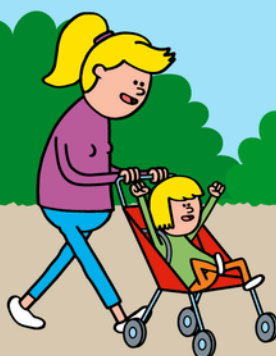


BREATHE CLEAN BRENT

John Keble C of E
Primary School



Summary

In 2024, MP Smarter Travel will be delivering the Breathe Clean project on behalf of Brent Council. The project will provide Healthy Walking Route Maps to schools across Brent for students to plan walking routes from their houses to school on safer and less polluted streets.

The project will see the delivery of 104 Route Maps to schools across Brent. Personalised maps will be sent to each school featuring healthier, quieter and safer streets students can use to get to school. The project also includes an art competition allowing students to draw sites near to their school. Winning drawings will feature on the map.

The aim of the map is to encourage modal shift from car-use to active travel for journeys to and from school. Through educational assemblies, the project will also promote the benefits of walking on air quality and road safety.

Objectives



Increase awareness of the benefits of walking on air quality, the environment, and health



Increase awareness of safer walking routes in each catchment within Brent



Increase the percentage of school pupils using the healthy walking routes to get to school

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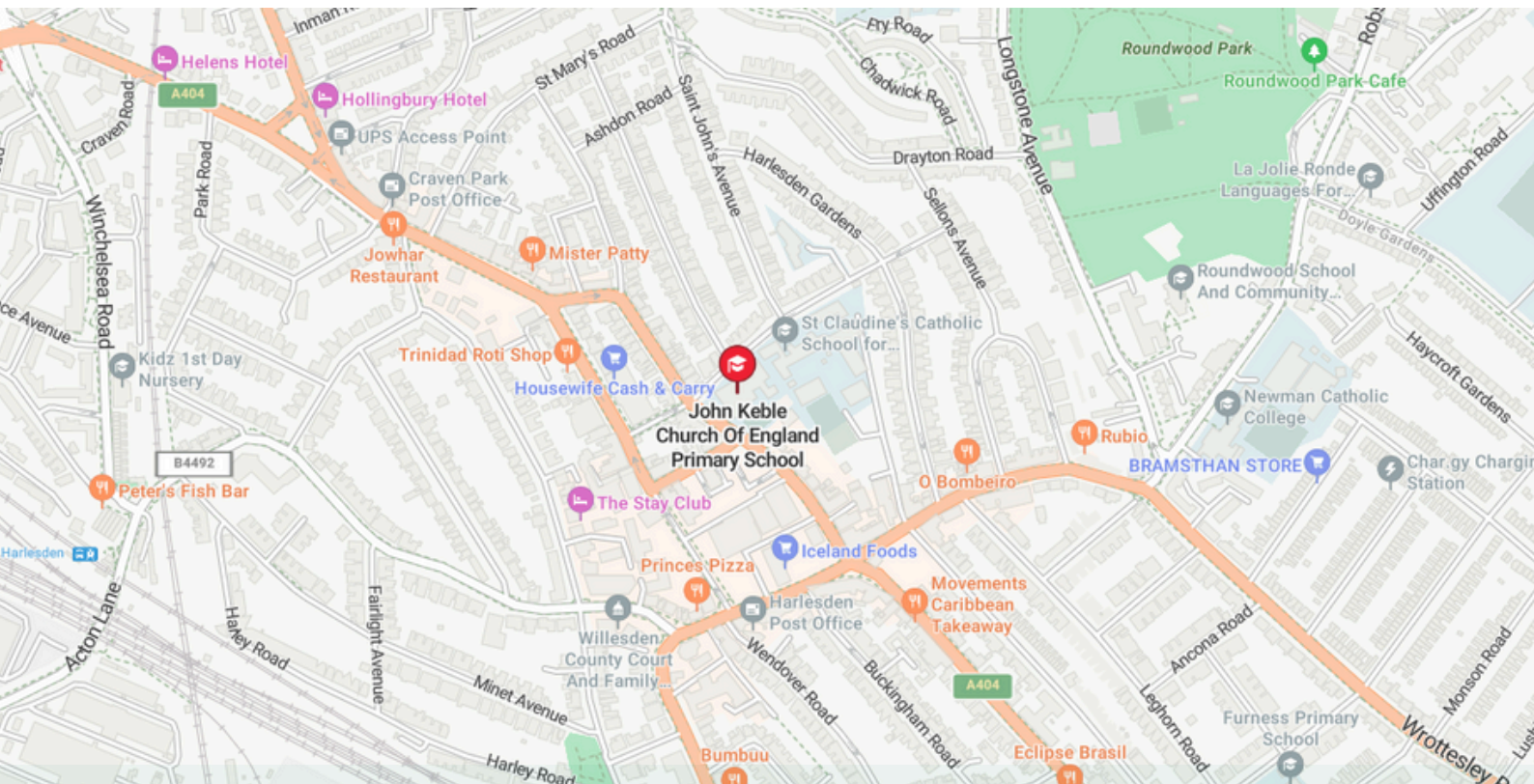


Page. 13 Wider borough aims: initiatives to improve air quality in Brent.

School Context

John Keble C of E Primary School is located in Harlesden, in the south of the London borough of Brent. The school catchment includes a radius of approximately a 20 minute walking distance around the school.

There are notable road safety and air quality features within the school catchment.



Key features around the school

Opportunities

- School Street on Crownhill Road (road closed to motorised vehicles during school pick up/ drop off) and one way traffic systems in the school catchment.
- Zebra crossing near school entrance.
- Roundwood Park within the school catchment.
- Within the Brent Council Healthy Neighbourhood scheme, a project aiming to reduce the negative impacts of traffic and air pollution.

Challenges

- Close to A404 with high traffic flow.
- Car parks and high traffic flow roads nearby.

Air Quality and Pollution

Air quality heat map



This is an air quality heat map, showing levels of Nitrogen Dioxide in your local area.

Air Quality and School Context



This correlates with busier roads where there are a higher number of vehicles on the road.



Even walking 1 meter further from the road can reduce the amount of pollution we breathe in.



These busier roads cause negative impacts on our health from breathing in polluted air.



If possible, try to avoid Manor Park Road and use streets like Rucklidge Avenue and Harlesden Gardens

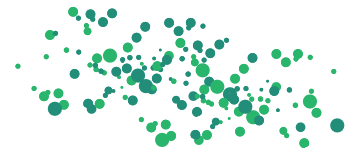
What is air pollution and how does it affect us?

What is air pollution?

Air pollution is anything in the air that harms us or the environment.

There are two types of pollution;

- The first is from polluting gases, like **Nitrogen Dioxide (NO₂)**.
- The second is tiny particles released into the air called **particulates, like soot**.



Cars are the key source of pollution, producing both harmful gases from their exhausts and particulate pollution from their tyres, brakes and the road.

How does it affect us?



Air pollution immediately out of the exhaust pipe is at its highest concentration of NO₂, children are shorter and closer to exhaust pipe and are therefore at risk of breathing in dangerously high levels in.



Children's lungs may not have not fully grown yet putting them at a higher risk of being damaged.



Continued exposure to air pollution can cause a range of negative health implications. It can worsen asthma making it harder to breath, cause the heart to beat faster than normal and result in headaches.

Road Safety

Road collision statistics



A national statistics survey showed that 96% of road collision accidents occur on built up roads, with higher traffic flow and speed limits of 40mph or less (Department for Transport, 2004).



There are a number of factors that contribute to higher collisions involving pedestrians. A few examples are listed below:

- Pedestrians crossing between stationary cars, reducing visibility for both drivers and pedestrians.
- Wider roads with no marked crossings.
- Pedestrians and drivers failing to look properly before crossing.

How to stay safe when walking



Try to use quieter side streets instead of roads with high traffic flow and always look for a marked crossing point such as, a light signalised crossing, a zebra crossing or an island crossing.



Walk on the side of the pavement furthest away from the roadside.



If there are no marked crossings, here are some key principles to follow to stay safe.

- Make sure you can clearly see in both directions.
- Make yourself visible to traffic.
- Don't stand near parked or stationary cars where you need to cross the road as this keeps you hidden from traffic.

Follow the Green Cross Code

1 THINK

3 LOOK AND LISTEN

5 LOOK AND LISTEN AGAIN

2 STOP

4 WAIT

6 ARRIVE SAFELY

The Healthier Walking Route Map

Designing the map

Taking into account both air quality and road safety around your school and local area, we have designed walking routes that students can link up to and walk along to get to school. Where possible, the routes consider safe crossing points, quieter streets with less traffic and routes with lower levels of air pollution.

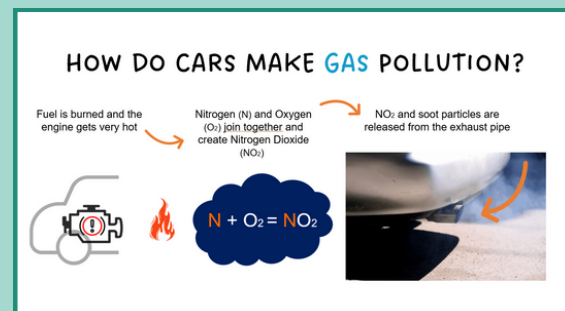
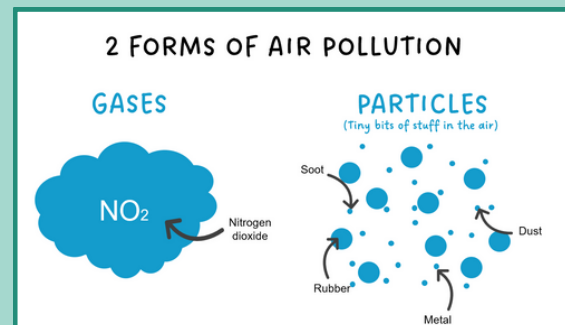
Introducing the map

As part of the Breathe Clean project each school will receive an assembly to introduce the map. The assembly will build students knowledge in key subjects such as Science and Geography and encourage healthier lifestyles.

The assembly will cover:









- What is air pollution and how we can tell if the air is polluted
- What are the two forms of air pollution
- Air pollution and our health
- What makes air pollution, and what makes the most air pollution in London
- How do cars make air pollution
- Air pollution map
- Road safety when walking
- The introduction of the healthier walking route map and how to use it
- Follow up activities and games

Schools will also be sent a lesson plan and activities to help students plot their route to school using the map.



The healthier walking map

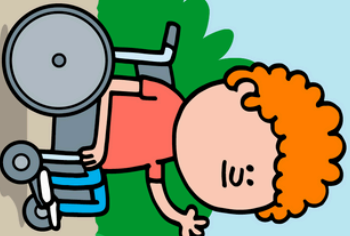
Key

-  More polluted, higher traffic roads
-  Lower pollution routes
-  School Street
-  Example walking route
-  Lower walking route
-  Railway
-  Primary school
-  Secondary school

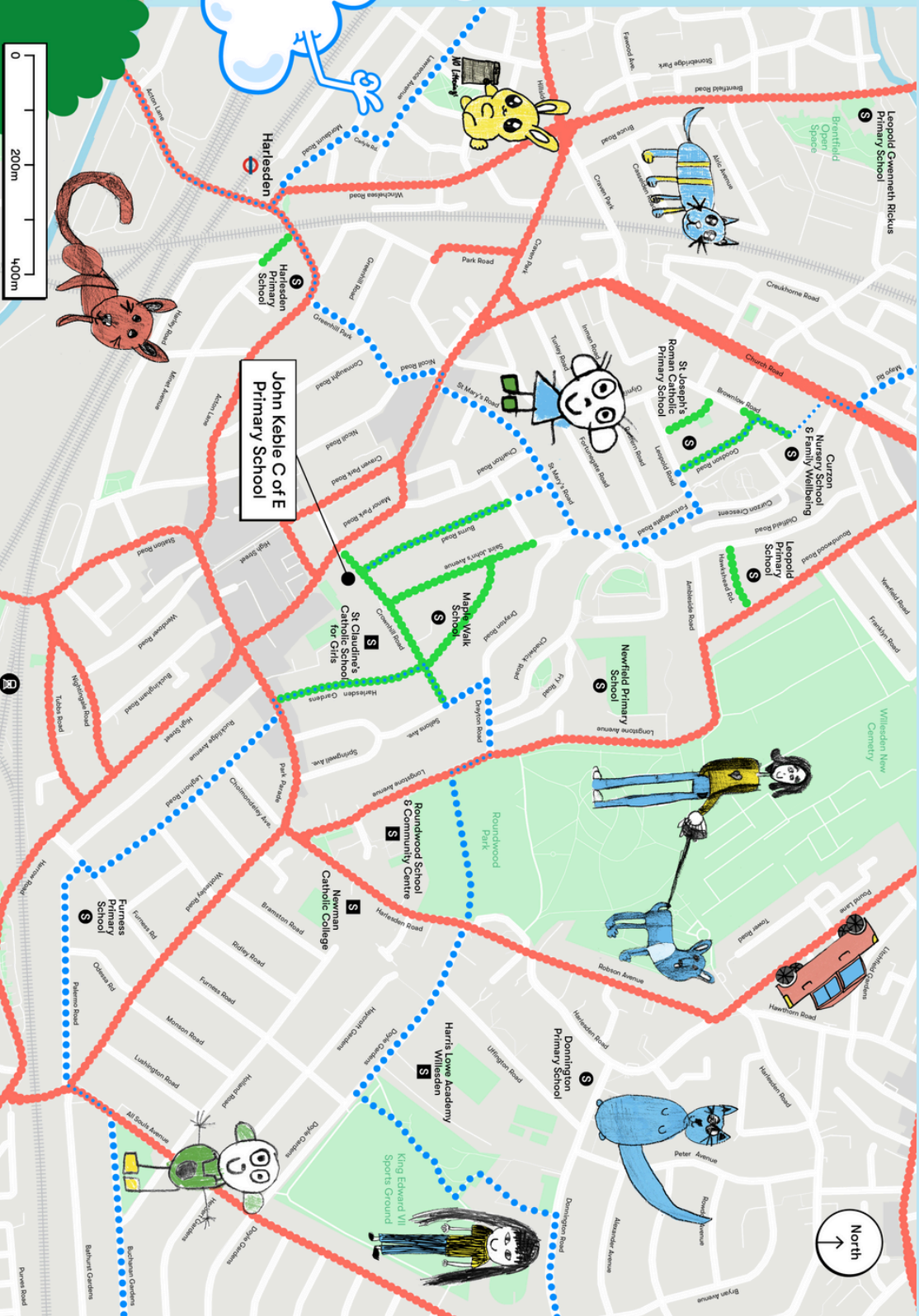


Scan here to find out more about ...

Can you find a healthier walking route to and from your school?



Thanks to children from Brent schools for the illustrations used on the map! All other illustrations by Al Murphy. Map and campaign design by Modern Activity.

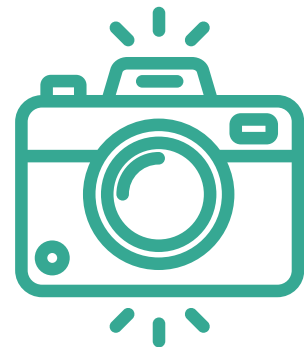


Ideas for using the maps

Games to play at school and at home!

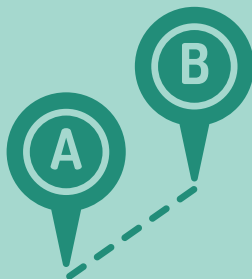
Photo competition

We would love to see photos of you using the maps either walking to school, or in your free time! Please send in any photos you take to info@mpsmartertravel.co.uk



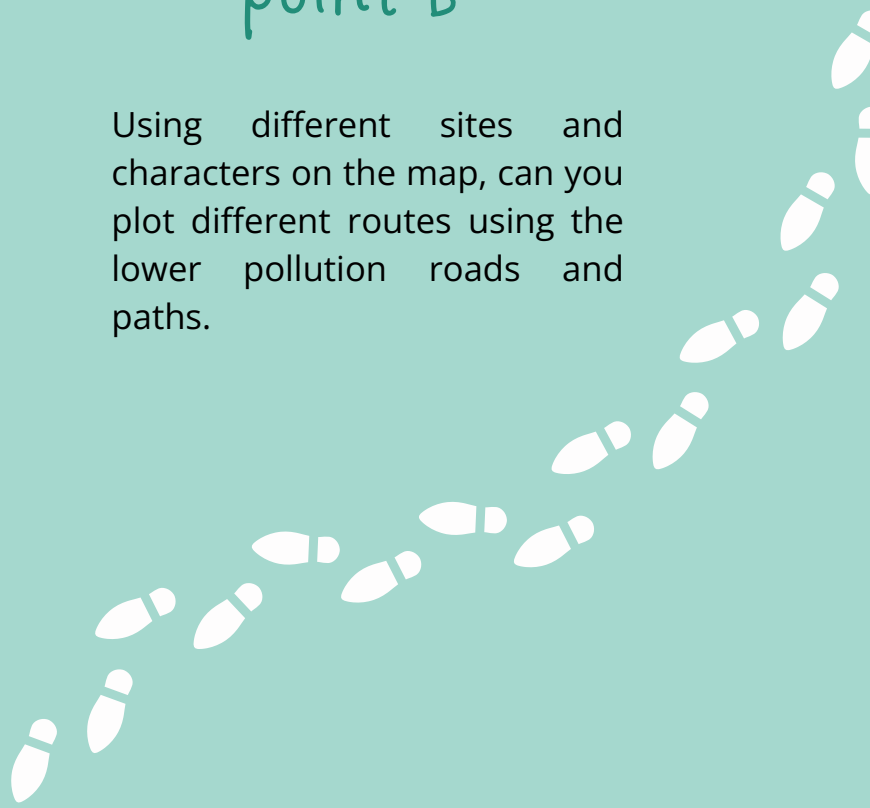
Plan your route to school!

If students houses are on the map, they can plan their route to school using safer and less polluted routes. If their house is not on they can link up to healthier walking routes where possible.



Point A to point B

Using different sites and characters on the map, can you plot different routes using the lower pollution roads and paths.



Wider borough aims

Brent Councils commitments to air quality

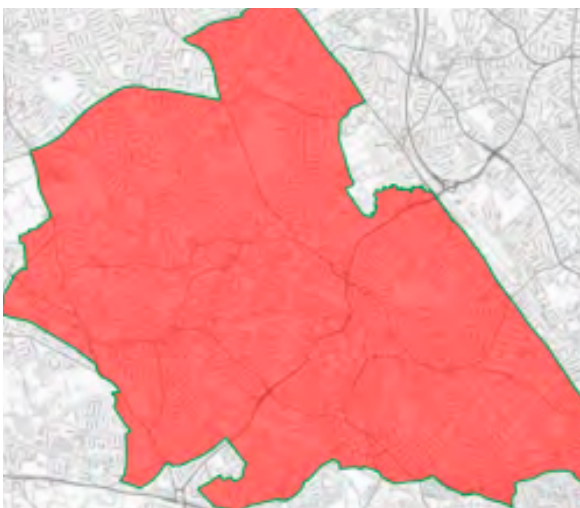
The link between poor health and air pollution is well established and the council has been taking action to reduce pollution. In 2019, Brent Council declared a climate emergency and are striving for carbon neutrality by 2030. Reaching national targets also a key focus Nitrogen Dioxide (NO₂) and Particulate Matter (PM_{2.5}).

Core aims

- Reduce NO₂ and particulate matter, striving for compliance with WHO guidelines.
- Raise awareness of the health impacts of air pollution and address health.
- Influence change by leading by example and working with strategic partners.

Priority actions

- Cleaner transport
- Monitoring air pollution
- Public health and awareness raising
- Reducing emissions from homes, buildings and developments
- Localised solutions



Brent Air Quality Management Area

An Air Quality Management Areas (AQMA) is an area where the local air quality is unlikely to meet the Government's national air quality objectives. All local authorities must declare this area and set out a plan for how action will be taken.

Wider Borough Aims

How is Brent monitoring air quality?

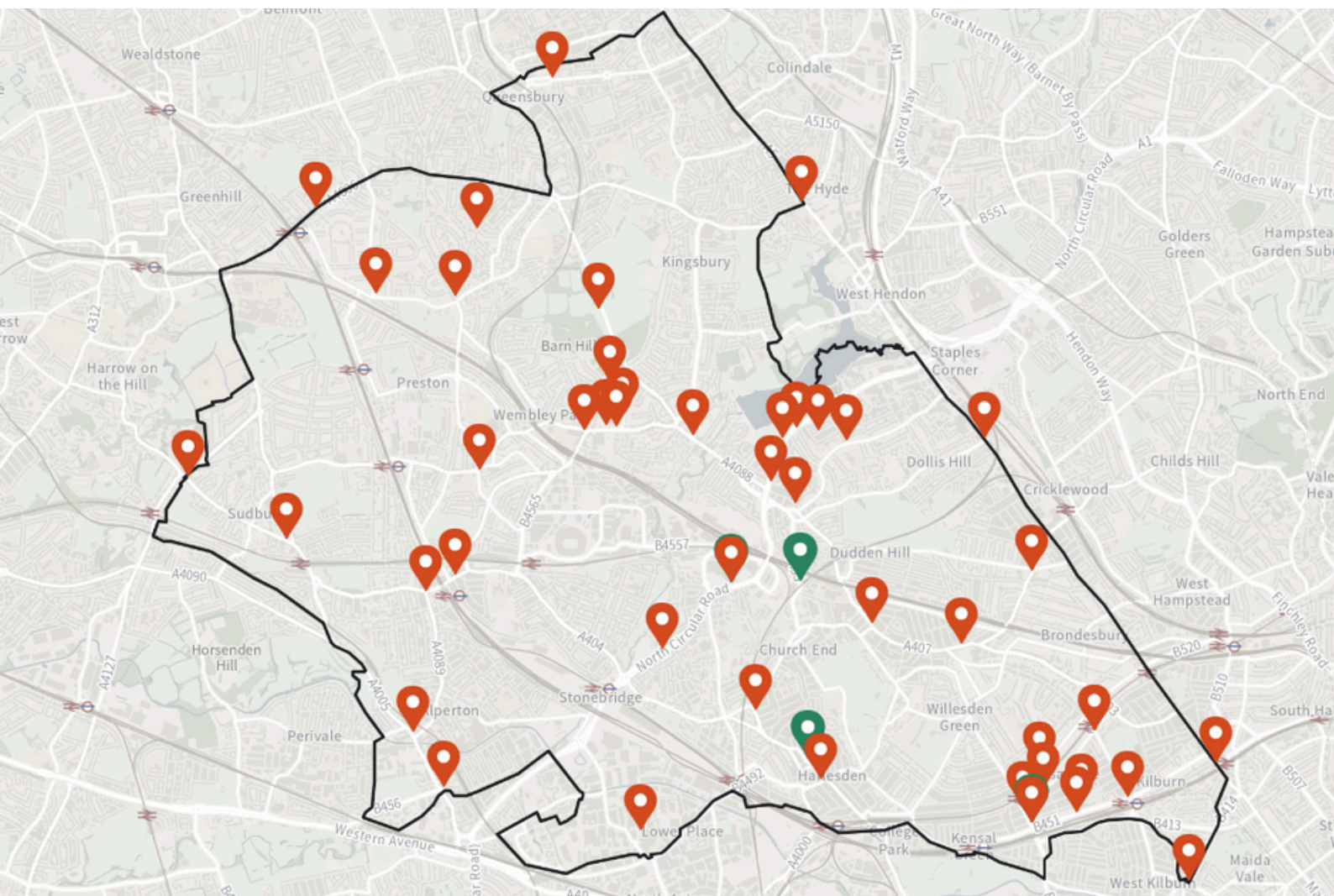
Brent Council are taking action to limit the levels of eight key pollutants and meet targets to reduce air pollution. The main pollutants of concern are Nitrogen dioxide (NO₂) and particulates (PM10 and PM 2.5). When inhaled these pollutants negatively impact our health and it is therefore important to monitor and reduce how much is being released. There are two ways these are being monitored, firstly through continuous monitoring stations and second through diffusion tubes placed around the borough. Through regularly monitoring, Brent Council can use this data to set up targeted interventions to reduce emissions released.

Continuous monitoring stations

- Harlesden, Kingsbury, Neasden, Kensal Rise and Brent Park operating 24 hours a day.

Diffusion tubes

- 27 tubes measuring levels of nitrogen dioxide across the borough.



Wider Borough Aims

Brent Council Initiatives

What else is happening in Brent to help improve air quality for those that live, work and study in the borough?

Green Neighbourhoods

The council is taking a progressive approach to tackling the climate emergency through the delivery of several Green Neighbourhood pilots (the first phase being Church End & Roundwood; and Kingsbury).

Healthy Neighbourhoods

A trial scheme aimed at streets where vehicle traffic that isn't local to the area is discouraged or removed, to improve air quality and street safety.

School Streets

Closing the road outside of a school to vehicles at pick up & drop off times helps make the route safer for pupils, promotes walking and cycling, and reduces pollution.

Healthy Corridor scheme

A proposed new high-quality Cycleway and improvements for pedestrians.

AirText

Sign up to receive text alerts when pollution levels are expected to be high in your area

Go Jauntly

Offers walking maps on your phone. These maps help you find your way to any Transport for London station, Cycle Hire station, or curated Go Jauntly walking route.

Citymapper London

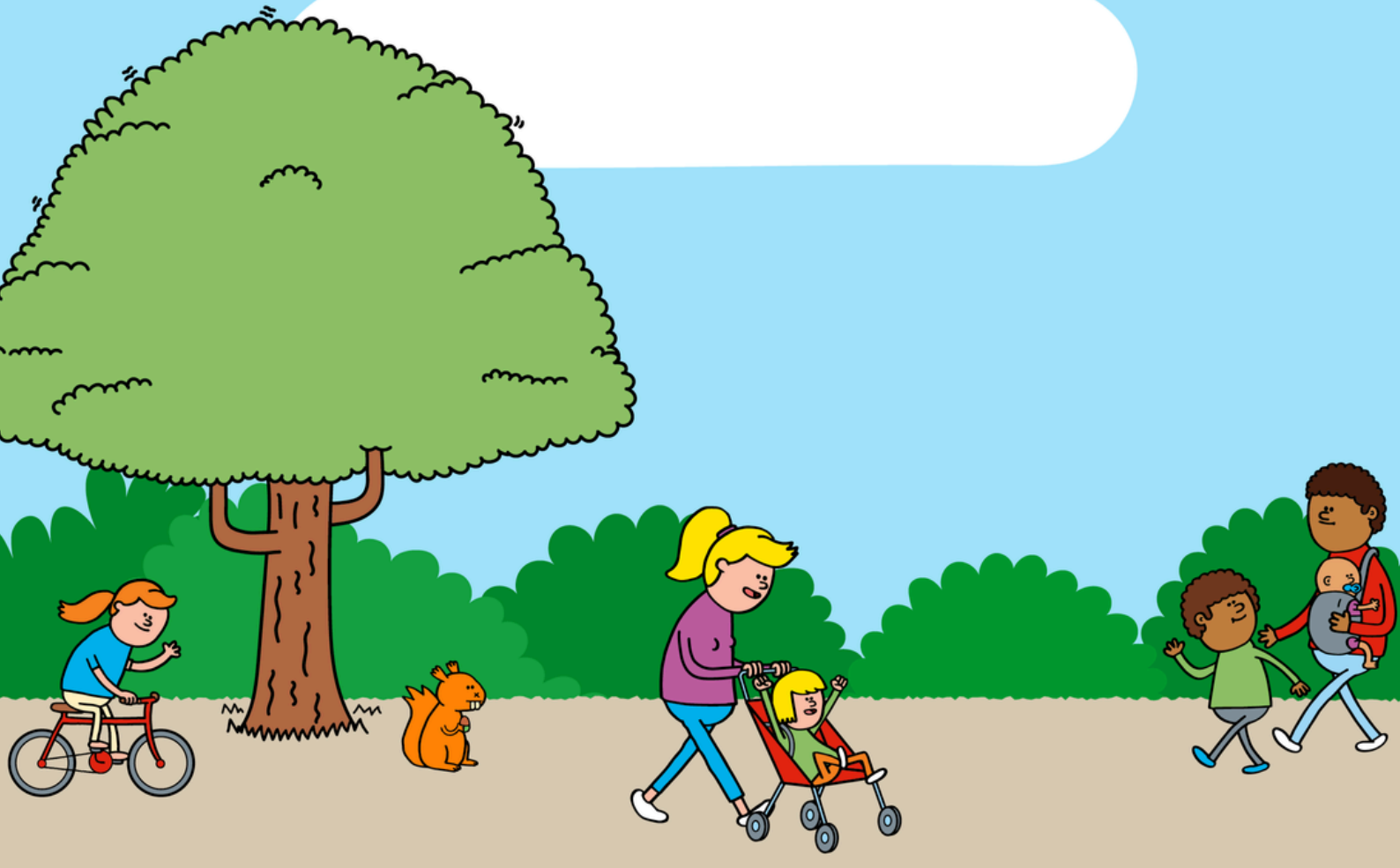
Also makes active travel easier by showing you how long it will take to walk or cycle to your destination, as well as the quickest route.

Green and Healthy school streets

Making four local school street areas more green, vibrant, and resilient to the climate emergency.

Head over to the Brent Council website to find out more about where these initiatives are happening!

<https://www.brent.gov.uk/parking-roads-and-travel/travel-and-transport>



Brent

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For more information about the project,
email: info@mpsmartertravel.co.uk, call: 0207 960 2553