

A solid green circle containing white text.

**WIRRAL,
LET'S
BREATHE
BETTER.**

Wirral domestic
burning project

Background



The Office for Health and Improvement & Disparities found that air pollution is the largest environmental risk to public health in the UK.



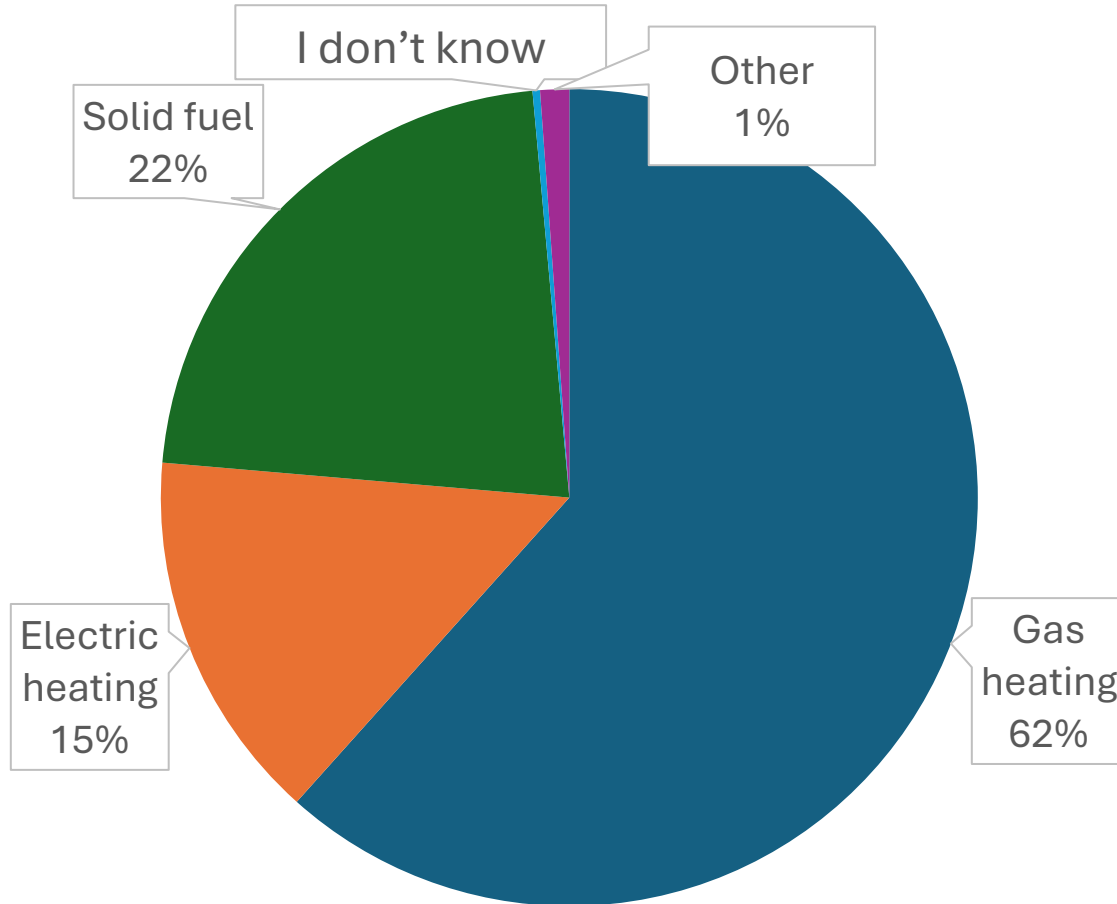
The annual mortality of human-made air pollution in the UK is roughly equivalent to between 28,000 and 36,000 deaths every year.



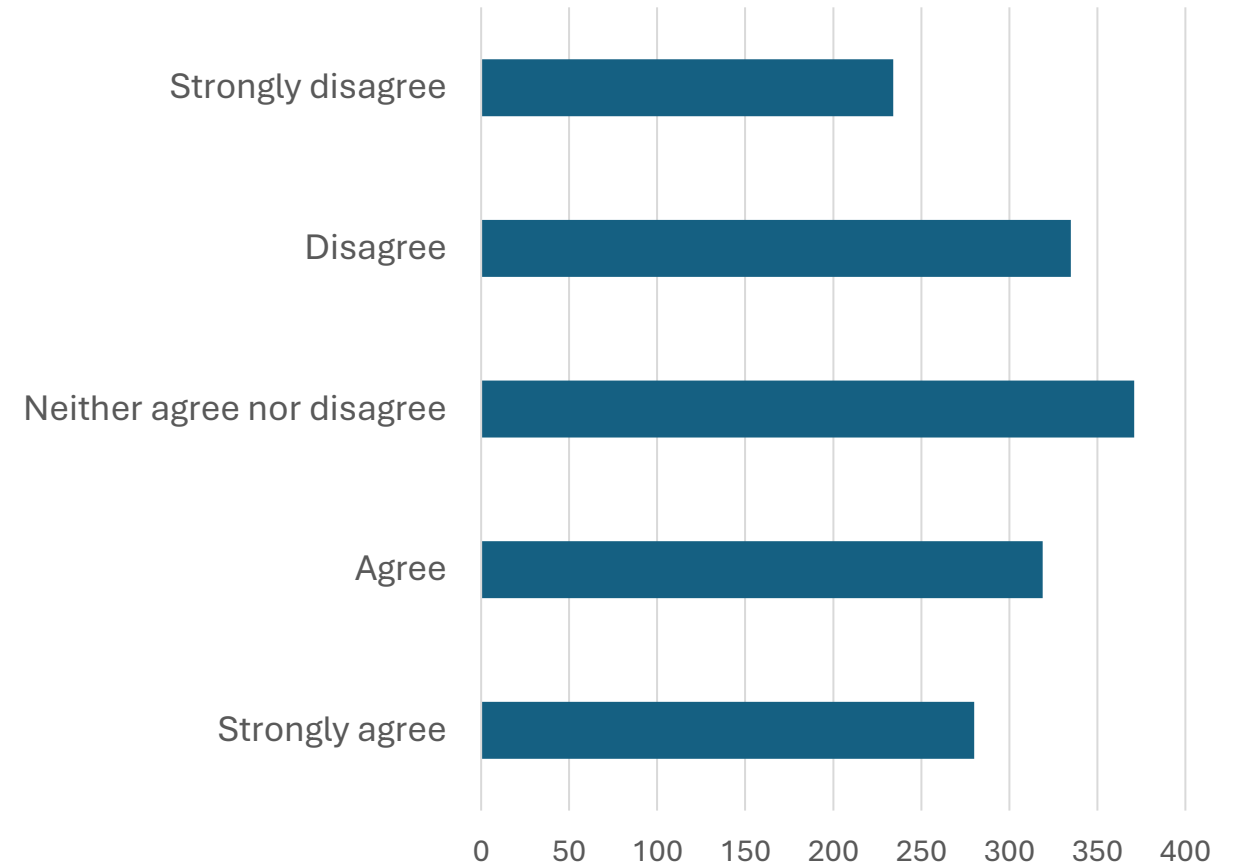
Wirral Council received funding from DEFRA's Air Quality grant in 2023 to deliver a particulate matter engagement programme.

Project development

How do you heat your home?



Burning indoors can have a negative impact on your health



WHAT'S THIS?



**IT'S WHAT YOU AND YOUR FAMILY
BREATHE, DAY IN DAY OUT
(IF YOU BURN INDOORS)**

It's called a **particulate**. It's a tiny piece of wood smoke and it contributes to **air pollution**.

At home, you can **minimise** these particulates by **buying and burning smarter**. You'll improve the environment for you and your family and **save money** too.

Reduce particulate emissions from wood burning by up to **80%** by taking simple steps.

urlnamehere.co.uk



**BURN SMARTER
BREATHE CLEANER
LIVE BETTER**

WIRRAL



COSY. WARM. SNUG. TOXIC.

Many of us use wood burners and open fires for warmth in winter. But there can be a price for the warmth – breathing toxic particulates. The good news is there are steps we can take to burn better...sapiMustis aut lam, sant omnis erum qui rere earchicis sam verum nihil mi, qui consequissi re quo tem es

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WIRRAL

WHAT IS IT ABOUT **WET** WOOD THAT MAKES IT WASTEFUL?

Some facts

62%

Of the smoke from wood burners is caused by wet wood

£125

Per year the average household spends on wood fuel

12
YEARS

It takes 12 years to pay back the cost of a wood burner

Did you know that the smoke that comes from fires is caused by... Am, iitatenito tota que sintur abore dis inctur maiorio cus accatur, si ipsus porepro reperi occum sint pos aut ip

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WIRRAL



**ABSOLUTELY
BREATHTAKING**
West Kirby, Wirral

**POTENTIALLY
BREATH TAKING**
Wood burner emitting harmful particulate

wirral.gov.uk/domesticburning

Campaign funded by DEFRA

 **WIRRAL**



Help your family breathe better by reducing air pollution from your fire.
WIRRAL, LET'S BREATHE BETTER.

NHS
 Cheshire and Merseyside
 Campaign funded by DEFRA
WIRRAL

Phase 1.1 – November 2023



Help your family breathe better by reducing air pollution from your fire.
WIRRAL, LET'S BURN BETTER.

Campaign funded by DEFRA
WIRRAL

Phase 1.2 – March 2024



Reduce your family's exposure to air pollution.
WIRRAL, LET'S BREATHE BETTER.

NHS
 Cheshire and Merseyside
 Campaign funded by DEFRA
WIRRAL

Phase 2 – October 2024

Evaluation

234 respondents in final survey evaluation

35% recalled seeing a campaign about air pollution or domestic burning

Recalled seeing slogans and messages about responsible burning, impact of burning and using approved wood

Some had a positive perception of the campaign, calling it 'information' and 'clear', other's felt it was 'nagging' or 'repetitive'

Images that had the highest rate of recall were all Wirral landscapes as opposed to images of log burners or case studies

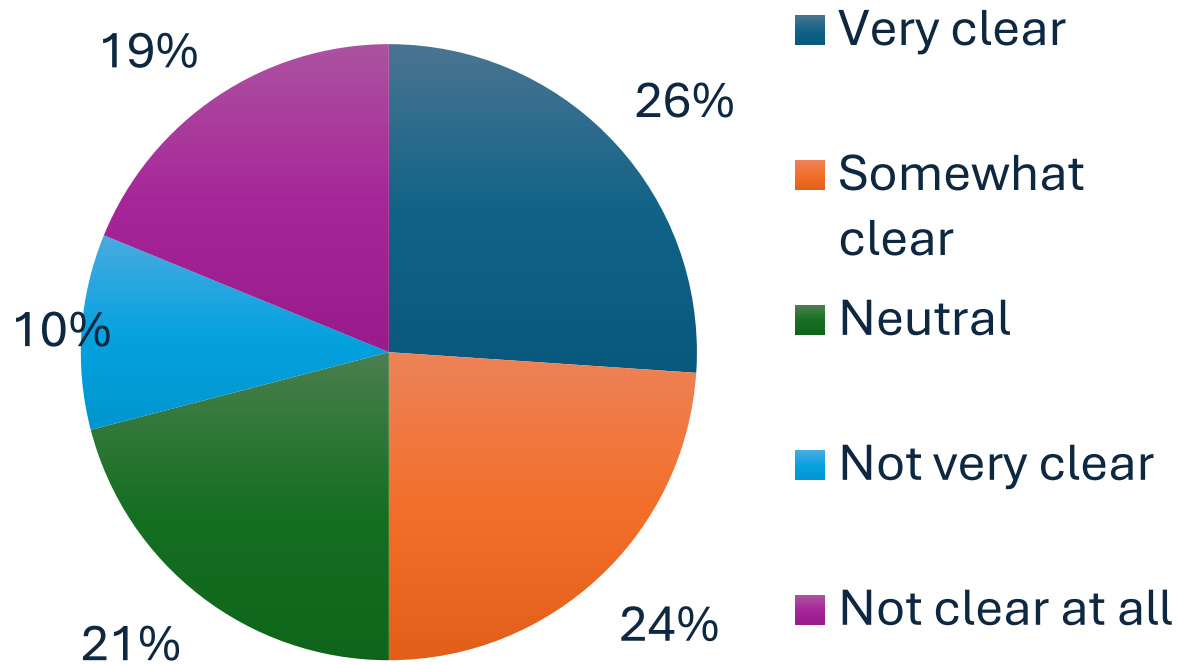


Impact

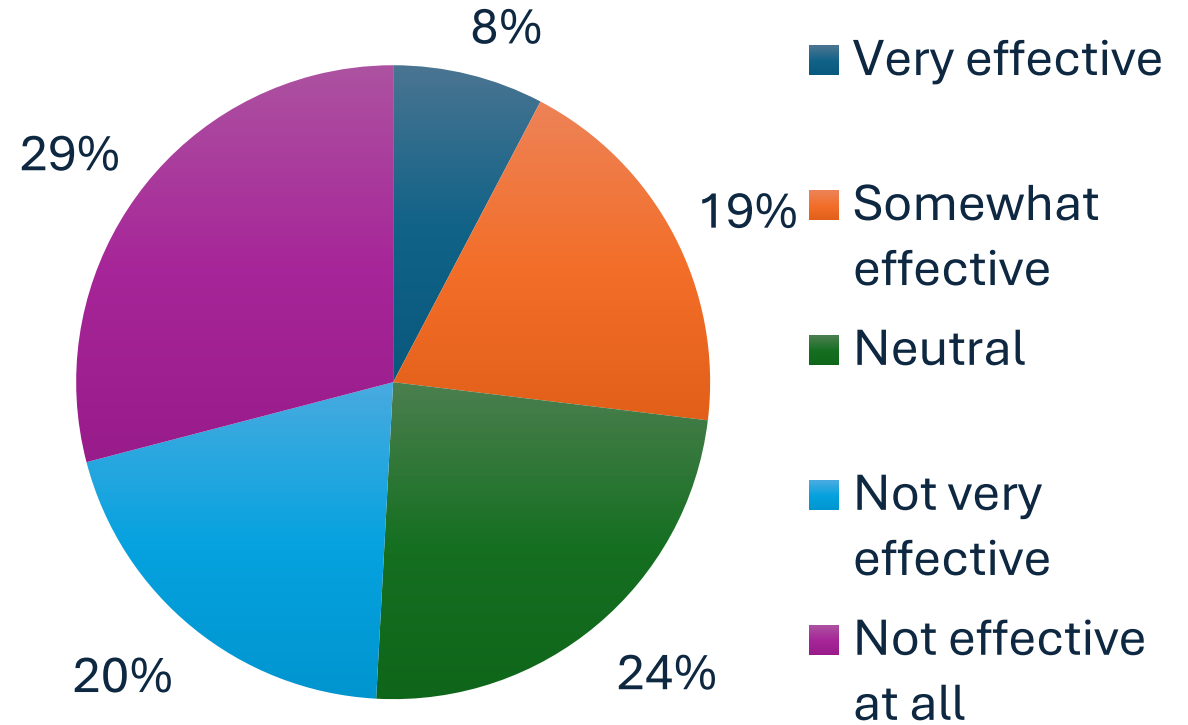
- Campaigns generated over 4 million impressions and 36,657 website clicks. Facebook ads performed the best, achieving highest engagement rates and lowest cost-per-click.
- 50% reported they already follow best burning practice
- 64% reported no change in their burning habits
- 12% said they now use drier, seasoned wood and 7% reported burning less.
- Most cited high cost of approved fuels and lack of knowledge about alternatives being the main barrier to change.

Impact – understanding

Campaign Message Clarity



Campaign Message Effectiveness



Recommendations

There was mixed reception – some want to see stronger messages and stricter regulations whilst others do not see domestic burning and air pollution as an issue.

- Visibility and reach of the campaign
- Content and tone of the campaign
- Targets messaging and demographics
- Public engagement and feedback

Any questions?

If you have any questions or would like to discuss any aspect of the project further, please email Heather Johnson heatherjohnson1@wirral.gov.uk.