot. Police funding for 12 e-bikes to reduce the need for motor vehicles on callouts 	Active Blackpool	Active lives strategy	Provide infrastructure for local businesses to make use of active travel options. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Ongoing	Bike mechanic / cycle recycle	<ul style="list-style-type: none"> 36 bikes have been donated from active Lancashire and looking to source more bikes from the local waste management centre and a donation point at Palatine leisure centre. Hold sessions where participants on low incomes can come along, fix up a bike with the mechanic, go for a bike ride with an instructor. Participants get to keep the bike at the end of the session. Bike mechanic being recruited will also assist on repairs in other programs including wheels4all and bikeability. 	Active Blackpool	Active lives strategy	Provide cycling equipment & skills to those who need it, giving people opportunity to cycle more often. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Under implementation	Skateboard coaching	<ul style="list-style-type: none"> Team Rubicon deliver skateboarding and scooter coaching sessions in schools. Rolled out initially to eight schools, looking to roll this out to all Blackpool schools. 	Active Blackpool	Active lives strategy	Give young people access to practical skills and opportunities to be able to use active travel methods to get to school. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Under implementation	Identify key pedestrian routes with safe access & prioritise for public realm improvements	<ul style="list-style-type: none"> The quality corridors project has implemented improvements to the public realm on key roads in the town centre, such as Church Street, creating a better environment for walking. Join up the gaps in our existing network and provide crossing points that offer safe, direct, and convenient routes. 	Planning; growth and prosperity; transport policy; highway and traffic management	Blackpool local plan part 1: core strategy Blackpool town centre strategy & action plan	Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<ul style="list-style-type: none"> Focus our efforts on connecting homes and transport interchanges to key employment sites, education and retail and leisure destinations. 			
Under implementation	Adopt a 'pedestrian first' approach to planning during the town centre realignment	<ul style="list-style-type: none"> Ensure pedestrian routes feel safe to follow and explore, they are well-lit, marked with wayfinding directionals, and a pleasant way to travel into/around the town centre. 	Growth and prosperity; transport policy; highway and traffic management	Blackpool town centre strategy & action plan	Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health, as well as safety.
Under implementation	Publish local cycling and walking infrastructure plans (lcwips)	<ul style="list-style-type: none"> The council is working with Lancashire councils to establish cycling and walking plans in line with government policy. Lcwips provide long term plans for our future cycling and walking networks. Publish lcwips online. Provide an interactive map of footpaths and cycle paths within the 'parking, roads and transport' page on the Blackpool council website. Include facilities such as toilets, benches, cycle parking, etc. In the interactive foot/cycle path network map. 	Transport policy; highway and traffic management	Active lives strategy	Ensures the public can be well-informed about walking and cycling infrastructure available to them, making these routes more accessible. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Future ambition	Develop modal shift action plan	<ul style="list-style-type: none"> Develop a modal shift action plan linked to the active lives strategy. The action plan will focus on mode shift away from private vehicles and towards active travel, as well as public transport. 	Active Blackpool	Active lives strategy	Reduces number of trips made by private vehicle / other polluting vehicles.
Future ambition	Bike storage in Blackpool town centre	<ul style="list-style-type: none"> Install more secure cycle storage in Blackpool town centre to prevent bike theft. This will enable the public and people working in town to cycle in and have a secure facility to lock their bike in. 	Active Blackpool	Active lives strategy	Encourage cycling and reduce the number of trips made by private vehicles and other polluting vehicles. Co-benefits for physical and mental health.
Future ambition	Embed active lives strategy-related objectives in local and neighbourhood plans	<ul style="list-style-type: none"> Take account of active lives strategy objectives when considering all proposed local development. Use the strategy to identify common ground and shared priorities with partners. 	Active Blackpool	Active lives strategy	Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<ul style="list-style-type: none"> Review and 'uprate' the remit, role, status, and structure of active Blackpool, developing it into a more proactive, influential body that agrees policy priorities. 			
Future ambition	Extend introductory 'back to sport' offers to targeted groups	<ul style="list-style-type: none"> For example, to adults who have low income or non-swimmers and who cannot ride a bike. 	Active Blackpool	Active lives strategy	Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Future ambition	Consider opportunities to semi- or fully pedestrianise areas	<ul style="list-style-type: none"> Develop pleasant and attractive urban spaces which are not dominated by the motor car. In the town centre there has been a progressive pedestrianisation programme, for example at St John's Square, which has closed many former through routes and some bus routes. Consider pedestrianisation of new areas between 10am-5pm; outside these hours limit to service access & taxis. 	Growth and prosperity; transport policy; highway and traffic management	Blackpool town centre strategy & action plan	Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health.
Future ambition	New walking / cycling heritage tours	<ul style="list-style-type: none"> Town centre partners to work together to host tours of heritage assets in town centre. Ensure walking, bike and e-bike tours are offered, whilst remaining accessible. 	Active Blackpool; growth and prosperity	Blackpool town centre strategy & action plan	Reduces number of trips made by polluting vehicles. Co-benefits for businesses as footfall increases.
Future ambition	Improve facilities on the cycle / footpath network such as benches and toilets	<ul style="list-style-type: none"> Look for opportunities to improve facilities and the condition of parks and green spaces within communities (e.g. additional benches, toilets) so that they are suitable for use by the elderly, very young, or disabled. 	Active Blackpool	Active lives strategy Blackpool local plan part 1: core strategy	Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health, especially of vulnerable groups / those who need extra support in order to partake in active travel.
Future ambition	Improve the level of provision of multi-user routes	<ul style="list-style-type: none"> Create a high quality, integrated network. Design new highways with suitable provision for cycling and walking. Improve routes and facilities serving transport interchanges and multi-modal journeys. Provide comfortable routes with clear and consistent signage, well signed routes (including for visitors) and appropriate surfacing for all users, such as children, elderly people, disabled, cyclists, horse riders, etc. 	Active Blackpool; highway and traffic management	Blackpool local plan part 1: core strategy	Makes all forms of active travel more accessible. Reduces number of trips made by private vehicle / other polluting vehicles. Co-benefits for physical and mental health. Increases road safety.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<ul style="list-style-type: none"> • Ensure provision of advanced stop lines (asls) and other cycle friendly infrastructure, where appropriate. • Provide bike / e-bike / e-scooter hire schemes. The council will support the safe use of powered-two-wheelers by ensuring free parking is provided in the town's car parks. 			
Future ambition	Encourage and support local employers and education establishments to develop active travel plans, workplace promotions and journey planning	<ul style="list-style-type: none"> • Workplaces should provide secure clothing storage, changing/washing facilities and a drying room, as well as cycle parking / storage. • The council will engage with local businesses to encourage this behaviour, with emphasis on how it can benefit the business and its employees, and potential incentives (e.g. Business grants). • The council already have shower and changing facilities in place for staff and will continue to lead by example by implementing these policies across the departments. 	Active Blackpool; strategy and climate	Active lives strategy	Reduces number of trips made by private vehicle / other polluting vehicles, especially for commuting. Reduces congestion. Co-benefits for physical and mental health.

1.20.3 Appendix 3 smart actions to reduce pollutant emissions from domestic heating and burning

The following provides a complete list of actions to reduce pollutant emissions from domestic heating and burning in Blackpool. These are designed to be specific, measurable, assignable, realistic and time-related (smart), and have been grouped according to their status: ‘ongoing’, ‘under implementation’ or ‘future ambition’.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Under implementation	Explore resources needed to enforce epc ratings via Landlord licensing scheme	<ul style="list-style-type: none"> Under the Blackpool climate emergency action plan, the council will explore the resources needed to enforce epc ratings via a landlord licensing scheme. This is set to be addressed via the levelling up funding targeting inner Blackpool, the package of measures which will include a “crackdown on rogue landlords”. The scheme will allow for additional resources for category 1 hazards – those that pose a serious and immediate risk to a person’s health and safety – to be enforced. 	Public protection	Blackpool’s climate emergency action plan	Reduce pollutant emissions from domestic heating and burning by increasing the energy efficiency of homes so that the need for heating is minimised.
Under implementation	Deliver the cosy homes in Lancashire programme	<ul style="list-style-type: none"> The council will continue to help deliver the cosy homes in Lancashire programme to tackle fuel poverty, making sure it contributes all it can to reducing emissions and increasing demand for zero emissions heating. The council also plans to help eligible residents and landlords to make use of the government’s recently announced eco+ scheme, which will run from spring 2023 for three years. The eco+ scheme is aimed at improving the UK’s least energy-efficient homes, supporting households that are in lower council tax band areas and whose homes have an epc rating of d or below. 	Public health/cosy homes in Lancashire	Blackpool’s climate emergency action plan	Reduce pollutant emissions from domestic heating and burning by insulating and increasing the energy efficiency of homes so that the need for heating is minimised.
Future ambition	Develop a bonfire policy	<ul style="list-style-type: none"> The council will consider options for greater restrictions on open burning and bonfires. A bonfire policy could enable residents to make better decisions around when, where, and how to have their bonfires, by providing guidance. It could also inform residents about the human and environmental health impacts of bonfires, and reduce the occurrence of bonfires. The council will also improve the website page on 'household bonfires and smoke nuisance' to educate people on this topic. 	Environmental protection; public protection	n/a	Reduce pollutant emissions from domestic heating and burning by restricting bonfires and open burning in Blackpool.
Future ambition	Develop a solid fuels policy	<ul style="list-style-type: none"> Blackpool council will consider publishing a solid fuel policy, following the air quality (domestic solid fuels standards) (England) regulations which was published in 2020; at a local level. The regulations are to be enforced by local authorities at the point of sale and enable local authorities to inspect suppliers’ goods, make test purchases, inspect documentation, and question 	Environmental protection	n/a	Reduce pollutant emissions from domestic heating and burning by preventing the burning of unauthorised fuels in Blackpool.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<p>suppliers regarding the solid fuels on sale, to prevent the sale of prohibited solid fuels.</p> <ul style="list-style-type: none"> • A domestic solid fuel policy could make enforcement of the regulations easier, and help to ensure that residents are not being sold prohibited, highly-polluting solid fuels. • Any policy will be accompanied by information and education around the topic. 			
Future ambition	Consider classifying Blackpool as a smoke control area	<ul style="list-style-type: none"> • Blackpool council will consider declaring the whole or part of Blackpool to be a smoke control area (sca). 	Environmental protection	n/a	Reduce pollutant emissions from domestic heating and burning by preventing the burning of unauthorised fuels in Blackpool.
Future ambition	Solid fuel burning public information campaign	<ul style="list-style-type: none"> • The council will consider how information and advice on the burning of solid fuels can be incorporated into the website page on 'household bonfires and smoke nuisance' in order to raise awareness on the issue. • Blackpool's priority action to address open burning and indoor air quality is to prepare a solid fuel burning public information campaign. Such a campaign will aim to: <ul style="list-style-type: none"> ○ Raise awareness on open burning and indoor air quality. ○ Describe the issue of burning solid fuels (both inside and outside the home), including the types of fuels that are most problematic and how the way that fuels are burnt can influence emissions. ○ Explain how burning these fuels can affect human and environmental health, with a focus on air quality. ○ Provide information on how people can reduce their emissions contribution, for example by considering what is being burnt, the weather conditions, ventilation, etc. 	Environmental protection	N/a	Reduce pollutant emissions from domestic heating and burning by educating the public about the impacts of burning solid fuels on air quality.
Future ambition	Support improved insulation of all housing	<ul style="list-style-type: none"> • Under the Blackpool climate emergency action plan, the council will aim to accelerate delivery of insulation and glazing of all housing, reducing net energy demand. 	Environmental protection	Blackpool's climate emergency action plan	Reduce pollutant emissions from domestic heating and burning by insulating homes so that the need for heating is minimised.

1.20.4 Appendix 4 smart actions to increase green infrastructure

The following provides a complete list of actions to increase green infrastructure in Blackpool. These are designed to be specific, measurable, assignable, realistic and time-related (smart), and have been grouped according to their status: 'ongoing', 'under implementation' or 'future ambition'.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Ongoing	Schools tree planting scheme	<ul style="list-style-type: none"> The initial projects under the schools tree planting scheme planted trees at two schools, with pupils helping to dig a hole and having a small tree each to plant individually. The council will aim roll out this offer to many more schools during the planting season (October-march). The development of a business plan for the full implementation of the community project to give every child at school a tree to plant is one of the actions within the Green and Blue Infrastructure (GBI) Action Plan, which aims to increase the overall tree canopy in Blackpool to 10%. 	Leisure, parks and catering	Blackpool Green and Blue Infrastructure (GBI) Action Plan; Active lives strategy	Increases green infrastructure in Blackpool. Engages with students, providing educational opportunities on air quality and climate. Co-benefits for mental health.
Ongoing	Young leaders, sustainable sport programme	<ul style="list-style-type: none"> This programme addresses different primary schools across Blackpool. It focuses on the climate emergency and the implications that it has and suggests practical measures that students can take to lower their emissions, linking to the role that sport can have on reducing emissions. The programme also involves tree planting either on their school grounds or in their closest green space. This programme has delivered one session to date, with the aim of providing at least four more sessions. 	Active Blackpool	Active lives strategy	Increasing green infrastructure in Blackpool. Encouraging use of local green spaces. Engages with students, providing educational opportunities on air quality and climate.
Ongoing	Continue to implement green & blue infrastructure strategy for Blackpool	<ul style="list-style-type: none"> A green infrastructure strategy for Blackpool will be prepared to map green infrastructure, biodiversity and local ecological networks, and to co-ordinate improvements, maintenance and investment in these networks. Blackpool's green and blue infrastructure action plan was published in 2019; the council is working towards implementing the actions within it and updated actions will be complete by December 2023. Many of the actions in the green and blue infrastructure action plan link closely to the AQS. 	Leisure, parks and catering	Blackpool Green and Blue Infrastructure (GBI) Action Plan; Blackpool local plan part 1: core strategy; Greening Blackpool supplementary planning document	Increases green infrastructure in Blackpool. Co-benefits for climate, public realm improvements, and biodiversity.
Under implementation	Implement the tree strategy	<ul style="list-style-type: none"> The tree strategy has the aim of increase the overall tree canopy in Blackpool to 10%, starting with planting of 10,000 trees in the ten-year period 2019 to 2029. The strategy includes reviewing planting locations, encouraging trees on private land, and protecting existing trees and woodland. 	Active Blackpool	Tree strategy 2020-2030; Blackpool Green and Blue Infrastructure (GBI) Action Plan; Council Plan 2019-2024 progress update;	Increases green infrastructure in Blackpool. Co-benefits for climate, public realm improvements, and biodiversity.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
		<ul style="list-style-type: none"> The council also aims to conclude the ERDF-funded grange park tree planting programme. Opportunities for urban greening, particularly within Blackpool's inner areas, will be explored and incorporated where possible. 		Blackpool local plan part 1: core strategy	
Under implementation	Protect and enhance green infrastructure in streetscapes, quality corridors and town centre	<ul style="list-style-type: none"> Protect existing green infrastructure and create new accessible green infrastructure, such as using green infrastructure at gateways and corridors into/around Blackpool (e.g. the green line). 	Leisure, parks and catering	Blackpool Green and Blue Infrastructure (GBI) Action Plan; Greening Blackpool supplementary planning document	Increases green infrastructure in Blackpool. Co-benefits for climate, public realm improvements, and biodiversity.
Under implementation	Incorporate creation of new green infrastructure into the town centre strategy update	<ul style="list-style-type: none"> Public realm improvements in the town centre could include the introduction of trees, planters, living walls, and other vegetation suitable for Blackpool. Within the town centre realignment, the council aims to find opportunities to engineer open space in the town centre, to use greenery to enhance areas and make open space. Improve the desirability and attractiveness of Blackpool, with investment in the town's green infrastructure as a priority, particularly in the inner neighbourhoods and the town centre. Consideration will be given to incorporating green or living roofs or walls into new development, or retro-fitting to existing buildings in cases of change of use developments. 	Leisure, parks and catering	Blackpool town centre strategy & action plan; Blackpool local plan part 2: site allocations and development management policies; Greening Blackpool supplementary planning document	Increases green infrastructure in Blackpool. Co-benefits for climate, public realm improvements, and biodiversity.
Future ambition	Work with neighbouring local authorities to promote links to cross-boundary green infrastructure provision	<ul style="list-style-type: none"> The council is putting green infrastructure at the forefront of development in Blackpool, for example in improvements to the town centre. The council will aim to support its neighbours and exchange ideas to increase green infrastructure across Lancashire. The council is putting green infrastructure at the forefront of development in Blackpool, for example in improvements to the town centre; through our experience in implementing our GBI strategy we can support our neighbours and exchange ideas to increase green infrastructure across Lancashire. 	Leisure, parks and catering; planning	Blackpool Green and Blue Infrastructure (GBI) Action Plan;	Increases green infrastructure in Blackpool and beyond. Co-benefits for climate and biodiversity.
Future ambition	Consider green infrastructure opportunities for reduction of	<ul style="list-style-type: none"> The council will explore opportunities to use green infrastructure to reduce residual pollutant emissions. For example, restoration and planting broad-leaved woodland can help to reduce background concentrations of pollutants. 	Leisure, parks and catering; strategy and climate	Lancashire net zero pathways options	Increases green infrastructure in Blackpool. Co-benefits for climate and biodiversity.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
	residual emissions				

1.20.5 Appendix 5 smart actions to reduce the impacts of new developments in Blackpool

The following provides a complete list of actions to reduce the impacts of new developments in Blackpool. These are designed to be specific, measurable, assignable, realistic and time-related (smart), and have been grouped according to their status: 'ongoing', 'under implementation' or 'future ambition'.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Ongoing	Support preparation and implementation of highways and transport masterplans across Lancashire	<ul style="list-style-type: none"> In order to determine its transport planning and investment priorities, Lancashire county council produced a set of five highways and transport masterplans to cover all 12 districts of Lancashire, as well as the two unitary authorities of Blackpool and Blackburn with Darwen. The masterplans help to make the case for multi-million-pound investments in the transport infrastructure needed to support future housing and business development. 	Transport policy	Blackpool council local transport plan: implementation plan 2018 to 2021	Reduce the air pollution impacts of new developments by planning suitable transport infrastructure to support sustainable, low-emission transport.
Under implementation	Ensure provision of green infrastructure in new developments	<ul style="list-style-type: none"> All developments should incorporate new or enhance existing green infrastructure of an appropriate size, type and standard. Where on-site provision is not possible, financial contributions will be sought to make appropriate provision for open space and green infrastructure. New open space and green infrastructure, including areas of public realm, and more formal sports and play provision will need to be fully provided for in all new residential development in accordance with the council's approved standards. 	Leisure, parks and catering; planning; growth and prosperity	Blackpool Green and Blue Infrastructure (GBI) Action Plan; Blackpool local plan part 1: core strategy Blackpool local plan part 2: site allocations and development management policies Greening Blackpool supplementary planning document	Reduce the air pollution impacts of new developments by ensuring that green infrastructure is included in all new developments, and no existing green infrastructure is lost as a result of new developments.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Under implementation	Ensure high quality of design and sustainability in new developments	<ul style="list-style-type: none"> The council will ensure high quality of design in new developments, to minimise their environmental impact and provide sustainable communities. 	Planning; growth and prosperity	Blackpool local plan part 1: core strategy	Reduce the air pollution impacts of new developments by ensuring developments are of high quality, minimal impact, and sustainable.
Under implementation	Work with developers to influence locations for new development, aiming to reduce the need to travel and ensure adequate accessibility	<ul style="list-style-type: none"> The council will identify opportunities to influence provision in new developments, with the aim of siting development in locations that are easily accessible by sustainable modes of transport. Any new structures on the transport network will take into account the needs of multi users, manage congestion, and minimise air pollution emissions and future carbon emissions. 	Planning; growth and prosperity	Blackpool local plan part 2: site allocations and development management policies	Reduce the air pollution impacts of new developments by influencing their location so as to minimise the need for travel, and where travel is required, provide sustainable transport options.
Under implementation	Work with developers and operators to ensure suitable public transport provision and active travel infrastructure in all new developments	<ul style="list-style-type: none"> The council will work with developers and operators to ensure that suitable public transport is provided for all new developments, including to connect between developments. Design proposals should accommodate bus (and where appropriate tram) movements and operations including bus stop siting and supporting on-road parking control. Pedestrian access should be well designed to ensure that footways and crossing-points are safe, particularly for use by children and those with mobility impairments. New developments' pedestrian networks should connect to the surrounding built and natural environment, providing effective connectivity to public transport and other community facilities. Highway design should facilitate cycling by all potential users. This will mean in appropriate cases the provision of specific cycling facilities, or a speed limiting highway design. Such designs must be integrated with the surrounding road network, which should be improved if necessary, providing easy cycling to and from the site. Appropriate provision for secure cycle storage and facilities within buildings for potential residents, staff and visitors will be required. 	Planning; transport policy; growth and prosperity	Blackpool local plan part 1: core strategy Blackpool local plan part 2: site allocations and development management policies	Reduce the air pollution impacts of new developments by providing suitable infrastructure for encouraging mode shift from private vehicles to public transport, and by providing suitable infrastructure for encouraging mode shift from private vehicles to active travel, and making this accessible for everyone.
Under implementation	Work with developers to ensure electric	<ul style="list-style-type: none"> New development proposals must ensure that car, cycle and motorcycle parking is provided in accordance with parking standards, including the provision of EV charging 	Strategy and climate; planning;	Blackpool local plan part 2: site allocations and	Reduce the air pollution impacts of new developments by providing

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
	vehicle charging is included in all new developments	<p>infrastructure. To promote the use of EVs, appropriate infrastructure should be accommodated in new development using the latest technology. Such charging provision should be made both within the properties' curtilage and in public parking areas. In the case of housing, all units must be fitted with the infrastructure to facilitate the charging of EVs. In the case of commercial or retail premises, staff and visitors should reasonably expect to be able to re-charge an EV.</p> <ul style="list-style-type: none"> While this is already a requirement for new developments, Blackpool will look at increasing the percentage of EV charging required as part of a new development. 	transport policy; growth and prosperity	development management policies Blackpool ev strategy	suitable infrastructure for encouraging the switch to electric vehicles.
Under implementation	Direct control of air pollution from new developments	<ul style="list-style-type: none"> The council will directly control air pollution from new developments as per the nppf. Development will only be permitted where it can be demonstrated that the development will not lead to adverse effects on health, amenity, safety and the operation of surrounding uses and for occupants or users of the development itself, with reference to noise, vibration, odour, light, dust, other pollution or nuisance. Applications will be required to be accompanied, where appropriate by relevant impact assessments and mitigation proposals, and will not give rise to a deterioration of air quality in our AQMA or result in the declaration of a new AQMA. Where appropriate, an air quality impact assessment will be required to support development proposals, and where development will result in, or contribute to, a deterioration in air quality, permission will only be granted where any such harm caused is significantly and demonstrably outweighed by other planning considerations and appropriate mitigation measures are provided to minimise any such harm. 	Development management; environmental protection	Blackpool local plan part 2: site allocations and development management policies	Reduce the air pollution impacts of new developments by enforcing obligations under the nppf so that any new developments seek opportunities to improve or mitigate impacts on air quality, and undertake the required air quality impact assessments.
Future ambition	Preparation of a supplementary planning document on control of dust and emissions during construction and demolition	<ul style="list-style-type: none"> The council will consider preparation of a supplementary planning document (spd) on control of dust and emissions during construction and demolition. This spd would provide developers with a set of guidance and instructions on how to minimise emissions of dust and other air pollutants during the construction and demolition phase of a development, by applying best available techniques (bat). 	Development management; environmental protection		Reduce the air pollution impacts of new developments by ensuring developers have a set of guidance and rules to follow during the construction period, to make use of bat and minimise their impact on air quality.

Action stage	Action	Description	Implementing department(s)	Related plans / policies	Outcomes
Future ambition	Preparation of an air quality supplementary planning document	<ul style="list-style-type: none"> • The council will consider preparation of an air quality spd. The spd would adopt a common set of principles/guidance for planning policy with respect to air quality, and ensure these are considered as part of any new development application. • The spd would also ensure any required air quality impact assessments are undertaken and provide guidance on when these are needed. 	Development management; development control; environmental protection		Reduce the air pollution impacts of new developments by ensuring developers have a set of guidance and rules to follow during the planning and construction of new developments (pulling together all policies on reducing the impacts of new developments).

1.20.6 Appendix 6 smart actions for public engagement and communication

The following provides a complete list of actions relating to public engagement and communication on air quality issues in Blackpool. These are designed to be specific, measurable, assignable, realistic and time-related (smart), and have been grouped according to their status: ‘ongoing’, ‘under implementation’ or ‘future ambition’.

Ongoing	Install community air quality champions	<ul style="list-style-type: none"> The council has installed community air quality champions, who are volunteers that engage with members of the local community to help in raising awareness of local air quality issues, and encourage others and assist in the reduction of local air pollution. 	communications; environmental protection	n/a	Engage with the public through local volunteers with a passion for air quality. Increase interest in local air quality and educate residents so they feel well-informed.
Ongoing	Provide dedicated messaging on what local people can do to help improve air quality	<ul style="list-style-type: none"> Highlight existing information available, for example on bus and tram information via the Blackpool transport application, and information centre on Market Street. Improve information about local bus services, regularly updated and available both online and printed. Improve information on wider access in and out of Blackpool, concessions, and highlight how mobile apps can be used to plan efficient door to door, short trip, and multi-modal travel journeys. Develop a council webpage and marketing campaign dedicated to raising awareness about EVs, charging infrastructure, and grant funding. Provide topical and user-friendly information on green infrastructure, parks, open spaces and nature conservation sites, and how to get involved in activities and volunteering. Provide information online about what people can do to improve air quality in the home (e.g. How cleaning products and candles affect indoor air quality, information about solid fuel burning and how to reduce the need for heating in the home). 	Communications; environmental protection	Blackpool ev strategy	Engage with the public by providing clear, thorough and aligned messaging on ways that people can make a difference. Increase interest in local air quality and educate residents so they feel well-informed.
Ongoing	Engagement with schools / youth groups	<ul style="list-style-type: none"> The council will engage with schools, youth groups, etc. To educate them about air quality and encourage change. The council will promote and support the eco schools initiative, with the aim of 100% of schools in the area achieving an award by 2024. The use of green infrastructure by educational institutions will be encouraged and incorporated into the curriculum e.g. through forest schools. 	Strategy and climate; environmental protection		Increase interest in local air quality and educate residents (in particular, young people) so they feel well-informed. Interest is also likely to pass up to parents/guardians.

		<ul style="list-style-type: none"> The council will explore educational offers, e.g. Science and air quality workshops, citizen science campaigns, and more. The council will work with local school/college/university students to produce large scale public art for any air quality campaigns. 			
Ongoing	Engagement with local businesses	<ul style="list-style-type: none"> The council will engage with local businesses and their employees to inform them about air quality issues and encourage behavioural change. Emphasis will be on workplace travel plans, how changes can benefit the business and its employees, and potential incentives (e.g. Business grants). Rail travel will be promoted through workplace travel plans and visitBlackpool will continue to work with train operating companies to promote rail services as a sustainable alternative to car borne tourism. The council will support its bus operator partners' promotion efforts on a network basis, pointing out the links between more sustainable transports modes (e.g. Tram and active travel). 	Communications; environmental protection	Blackpool council local transport plan: implementation plan 2018 to 2021	Increase interest in local air quality and educate residents (particularly, those who work in Blackpool), so they feel well-informed.
Under implementation	Clarify and communicate the health messages and advice available	<ul style="list-style-type: none"> The council will work with the public health department to provide information on the health risks of air pollution, and both indoor and outdoor air quality. The council will work with public health/the NHS to target vulnerable and inactive patients, via a range of their contact routes. 	Public health; communications; environmental protection		Engage with the public by providing clear, thorough and aligned messaging on the health aspects of air quality, in a way that is accessible to all. This will allow residents to feel well-informed and amend their choices / behaviour to reduce personal exposure to air pollution.
Under implementation	Engage with community groups on air quality	<ul style="list-style-type: none"> The council aims to establish an approach to community involvement in air quality, including theme leads and liaison with community groups and community champions, enabling grass roots action, and positive change. Where possible, the council will upskill community groups to allow them to support the cause better. Encouraging and supporting parks friends groups, beach guardians, tree wardens and other community led environmental stewards. Engaging with local cycling and walking groups to inform the design and delivery of cycling and walking infrastructure and to deliver and promote cycle training courses. 	Engagement manager; environmental protection; strategy and climate		Engage with the public through existing community groups. Increase interest in local air quality and support community groups.

		<ul style="list-style-type: none"> Collaborate with active travel providers and disability related groups e.g. Cycling UK, Living Streets, Sustrans, Disability First and Galloways to promote active travel initiatives. 			
Future ambition	Help primary schools to pursue road safety review recommendations relating to air quality	<ul style="list-style-type: none"> The council is currently working with primary schools in the town to review road safety at all primary schools located in Blackpool, as part of the Blackpool community safety plan 2022-2025. Under this AQS, we will support the primary schools in pursuing the recommendations of the road safety review that will help to improve air quality and reduce children's exposure to air pollution. 	Communications; environmental protection		Increase interest in local air quality and educate residents (in particular, young people) so they feel well-informed. Interest is also likely to pass up to parents/guardians. Co-benefits for road safety.
Future ambition	Develop an air quality communications plan	<ul style="list-style-type: none"> The council will implement an overarching air quality communications plan to ensure clear and effective messages and information to local and national audiences. The plan will bring together key partners within Blackpool to align messaging - for example on planning, transport, public health, and more. The air quality communications plan will include identification of a dedicated communications lead for each of the six themes within this AQS. The communications leads will provide clarity on who should be providing what information, with overall responsibility for coordination of messages sitting with the communications team. The air quality information on the Blackpool council website will be expanded within the 'environmental and community' section). These sections of the website will link to and direct users to other related departments, for example, public health and climate change, as well as operators' websites and applications (giving access to journey planning and fare information). The links between these topics (e.g. Air quality, climate change, health) will be highlighted to readers. The council will ensure clear, separate channels of communication for residents and tourists. The council will make use of the visitBlackpool website to promote air quality information for tourists. 	Communications; strategy and climate; environmental protection	Blackpool council local transport plan: implementation plan 2018 to 2021	Engage with the public by providing clear, thorough and aligned messaging across all aspects of air quality, in a way that is accessible to all. Increase interest in local air quality and educate residents so they feel well-informed.
Future ambition	Make information about local air quality more transparent and accessible	<ul style="list-style-type: none"> The council will provide more local air quality information to the public, so they can feel well-informed about air quality in their area. The council will aim to include local air quality information (e.g. Diffusion tube or continuous air quality station measurements) 	Environmental protection	n/a	Engage with the public by providing local data on air quality, in a way that is accessible to all. Increase interest in local air quality and

		<p>within the 'transparency and open data' section of the Blackpool council website, and/or within the air quality section of the website.</p> <ul style="list-style-type: none"> • Data that is already available will be used to enhance the quality of data and effectively identify and direct marketing and promotional effort to facilitate effective change - for example to vulnerable groups, or highly-polluting sectors. • In the future, it may be possible to present live air quality information in and around the town, for example at bus stops or within the town centre. 			educate residents so they feel well-informed.
Future ambition	Sensor study	<ul style="list-style-type: none"> • The council aims to carry out more or more sensor studies to better understand the impacts of potential measures to reduce air pollution in specific areas. • For example, air quality sensors could be used to measure the impact of pedestrianisation of part of the town centre, or to better understand the impact of the Blackpool illuminations on local air quality. • Sensor studies are also a great opportunity to engage with local schools, who could assist with the project and analyse air quality data. 	Environmental protection	n/a	Help monitor and evaluate potential air quality actions. Increase interest in local air quality and educate residents so they feel well-informed - e.g. Schools.
Future ambition	Review of air quality monitoring locations	<ul style="list-style-type: none"> • The council currently monitors air quality at a number of locations, mainly in the town centre and the air quality management area. Since these monitoring locations were chosen, the town has changed significantly and so a review of the air quality monitoring locations is appropriate. • The review of air quality monitoring locations will result in a monitoring network that reflects current activity and exposure to air pollution in Blackpool, with the monitoring network being expanded if possible. 	Environmental protection	n/a	Reviewing the monitoring locations will provide a representative, useful picture of local air quality in Blackpool. Promotion of air quality monitoring locations may increase interest in local air quality and making data available online can educate residents, so they feel well-informed.
Future ambition	Identify opportunities to promote Blackpool's work and approach to sub-regional, regional and national	<ul style="list-style-type: none"> • Blackpool council will celebrate and promote successful active travel routes, facilities and experiences, and their health and economic benefits. • Work with Lancashire county council to refresh the 'cycle Lancashire' brand and website with marketing Lancashire and the Lancashire enterprise partnership, to maximise opportunities for the visitor economy. 	Public health; communications; environmental protection	n/a	Engage with the public locally and regionally, by showing that Blackpool is leading by example in air quality action. Increase interest in local air quality.

	organisations and partnerships	<ul style="list-style-type: none"> Work with Lancashire county council to develop 'walk Lancashire' as a brand to promote the extensive walking routes available in Lancashire. 			
Future ambition	Introduce programme of behaviour change initiatives	<ul style="list-style-type: none"> The council aims to introduce a programme of behaviour change initiatives to encourage adoption of environmentally-positive lifestyle changes, e.g. Subsidies for home improvements, public transport concessions and offers, grants to assist in acquiring an EV, etc. The council will promote and support existing initiatives, for example those that encourage active travel, such as the 'steps to health' and 'cycle for health' schemes. 	Strategy and climate; communications	Blackpool ev strategy	Increase interest in local air quality by demonstrating what benefits and support is available to those who wish to make lifestyle changes. Educate residents so they feel well-informed.
Future ambition	Host regular events to raise awareness and education around air quality	<ul style="list-style-type: none"> The council aims to host regular events to raise awareness and education around air quality. Educational offers, for example science and air quality workshops, will be explored, as well as the use of online and in-person (for example in the town centre) events. Blackpool has a strong active travel network, so there is potential for the town to host and promote national and local events to further raise the profile of active travel, and grow the local cycle and walking tourism market. 	Communications; strategy and climate; Public health; Environmental protection	n/a	Engage with the public through promotional and educational events to increase interest in local air quality and educate residents so they feel well-informed.

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