

# enjoy the air

simplifying data, enabling decision making, improving lives

## The challenge

Over 8 Million\*  
UK Children

£20 billion  
economic cost\*\*

The Environment  
Act 2021

\*\*\*

13%

13% of the population are  
aware of how to access  
information on local pollution  
levels

48%

48% if 18-24 yr olds would  
relocate to a city with better  
air quality



\*Independent Newspaper \*\*DEFRA \*\*\*YONDER Poll conducted with eta

# Addressing the challenge using data

- Can we source, gather and integrate all the data sets in the region related to air quality?
- Can we demonstrate a cause and effect of air pollution?
- Can we model interventions and demonstrate the impact on healthcare costs and quality of life (population health)?

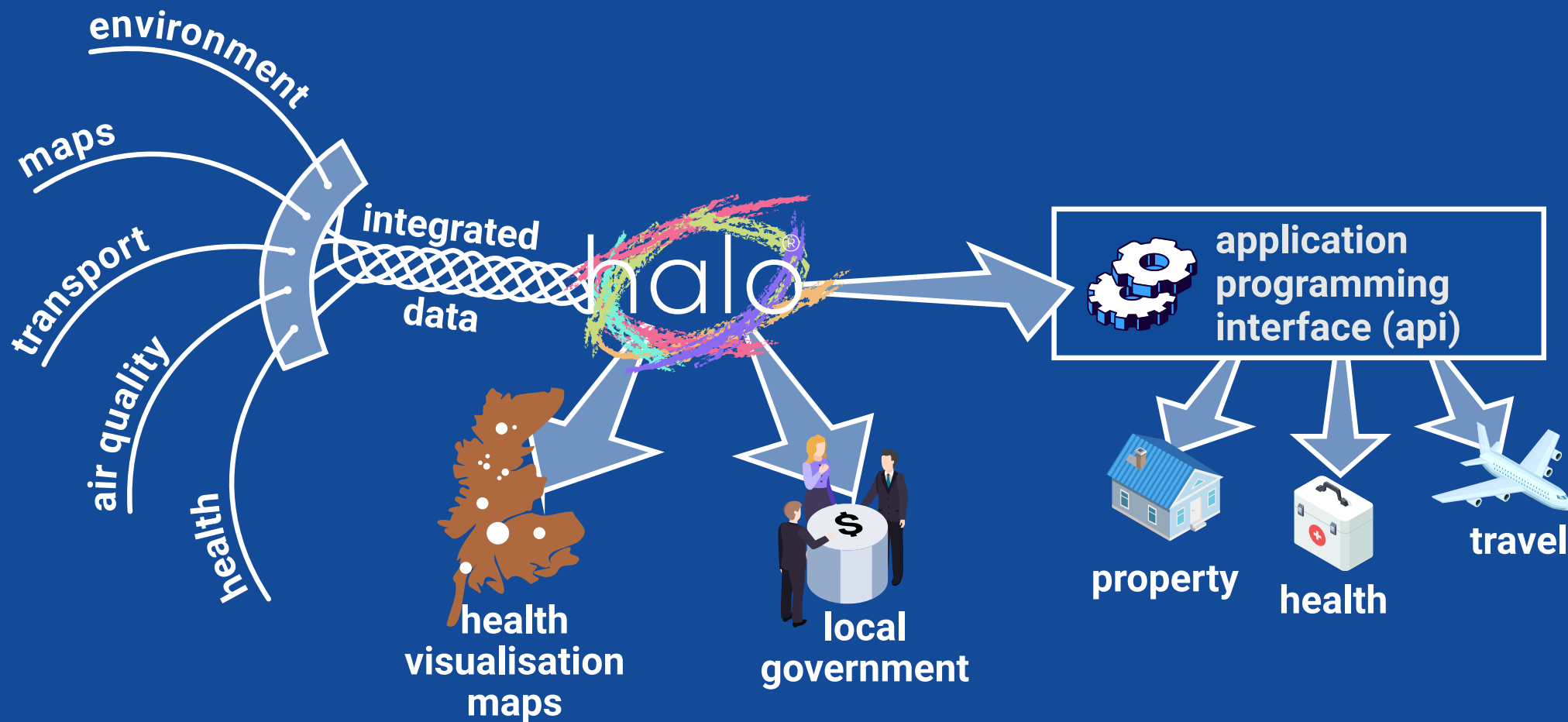
# Why being able to demonstrate this is important.

- A healthy population is essential for a prosperous economy
- **Poor health is bad for the economy due to sickness absence, people being prevented from working and the impact of caring responsibilities.**
- It also has direct costs for the Government through lost tax revenue, benefit payments and NHS costs.

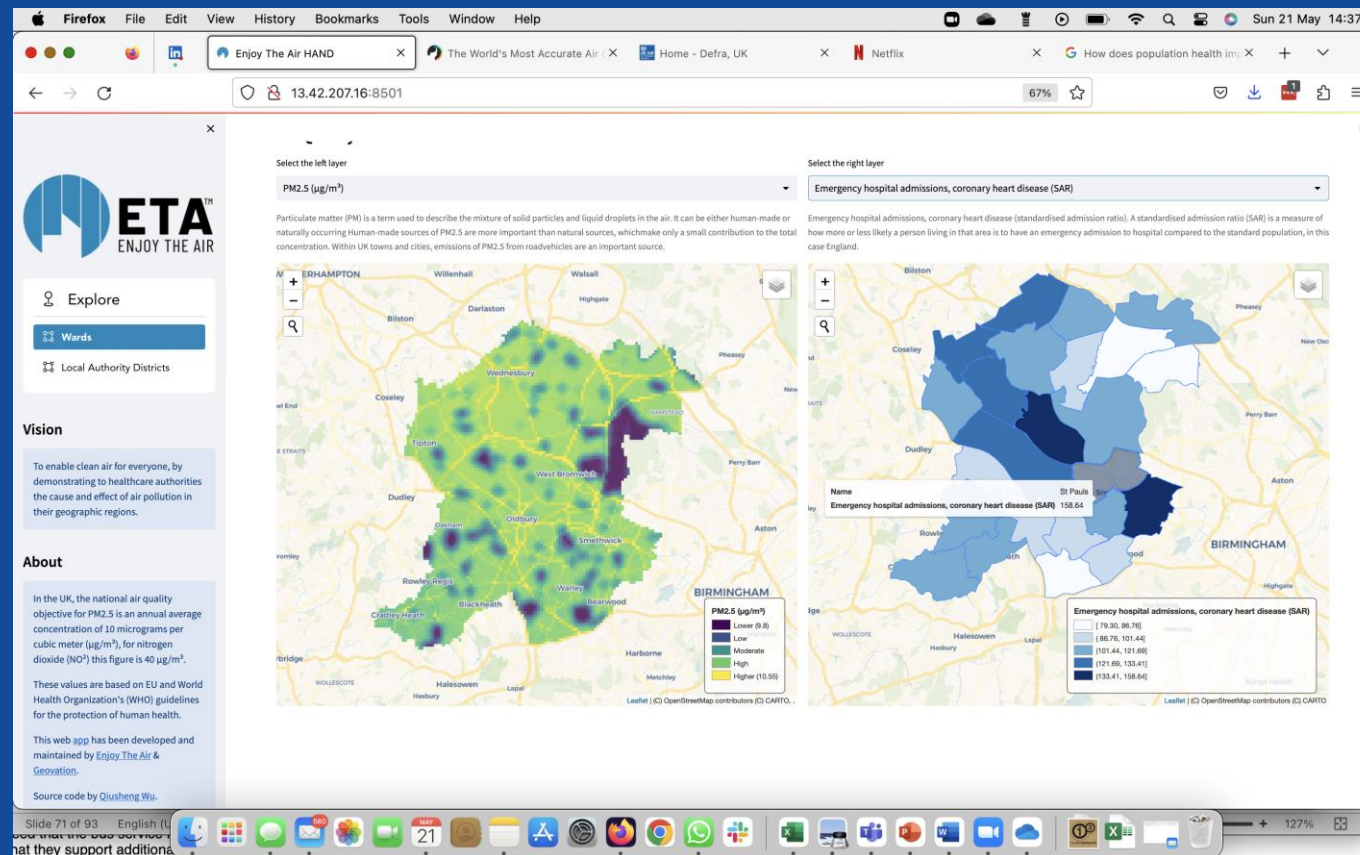
## The challenge for local authorities

- Many Local Authorities continue to struggle to hit the targets in reduction required by the government.
- The Environment Act 2021 has legislative standards for Air Quality. Scotland has achieved harsher targets and England can no longer afford not to.
- A post Covid economy, persistent inflation, and continual underfunding are straining local government finances. Local Authorities will be expected to rise to this challenge as an urgent response to the UK Government's climate policy.

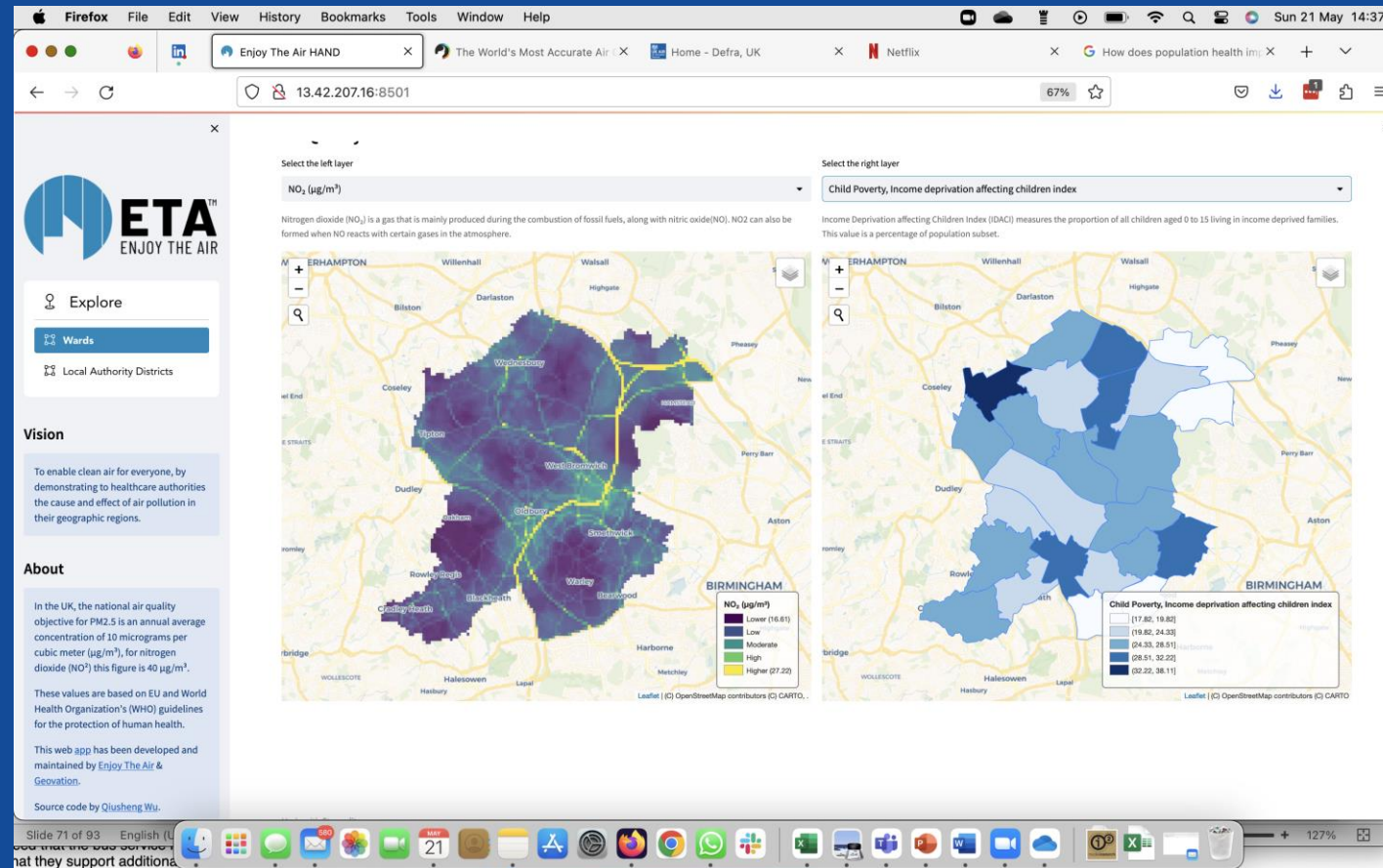
# a business model sustains innovation



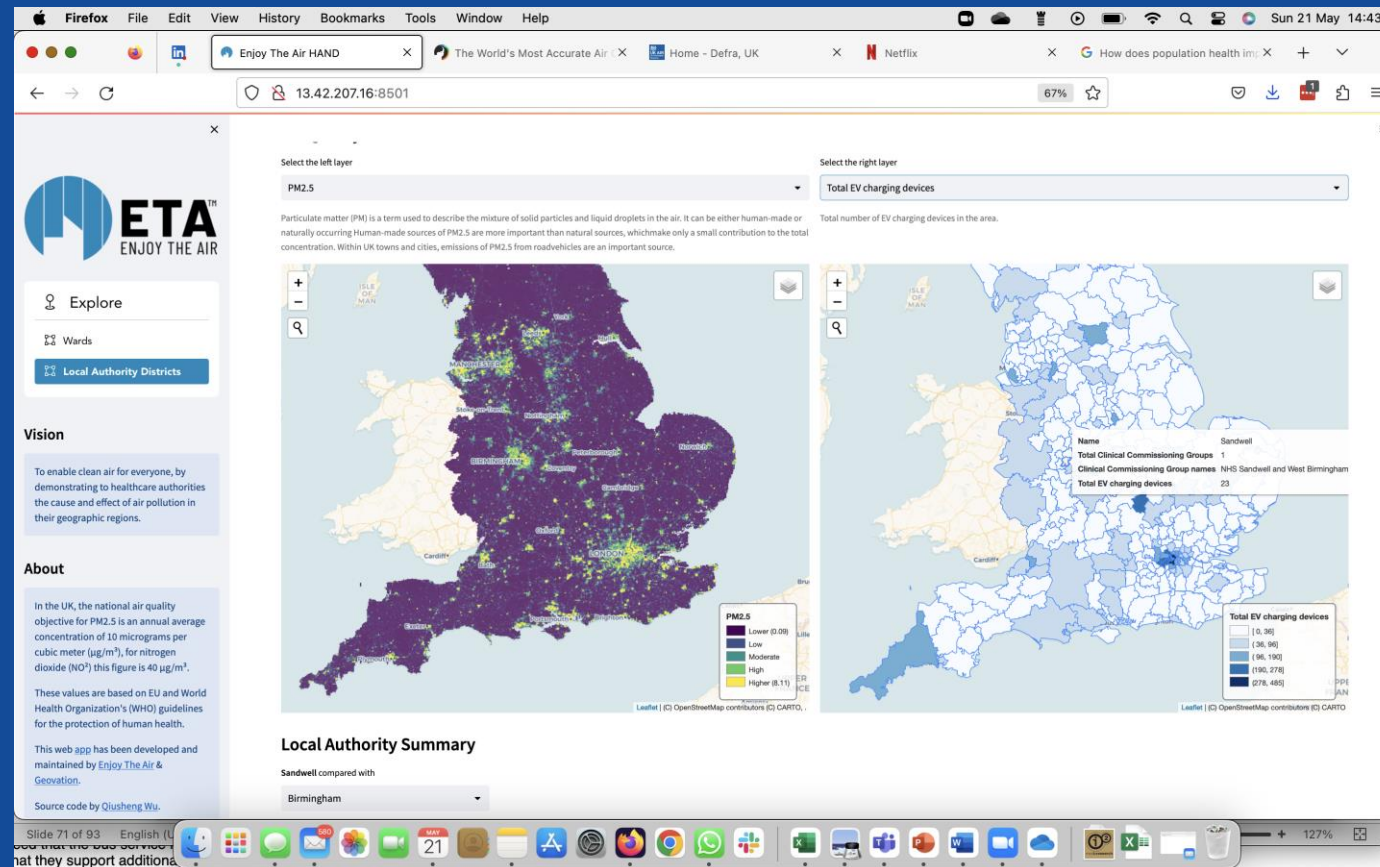
# halo – PM2.5 & emergency hospital CHD



# halo – NO<sub>2</sub> & child poverty



# halo – local authorities – ev charging points



# What actions does this translate into for us?

- Encouraging active travel
- Ensuring (environmentally friendly) public transportation is central to the ecosystem
- Making mobility more inclusive & accessible for all

# Where should we start?

## With the vulnerable

Concentrate on;

- increasing community wealth,
- reducing health inequalities
- avoiding future costs.

Let's chat.....



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**Breathable cities leading to  
positive externalities**