

# Air Quality Strategy for London



London Mayor Boris Johnson has published his **Air Quality Strategy for London** that sets out the framework for delivering improvements to **London's Air Quality**. This marks the beginning of statutory consultation with the **London Assembly and Greater London Authority Functional Bodies**, which ran for the eight weeks.

LPHCA Chairman & TfL Board Member **Steve Wright** was called by **The Mayor** who is already supporting a range of measures to *improve air quality*, such as, infrastructure improvements to boost cycling, encouraging the uptake of electric vehicles and smoothing traffic so that it flows easier through **London**.

An initial meeting was held with the **Mayoral Advisor on the Environment – Isabel Dedring** at **City Hall** and as we go to press some **LPHCA Platinum Members** are meeting up with **Isabel** and **TfL** representatives to see how **Private Hire** in **London** can help.

The **Air Quality Strategy** builds on these measures and focuses on the four key areas:

- **Reducing emissions from transport:**
- **Targeting air quality hotspots:**
- **Reducing emissions from homes, business and industry**
- **Increasing awareness of air quality issues.**

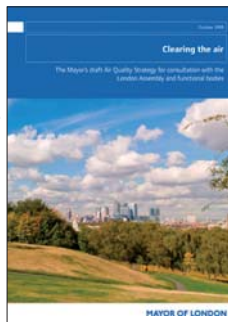
While this initial formal consultation on the document is with the **London Assembly and Functional Bodies**, the **Mayor** would be interested to hear the views of wider stakeholders.

The draft **Air Quality Strategy** is available at: [www.london.gov.uk/mayor/environment/air\\_quality/index.jsp](http://www.london.gov.uk/mayor/environment/air_quality/index.jsp)

Whilst consultation with the **London Assembly and Functional Bodies** ended on 30 November 2009, the **Mayor** will consider the responses to that consultation before consulting with the **Public and Stakeholders** on a further draft early in 2010, which the **LPHCA** will respond to.

It is expected that the **Strategy** will be published by autumn 2010.

Quickly following the **Mayor's** announcement he took the unprecedented step of writing an open letter to all **London Private Hire Drivers, Operators and Suppliers**.



I know that **London's Private Hire Industry** provides **safe and reliable travel** for **Londoners** and **visitors 365 days (and nights) a year**. I want to ensure you continue to provide these invaluable services in a **'Cleaner and Greener' London**.

At this juncture *we need your help*. Not just to get us where we want to go, but to help us in our battle against pollution.

As **Mayor of London** I have a responsibility to do all I can to clean up the air we breathe. **London's air quality has improved** in recent decades, but our city still suffers *the worst air pollution in the UK*.

We urgently need to take action if we are to achieve the **improvements in air quality we so desperately need**. This is my rallying call to you – **London's Private Hire Drivers** – to help us to do this.

We are looking at how we can encourage the take up of **new, cleaner, less polluting vehicles**. This could be through the introduction of a **15-year age limit on Taxis and Private Hire Vehicles in 2012**, moving to a **10 Year age limit from 2015**.

Let me be clear – these policies I am proposing will not affect the vast majority of you who have already upgraded your vehicles. They are aimed at the small majority who have older cars, which tend to be more polluting.

*Cleaner, newer vehicles will be better to work in, will mean financial savings as they are more fuel efficient and customers will benefit from a better service, not least the huge crowd heading here from across the globe in 2012.*

Clearly at this stage these are just proposals and I am fully committed to developing solutions in partnership with the **Private Hire Industry**. **TfL** will be taking forward a series of discussions with industry representatives\* over the coming months and we will launch a full public consultation in the spring to gather as many views as possible.

I want people coming to **London** for the **Olympic Games** to come to a *cleaner and more pleasant city*, one that we **Londoners** are proud of. Improving the air we breathe is key to that. I am keen to work with you to do this and I want to hear what you think and get your ideas on how you think this can work.

I am proud of our **Private Hire Industry** and I am confident that you will take up the challenge to help to play your part in making **London** a **less polluting city**.

Yours sincerely

**Boris Johnson**  
MAYOR OF LONDON

\* The first meeting with industry representatives took place on 13th November at the Public Carriage Office. Further meetings with LPHCA members, collectively and at their own operating centres, will take place as part of LPHCA Whistle Stop Tours being arranged by the Platinum Committee in the New Year.