



Dear leaders and influencers of a thriving Hampshire & the Solent

**We would like you to commit to improving the
quality of air we breathe and here's how...**

At a meeting of the Clean Air South consortium, colleagues from universities, public health and businesses were asked:
If you had the ear of our leaders, what would be your single ask to improve air quality and reduce pollution?

This is a summary of the Clean Air South Network policy suggestions:

Strategic Oversight

- Recognise air quality as both a public health and environmental issue.
- Press Central Government to adopt WHO air quality guidelines and ringfence continued funding for transformative projects.
- Strengthen regional coordination: Air pollution crosses local authority boundaries. A strategic body should align policies and reduce fragmented responsibilities.
- Encourage the introduction of Clean Air Champions in every healthcare trust to lead education and system change.
- Ensure all policies are evidence-based, with transparent data sharing from sensor networks.

Funding Mechanisms

- Support sustained local authority funding for air quality delivery, while clarifying the supportive strategic role of regional authorities.
- Consider a tourist tax to fund air quality improvements.
- Implement road use levies to support integrated, low-carbon transport infrastructure.

Transport Innovation

- Reduce road transport reliance, especially for freight, by investing in rail and coastal alternatives.
- Develop integrated, low-carbon public transport systems with unified ticketing.

- Explore innovative solutions such as water taxis between Portsmouth and Southampton.
- Incentivise reductions in short car journeys, particularly in suburban and rural areas.

Public Engagement & Behaviour Change

- Establish a Citizens' Assembly to co-design transport strategies, with a focus on children's mobility.
- Trial interventions as consultations, using real-world pilots to gather feedback – allowing lessons to be learnt and shared regarding what works and what does not.
- Target youth behaviour change as champions of the issue, specifically addressing the cultural drive toward car ownership.
- Introduce PPE for high-risk occupations to protect workers and raise awareness.
- Pilot participatory budgeting for air quality initiatives at the local level.

Key Statistics & Promoting Public Information

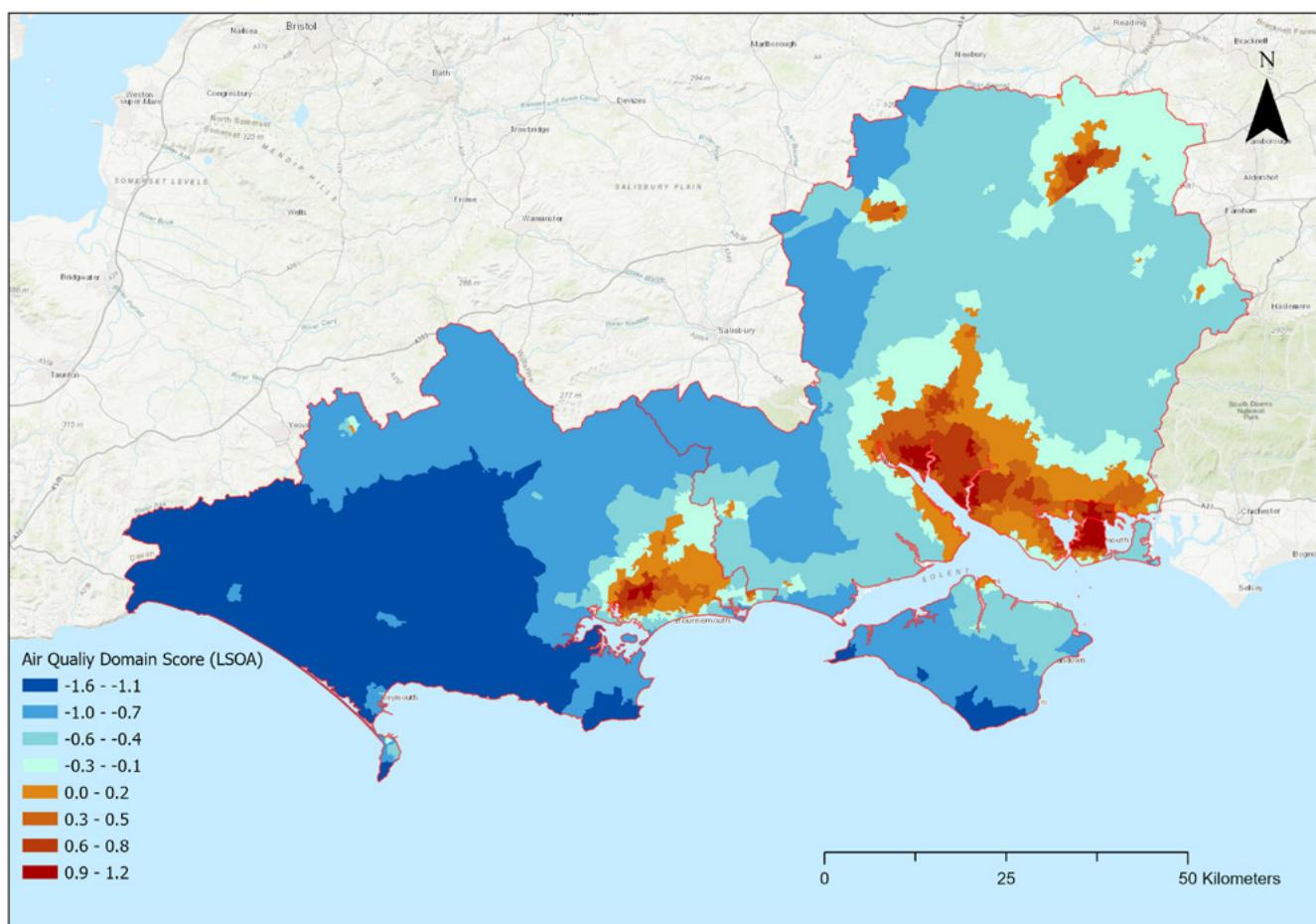
- 1 in 20 early deaths in Portsmouth are linked to long-term air pollution exposure.
- The UK has the highest rate of teenage asthma deaths in Europe.
- Persistent myths about coastal immunity to air pollution must be addressed.

Convened originally as part of Southampton University's Civic role and by the University's Sustainability & Resilience Institute, Wessex Health Partners and Local Authorities across Hampshire and the Solent, Clean Air South brings together a growing consortium of academics, health leaders, local government, environmentalists, business and industry.

Air Pollution in the South Affects Those Communities Who Contribute Least to the Problem – Research Commissioned by the Clean Air South Consortium

A report from Clean Air South says air pollution in the south of England could be further entrenching health inequalities, with those living in more deprived areas most affected.

Its evidence highlights poor air quality has wide ranging and long-term health impacts, contributes to deprivation, hampers productivity, and puts a strain on local health services. It finds those who contribute least to the problem are also the most exposed to it and the most vulnerable to its damaging effects. This is because socially and economically disadvantaged groups are more likely to live near busy roads, have less access to green space, live in densely populated areas, and are more likely to live in housing with inadequate ventilation and poor indoor air quality. They are also the least likely to own a car or to travel as far for work, education and leisure.



Air quality Domain Score (LSOA) based on the Access to Healthy Assets index & Hazards (2022) (Source: CDRC)



Find out more:

For more information about Clean Air South, please contact the Sustainability & Resilience Institute at the University of Southampton Institute sri@soton.ac.uk