

6. Collaboration and Lobbying

Action Plan: [Appendix C, 6.1 to 6.4](#)

Internal Information Sharing We will ensure that Newham's councillors, staff, and senior management are fully informed about the critical role air quality plays in public health. By fostering a deep understanding of the issue, we will cascade this knowledge throughout the organisation, ensuring that all employees are equipped to take action in their roles to reduce emissions and improve air quality. This will be achieved through training, workshops, and communications, embedding air quality as a key priority across all levels of the Council.

Interdepartmental Collaboration We will ensure that the Public Health, Housing, Climate Action, and Transport teams work collaboratively to implement the air quality policies and actions outlined in this plan. By fostering cross-departmental cooperation, we will integrate air quality considerations into all relevant projects across the Council, ensuring that emission-reduction efforts are aligned and mutually reinforcing. This coordinated approach will enhance the effectiveness of our initiatives, promoting cleaner air and healthier environments for all residents.

Sustainable Procurement We will reduce indirect emissions by prioritising air quality in our procurement processes, ensuring that the goods and services we purchase align with our environmental goals. Additionally, we will actively engage with our suppliers, as well as public and private sector stakeholders, encouraging them to adopt practices that reduce air pollution. By leveraging our purchasing power and fostering partnerships, we aim to influence wider actions on air quality beyond our direct control, driving broader environmental improvements across the supply chain and community.

Cross-borough and Stakeholder Partnerships We will reduce emissions by actively collaborating with other local authorities, external stakeholders, and various levels of government to develop and implement air quality policies and projects. By working together on shared initiatives, exchanging knowledge, and coordinating efforts, we can amplify the impact of our actions on air pollution. This collective approach will ensure more comprehensive solutions to air quality challenges, benefiting both Newham and the wider region.

External sources of information:

- [50 Steps to a Healthier Newham](#)
- [Sustainable Transport Strategy](#)
- [Just Transition Plan \(2023\)](#)
- [Newham Cargo Bikes for Business](#)
- [Newham Support for Business](#)
- [Air Pollution Footprint partnership](#)
- [Sustainable Food Newham](#)