



# 30 WAYS to Cleaner Air GUIDE



**Make a difference to the air we breathe in Newcastle!**

**ACTIONS LIST, INFO, LINKS – but first...**

**WHY THIS MATTERS TO ALL OF US**

Air pollution puts us all at risk – one breath at a time. It's the biggest environmental risk each of us faces every day. If we could SEE it, we'd probably have tackled it far sooner. But there's growing awareness – and much more information so we can make a difference.

This Cleaner Air Guide lists 30 ways we can improve the air around us.

- Check out the 30 ideas and suggestions that our supporters have tested out.
- Try out the options that suit you, where you live and your lifestyle best.
- Select just one action to do OR 30 different actions OR mix and match!

Online users have hyperlinks to more information. Hard copy users have links below the list.

**When can you start?** Why not now!

**Here's how to use the list**

- Tick the actions that work for you
- Add a note, if extra support or changes made by other people would help you to carry out additional actions and tick more boxes
- Spread the word about successes! – including to Climate Action Newcastle 😊
- Let us know if you've queries or suggestions: see us at a festival stall, email [contact@climateactionnewcastle.com](mailto:contact@climateactionnewcastle.com) or get in touch via our social media

**Climate Action Newcastle is here to support you – and welcomes your  
feedback and additional suggestions**



**Climate Action Newcastle**  
[contact@climateactionnewcastle.com](mailto:contact@climateactionnewcastle.com)





**\*\*30 WAYS\*\***  
**TO HELP US ALL BREATHE CLEANER AIR!**

30 ACTIONS!	SUGGESTIONS	RESOURCES	FOLLOW-UP IDEAS	YOUR NOTES
<p><i>All the links in the 30 ACTIONS are listed lower down in the Info Pack as well.</i>  <i>The <a href="#">online version</a> of this Guide is regularly updated, as new information become available.</i>  <i>We welcome your updates and suggestions!</i></p>				
<p><b>END IDLING! – engine idling is especially harmful for drivers inside vehicles, so it helps us <u>all</u> if we act to reduce engines turning over when stationary</b></p>				
<b>ACTION 1: drivers, employers</b>	Drivers limit idling to only when strictly necessary. Employers provide guidance for commercial vehicles including bus and taxi drivers.	RESOURCES: Climate Action Newcastle IDLING GUIDE – latest advice and myth-busting info. Link to Idling Guide on the <a href="#">30-Day Challenge webpage</a> .	FOLLOW-UP: ask your employer to promote info about how to reduce engine idling	
<b>ACTION 2: pedestrians</b>	Do your homework – so you're prepared and confident about how and when to intervene to achieve positive change, if you spot drivers idling engines around Newcastle.	RESOURCES: Climate Action Newcastle IDLING GUIDE. Advice on how to influence drivers, including those in commercial vehicles.	FOLLOW-UP: send video examples of commercial idling; ask HQs for policies and training for drivers.	
<p><b>SUPPORT CAMPAIGNS TO PROTECT CHILDREN: REMEMBER ELLA</b></p>				
<b>ACTION 3: Lobby your local MP</b>	Ask your MP to sign up for World Health Organisation standards, to save children from Ella Roberta's fate.	MORE INFO: <a href="http://www.ellaroberta.org">www.ellaroberta.org</a> ... GO TO CAMPAIGNS PAGE	FOLLOW UP: contact <a href="#">Rosamund, Ella's mother</a> , to pass on your support.	
<b>ACTION 4: let Ella inspire action to protect children</b>	Link <a href="#">here</a> and in FAQs.	RESOURCES: background about the <a href="#">Foundation</a> set up after Ella's death due to air pollution.	Share with contacts.	
<p><b>MAKE AIR POLLUTION VISIBLE</b></p>				
<b>ACTION 5: find the facts about local air</b>	Check air quality near your home, workplace and places you visit in and around Newcastle.	RESOURCES: use postcode tool <a href="#">here</a> . Note: averages can hide fact that pollution levels often far	Screenshot read-out, post on your social media.	

<b>quality – and how long emissions linger</b>	Doodle a picture that makes exhaust emissions visible, then picture them lasting hundreds of years.	higher at peak times (e.g. school drop-off/collection times).		
<b>AVOID CAR USE – where possible, walk or wheel, or use bus or train. Reduce the amount of air pollution you generate, get exercise, lose weight, save money</b>				
<b>ACTION 6: try different walking routes</b>	OPTIONS: avoid busy roads; plan walk route to pass shops, postboxes, etc; select routes with gradients to burn more calories!	RESOURCES: Use a cheap stepcounter or phone app and aim toward 10,000 steps a day. Google maps show walking routes including Exhibition Park, Little Moor, Jesmond Dene, Heaton Park.	FOLLOW-UP: Invite friends to “walk and talk” catchups.	
<b>ACTION 7: check bus, metro, ferry, train options</b>	No jams, no need to find parking. Read a book, check your texts – public transport often offers wifi, some buses have work desks!	RESOURCES: plan trips using <a href="#">Traveline North East</a> ; <a href="#">Trainline</a> ; timetables ( <a href="#">Nexus</a> ); live departure boards.	FOLLOW-UP: learn about special offers, read up on improvements on the way such as phone charging on buses	
<b>ACTION 8: consider cycling, e-cycling, rollerblading</b>	Many cycle shops (e.g. Halfords) now offer e-bike trials. Cheaper reused bikes and accessories available at <a href="#">Recycle y’Bike</a> in Byker.	RESOURCES: check off-road routes using <a href="#">Sustrans</a> website. Info on e-bikes <a href="#">here</a> and e-cargo bikes <a href="#">here</a> .	FOLLOW-UP: Join a group for outings. Look out for local cycle training offers.	
<b>ACTION 9: try out scooters</b>	Consider e-scooter hire – you can always buy one if you like it!	Neuron e-scooters info <a href="#">here</a> . Remember they’re to be used in cycling lanes, not on pavements.		
<b>DELIVERIES – to homes and workplaces (another example where emissions are “invisible”, because we often overlook the transport chain)</b>				
<b>ACTION 10: online shopping</b>	Research the facts and choices. Try to book green delivery slots. Do bigger shops to reduce number of deliveries. Consider additional emissions if you return items.	OPTION: drop-offs at collection points usually have lower emissions. See Action 26 link to increasing number of local refill shops.	FOLLOW-UP: Lobby online retailers to offer eco-options when you’re booking deliveries.	

<b>ACTION 11: takeaways</b>	Many urban deliveries are on cycles. Check the facts. (Also consider packaging waste.)	OPTION: consider whether possible to walk or wheel to collect food.	FOLLOW-UP: Ask suppliers to improve; avoid those that won't (and tell them why).	
<b>REDUCE VEHICLE EMISSIONS</b>				
<b>ACTION 12: research options to car switch in future</b>	Find out the facts about electric, hybrid and LPG options.	RESOURCES: Advice on electric vehicles <a href="#">here</a> . Seek advice, even about which petrol options are the least polluting.	Log ALL emissions of the choice you make – helps calculate ways to reduce.	
<b>ACTION 13: carshare</b>	Options include Co-Wheels club and employer car share schemes.	RESOURCES: local Co-Wheels scheme info <a href="#">here</a> .		
<b>ACTION 14: reduce mileage through mix-&amp;-match</b>	Combine car use with Park & Ride or other less polluting methods (e.g. fold-up bike)	RESOURCES: Newcastle Park & Ride info <a href="#">here</a> .	FOLLOW-UP: try at different times of year – e.g. avoid Christmas shopping jams!	
<b>ACTION 15: reduce mileage through wfh/online meetings</b>	Seek support for win-win approach to working from home (or a nearer office) and reducing travel to meetings.	RESOURCES: research showing increased productivity (example <a href="#">here</a> )	FOLLOW-UP: public praise for enlightened managers and organisations.	
<b>ACTION 16: drive in eco-friendly way</b>	Save fuel and reduce harmful emissions; check tyres regularly, follow manufacturer recommendations for tyre quality.	RESOURCES: <a href="#">Energy Saving Trust</a> guide to smarter driving.	FOLLOW-UP: share with friends, work colleagues.	
<b>ACTION 17: research/ encourage electric taxis</b>	Encourage firms you use to offer e-taxis! – many now use e-cars but don't make it simple to book them.	RESOURCES: Phoenix taxis offer electric vehicle services – info <a href="#">here</a> .	FOLLOW-UP: let Climate Action Newcastle know of success stories – we'll share!	
<b>GARDENERS – indoors and out</b>				

<b>ACTION 18: avoid open fires</b>	Instead of burning garden waste, try composting green organic matter in open composting or use as mulches.	RESOURCES: Newcastle residents have discounts on compost bins and wormeries – Newcastle Council guide <a href="#">here</a> .	FOLLOW-UP: ask allotment societies and garden centres to spread the word	
<b>ACTION 19: use compost as a “carbon sink”</b>	You can compost even without a garden. Food waste emits pollution in landfill but absorbs emission when composted. Use organic waste schemes where available.	RESOURCES: consider a small rotation bin in shed or garage; learn about <a href="#">bokashi</a> composting; donate organic waste to other gardeners or allotment schemes.	FOLLOW-UP: share success stories on social media. Lobby for organic waste collection schemes.	

### HOMES AND AIR QUALITY

<b>Action 20: service your boiler regularly</b>	Good maintenance maximises efficiently, saving you money and reducing pollution.	RESOURCES: <i>Which?</i> magazine guide to boiler servicing <a href="#">here</a> .		
<b>Action 21: avoid wood burner pollution</b>	Wood stoves create more emissions than even coal, harming health and fuelling climate change.	RESOURCES: Department for Environment Food & Rural Affairs <a href="#">leaflet</a> .	FOLLOW-UP: spread the word to others BEFORE they have one installed.	
<b>Action 22: minimise open fire pollution</b>	Open fires pollute more than wood burners. Approved solid fuels produce less smoke than house coal; sweep chimneys twice a year.	RESOURCES: check products on <a href="#">list of Defra approved fuels</a>		
<b>Action 23: don't burn fossil fuels via your energy supply</b>	Use green energy supplier; use energy efficiently (lids on pans; kettle boil only water needed; washing machine full loads; dry washing naturally).	RESOURCES: advice from Energy Saving Trust <a href="#">here</a> .		
<b>Action 24: furnish and decorate with planet in mind</b>	Reuse, repurpose, swap or buy second hand where possible. Choose paints with “low VOC” label.	RESOURCES: some useful tips in this pinterest guide <a href="#">here</a> .	Charity shops have great options – <a href="#">MIND</a> is expanding furniture offer.	

### SUPPORT LOCAL BUSINESSES THAT PROMOTE CLEAN AIR AND PLANET PROTECTION

<b>Action 25:</b> avoid polluting businesses and tell them the reasons why	Don't be shy: if a shop uses wasteful packaging or a takeaway uses taxis to deliver when bikes are available – tell them you won't use them until they change.	RESOURCES: businesses that are working hard to reduce their carbon footprint often tell you about it on their website – if there's no mention, seek info or encourage them to go green.	FOLLOW-UP: encourage friends to do likewise; nominate businesses for eco awards.	
<b>CONSIDER CLEAN AIR WHEN YOU SHOP</b>				
<b>Action 26:</b> choose low-chemical cleaners and personal products	Fragrance-free items often cleaner, as they avoid some chemicals that pollute air. Use as little as possible. Avoid sprays. Seek out natural solutions.	RESOURCES: look out for independent advice. Swap tips with friends. An example <a href="#">here</a> with a reminder that refills save on packaging.	FOLLOW-UP: check out local refill shops – guide on Climate Action Newcastle website <a href="#">here</a> .	
<b>DEMAND YOUR RIGHT FOR CLEAN AIR – take Action 5 further!</b>				
<b>Action 27:</b> parents work with schools for healthier pupils	Children's health and ability to learn are top priorities for action. Consider travel to and from school, as well as school environment.	Almost all schools are in areas where pollution exceeds WHO standards. Children are especially at risk. Information <a href="#">here</a> about actions to discuss with parents and schools.	FOLLOW-UP: Walk to School resources also valuable! – <a href="#">info here</a> .	
<b>Action 28:</b> work with your local councillors	Join up with groups or neighbours to lobby for changes to improve air quality.	RESOURCES: this is <a href="#">Newcastle Council's Clear Air Plan</a>		
<b>Action 29:</b> develop a cleaner air plan in the workplace	Join up with work colleagues, find out more about air quality indoors and nearby.	The Covid pandemic increased awareness of the importance of ventilation and air quality.		
<b>BREAK DOWN BARRIERS THAT MAKE IT HARDER FOR US TO TAKE ACTION!</b> – turn them into opportunities to help us all breathe cleaner air!				
<b>Action 30:</b> use "Notes" column to list any barriers that prevent you achieving cleaner air. Then act on them!	Don't give up when change looks difficult. Simply raising the issues is Step 1 to finding a solution. Then spread the word; look for people who can help solve the problem.	RESOURCES: find agencies and experts and ask them to take action – or support you to do so. Examples: <a href="#">Clean Air Hub</a> <a href="#">National Clean Air Day</a> ; includes info on the science behind its advice	FOLLOW-UP: celebrate your successes!	

## FAQs & LINKS

Have you found other useful information? – let us know, so we can share with other people who, like you, want to improve the air we breathe!

Email [contact@climateactionnewcastle.com](mailto:contact@climateactionnewcastle.com)

or share via social media: Bluesky, Instagram, Facebook.

### Why does air quality matter to me?

- air pollution causes up to 40,000 deaths in UK
- World Health Organisation and UK Government recognise that air pollution is the largest environmental health risk we face today
- The UK's dramatic decline in wildlife is partly due to poor air quality, which harms biodiversity.

### How polluted is Newcastle?

Here's how to check air quality around Newcastle:

[https://www.iqair.com/gb/air-quality-map/uk/england/newcastle-upon-tyne?srsId=AfmBOorRJLP7lh75\\_9xcJSFoqGzpgVqgf2cOKAJ9Bhp6l3Jpui7B6raW](https://www.iqair.com/gb/air-quality-map/uk/england/newcastle-upon-tyne?srsId=AfmBOorRJLP7lh75_9xcJSFoqGzpgVqgf2cOKAJ9Bhp6l3Jpui7B6raW)

### Who is Ella Roberta?

Nine-year-old Ella was the first person in the world whose death was confirmed as caused by air pollution. Yet this tragedy happens to thousands of families, whose children die or suffer painful health conditions that are easily preventable. We need Government and local councils to accept responsibility and change our rules to match the World Health Organisation standards for clean air.

READ ABOUT ELLA'S CHARITY: <https://ellaroberta.org/>

MORE INFO: <https://www.ellaroberta.org/about-us/our-campaigns>

### Idling: use our myth-busting guide!

Drivers often keep engines turning over based on out-of-date past guidance. And they often aren't aware how the pollution harms the driver's health even more than that of passing pedestrians! As well as contributing to climate change.

Link to Idling Guide on the [30 WAYS to Cleaner Air Guide webpage](#).

### SPECIAL DATES TO CLEAN UP OUR AIR!

- **Mark Clean Air Day – it's usually in June each year:** <https://www.cleanairday.org.uk/>

## LINKS

### ACTIVE TRAVEL, PUBLIC TRANSPORT

Sustrans: <https://www.sustrans.org.uk/>



**Traveline:** <https://travelinenortheast.info/>

**Trainline:** <https://www.thetrainline.com/>

**Nexus (timetables):** <https://www.nexus.org.uk/>

**Recycle y'Bike:** <https://www.recycle.bike/>

**e-Bikes advice:** <https://energysavingtrust.org.uk/advice/electric-bikes/>

**e-Cargobikes advice:** <https://energysavingtrust.org.uk/advice/electric-bikes/>

**e-Scooter hire info:** <https://www.newcastle.gov.uk/services/roads-pavements-and-streets/transport-improvements/transport-and-air-quality/e-scooter>

## REDUCE VEHICLE EMISSIONS

**Guide to e-vehicles purchase:** <https://energysavingtrust.org.uk/advice/electric-vehicles/>

**Energy-efficient driving:** <https://energysavingtrust.org.uk/advice/efficient-driving/>,  
<https://www.eta.co.uk/driving-tips/>

**Co-Wheels info:** <https://www.co-wheels.org.uk/northeast>

**Newcastle Park & Ride info:** <https://www.newcastle.gov.uk/services/parking-and-permits/car-parks-and-street-parking/park-and-ride>

**Electric taxi hire:** <https://www.phoenixtaxi.net/green-taxi-service/>

**Working from home research example:** <https://www.cipd.org/uk/about/press-releases/010421homeworking-increased-productivity/>

Link to Idling Guide on the 30-Day Challenge webpage:

<https://www.climateactionnewcastle.com/post/30-days-challenge-improve-the-air-we-breathe>

## HOME ENERGY + FURNISHING

**Department for Environment Food & Rural Affairs guidance:**

- PDF: chrome-extension://efaidnbmninnibpcapjpcglclefindmkaj/https://uk-air.defra.gov.uk/assets/documents/reports/cat09/1901291307\_Ready\_to\_Burn\_Web.pdf
- <https://smokecontrol.defra.gov.uk/fuels-php/england/>

**Which? magazine guide to boiler servicing:**

<https://www.which.co.uk/reviews/boilers/article/boiler-maintenance/getting-the-best-boiler-service-a9h945b2brSV>

**Energy Saving Trust guide:** <https://energysavingtrust.org.uk/energy-at-home/>

**Pinterest:** <https://uk.pinterest.com/climatestore/low-carbon-decor/>

**Mind charity shops often offer furnishings:** <https://www.mind.org.uk/mind-charity-shops/>

## SHOPPING

**Cleaning products:** <https://www.bbcgoodfood.com/review/best-eco-cleaning-products>

**Refill Shops:** <https://www.climateactionnewcastle.com/post/local-refill-heroes-2022-share-the-joy>

## GARDENING

**Newcastle Council composting guide :**

<https://www.newcastle.gov.uk/services/environment-and-waste/rubbish-and-recycling/recycling/home-composting>

**Bokashi composting:** <https://www.climateactionnewcastle.com/post/bokashi-composting>

## **SCHOOLS**

**Living Streets guide:** <https://www.livingstreets.org.uk/walk-to-school/walk-to-school-outreach/>

**One of a range of available advice and campaign websites:**

<https://www.actionforcleanair.org.uk/schools>

## **NEWCASTLE CITY COUNCIL'S CLEAR AIR PLAN**

[https://www.newcastle.gov.uk/sites/default/files/ASR Newcastle 2024 final.pdf](https://www.newcastle.gov.uk/sites/default/files/ASR_Newcastle_2024_final.pdf)

## **ADVICE RESOURCES**

**Clean Air Hub:** <https://www.cleanairhub.org.uk/clean-air-information/what-can-i-do>

**Clean Air Day:** <https://www.cleanairday.org.uk/>

*The online version of this Guide is regularly updated as new information become available:*

<https://www.climateactionnewcastle.com>