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Quality shines through

Who has done well in our much-anticipated air quality website review of over 450 council websites? Jack Pease reports

So what is it about Yorkshire? Why do so many good websites – and outstanding air quality efforts – come from the area?

It's not that Yorkshire is any more polluted than Manchester and Birmingham, from whom so little is heard nowadays. Neither is it likely that there is more money in the region – it perhaps because there are more committed air quality officers packed together than elsewhere.

We've found excellent or near-excellent air quality websites in **York, Doncaster, Barnsley, Rotherham, Selby** and the **East Riding** – and of course there is the **South Yorks Care4Air** website driven by **Sheffield's** Mark Daly. There are good websites across the UK, but not so many good websites bunched together geographically.

The best site in terms of 'quality of website' this year is **York** for its **Jorair** website which continues to improve year-on-year. On quality alone it just pips long-term winner **Chiltern**, but then plaudits return north with **Doncaster** our next vote in the quality stakes.

The **Jorair** site ticks all the boxes that we like – separately themed, bright, attractive, something for everyone. Dull data is there for those that want it, and exciting cartoons are there for the kids. There is a cartoon show explaining the impacts of pollution, and what can be done about it. Very accessible, and the main reason why we think this site looks the best.

Chiltern is no stranger to our annual

website review showing that there is life in the South of England. Site mentor Ben Coakley has been inspirational in pushing the boundaries for air quality websites, and it's great to see he's been focusing on climate change in recent months. Somehow he manages to convince the webmasters to put a big fat logo on the front pages which stays there (we creep back to check from time to time) and that makes it the *overall* winner once again.

Chiltern's offering is branded as **Claire** – Chiltern's local air and environment – with well designed logos, cartoons and layouts. As ever we particularly like the noxious nine characters, and a frog appears to be joining the crew. As with York, the dull stuff is there, along with the more snazzy puzzles, artwork and teaching packs.

We've said a lot of this before, the site is so packed full that you can spend an awful lot of time here. So if a sleepy home counties authority can manage this, how come the big cities can't follow suit?

Doncaster remains a firm favourite and has a nice link on the front page. Puzzles, games, an interactive body to explain health effects, it's all good stuff.

Ellesmere Port and Neston comes up trumps again with its website, which this year features work on a new 'air quality trail' in the borough's **Whitby Park**. This gives an excuse for a meaty home page link to the air quality



Inspired Jorair site from York

pages. Ellesmere explains: "The council in partnership with the Community Air Quality

● continued overleaf



Lots of thought to navigation by Spelthorne

Doncaster looks good

Branding, games, puzzles, plenty of colour, data – an excellent offer from Doncaster





Nice design from Carrickfergus, hope the AQ info comes soon

● from page five

Forum and Groundwork Wirral commissioned an artist to work with pupils from five local schools to challenge the common misconception that Ellesmere Port has poor air quality. Pupils have had their artwork and ideas integrated into the seven pieces of art that make up the trail."

The trail is 500m long and contains seven pieces of art and a memorial tree all with a story to tell. Residents can test map reading, visual aligning, reading or running skills and enjoy gaining greater "awareness".

"Additionally, for those that would like to see their name in lights, complete the trail leaflet and send it to the council, if the entry is correct, their name will be shown on the public display units in the town centre and at Cheshire Oaks." Fab.

Residents in Aylesbury see what a tube is



By contrast to the bright and breezy five-star sites of Chiltern, York and Doncaster, we have the more sober **Bristol** site, which is encyclopaedic in nature and aimed fairly and squarely at adults. It has embedded Google Maps of monitoring sites (diffusion tubes and continuous) as well as Google Earth files, which link directly to Bristol's real time data site.

We like sites that have news – and Bristol has an up to date downloadable newsletter on air quality which many will find useful and helps to tell the public what the air quality teams are up to.

Back up to Yorkshire to find **Barnsley** with a helpful home page link to the air quality pages which have plenty of information and relevant photographs to break up the text. **Wakefield's** is nice too.

Here's a first – a county with a five star website! **West Sussex's** air quality website is small but perfectly formed, and gains our admiration precisely because it doesn't have to do it – counties do not have air quality responsibilities, and its all to easy not to bother (indeed many counties certainly do not bother!).

West Sussex has useful information on air quality and crucially links to the **SussexAir** joint authority website set up in the region. Links are good as well, it's so nice to see two tier government working together well like this. Close



Liverpool puts on a good



Aylesbury residents get to see at a glance where the AQMAs are

by, **Brighton** has a great website under its *City Airwatch* banner. The site is bright and cheerful and does every thing that's needed.

We like **Aylesbury Vale's** site most particularly because small maps make it easy to see where the air quality management areas are. No need to access pdfs or read clumsy descriptions of the areas, the small jgs make things very clear.



Logos good: **Chesterfield**

Portsmouth gets five stars for quality. Its *Portair* site is really nice but we swear it is impossible to find

through the council home pages. This is criminal.

Back to Yorkshire for our final five star website – **East Riding**. Not an area you'd necessarily expect to devote much time to air quality but it fields an excellent offering with news, links and information all underneath the *Air pollution – lets put a lid on it* slogan.

Looking at other local authority websites, we pick out the highlights and noticeable inclusions and omissions as we spot them. Generally, as in previous years we found the standards are improving. Fewer and fewer have nothing at all to say for themselves, and the usual suspects jostling at the top are proving hard to beat.

Counties drive us potty where there are county-wide air quality websites but the county itself doesn't refer to them. Districts can also be guilty – these people are presumably forking out for the cooperation, but by not linking to them effectively, they are missing the benefits.

Culprits include **Bedfordshire, Bucks, Cornwall** and **Hertfordshire**. Showing the



Ellesmere Port's air quality trail is featured on its five-star website

Air Quality Newsletter

Issue 4 August 2008

The Environment Team 0117 922 4158 www.bristol.gov.uk/airquality

Air Quality Management Area amended

The boundaries of the Air Quality Management Area (AQMA) have recently been changed to reflect better understanding of the true extent of air pollution in our city.

The AQMA in Avonmouth has been revoked.

the government's objectives.

Measures to improve air quality in Fishponds will now be introduced and included in the air

Bristol: News and newsletters are a good way of keeping in touch



Chiltern: our winner again. Continuous improvement makes it hard to beat



● from previous page

bad boys how to do it with a simple, effective link are **Broxbourne** (to the Herts & Beds site) and **Caradon** (Cornwall AQ Forum). Good counties in this respect include **West Sussex** (mentioned previously), **Cambridgeshire**, **East Sussex**, **Kent** and **Suffolk**

Disappointments – in terms of councils that used to have far better offerings – include **Belfast**, **Croydon**, **Westminster** and **Wycombe**. **Sefton's Breathing Space** website has lost a lot of its individuality with its integration into the main website (bet the webmaster is to blame for that).

Disappointment in terms of what the authority is doing in terms of air quality, and what the website is like include **Birmingham**, **Cheshire** and **Greenwich**. Not everybody can afford, nor wants to



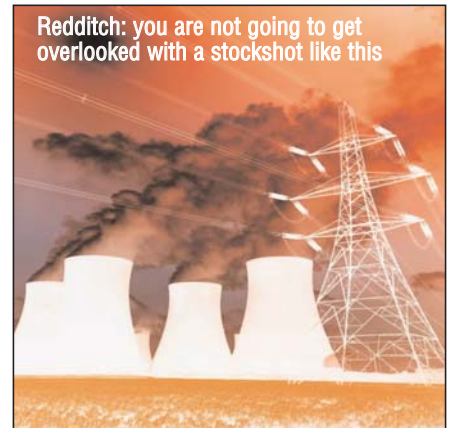
have a good air quality link on its home page – but linking not to the council's own air quality pages, rather an external site. That's **North Shropshire**.

Some require so much clicking you worry you are going to get an industrial injury in your mouse finger. **Bury** is terrible in this respect, you have to click from page to page often with just one sentence on each page to the point where you lose the will to live.

Chelmsford suffers similarly, as does **Congleton** and **Hereford**.

Web designers do not like long, deep pages, but we think where you are dealing

● continued on p8 overleaf



spend the time and money building five-star websites, and we understand that. So we're very happy to see some small but totally acceptable sites that provide a decent level of information without being a millstone round the authorities' necks.

Examples include **Bracknell Forest**, **Brentwood** and **Shrewsbury & Atcham**, the latter seems particularly thoughtful and intelligent.

News is useful to keep people coming back to the site – **Spelthorne** does this well, and **Stockton on Tees** has an air quality bulletin. But others should remember to keep it up to date or it looks terrible.



Barnsley flies the flag on its web pages

Finding air quality sites can be easy (the best being **Rushmoor**, **Chiltern** and **Doncaster** with home page logos linking to the air quality sites) or a nightmare. As for **Carrick**, we just gave up.

To a certain extent if there is little air quality content on a site, it doesn't matter if its hard to find, but when there is a good site and it's hard to find even if you're looking for it, that's very annoying. A mention here for **Brighton** and **Ipswich**.

Now why on earth would an authority

Manipulating the data

We are impressed with the quiet way that monitor firm **Enviro Technology** integrates its airqualitydata.com system into local authority sites.

Where an authority wants to post its data but doesn't want the hassle of writing its own code, ET offers the service (and others such as AEA and ERG do as well) and then integrates it into the main council website.

This latter point is crucial – local authority webmasters are not known for their flexibility and in their obsession with style over substance do not take kindly to environmental health professionals asking for their own pages or own branding.

But for those signing up to airqualitydata.com, the monitoring information can be integrated without breaking webmasters rules. We think, for instance, that Castle Morpeth's site works particularly well in this respect. But others such as Aberdeen also sign up to the service.

ET's Duncan Mounsor told *AQB*: "Airqualitydata.com is an air quality website / public information service that can be tailored to local authority's exact requirements. We have quite a number of clients now including Swansea, Bristol, Aberdeen, Blyth Valley, Mid Devon and Teignbridge, Shrewsbury & Atcham. ET also has its own site with data from its two stations in and around Stroud.

"Cost is dependent on the number of monitoring stations that data is collected from and the exact nature of extra customisation required from client but typically it costs from £12-15k with a small annual hosting/management fee in addition.

"What is important to note is that the service is entirely "content managed" which means the local authority can update the service simply and quickly without having to involve the ET web designers. "



Burnley air quality: a simple photo, but it livens up the pages no end



● from page seven

with air quality information, breaking up the topics can often be annoying, and it can be better handled in one chunk, like the **Corporation of London** and **Sutton** (which has written a great essay in Word format).

Wales – not particularly well known for air quality activism – is well represented by **Swansea** which gets five stars for its quality of website. We've long been a fan of Swansea's site which makes use of third parties to provide air quality data in a lively looking site. As ever we're puzzled **Cardiff** doesn't put in a better show as we know it

takes a close interest in air quality.

Also puzzling is why Scotland does so badly. We cannot find anything on air quality in **Edinburgh**. The relevant page promises "We are sorry, There is nothing available in this section." Have they given up on air quality there? Drilling through their website left us fuming.

Dundee is more memorable for its great before-and-after picture of smogs that used to beset the area.

Northern Ireland has some nice sites tucked away, **Cookstown** has great graphics, a real gem. We've not a huge fan of Flash or annoying intro routines, but we thought the homepage of **Carrickfergus Council** looked really smart. But air quality information is 'coming soon'.

Pictures are easy to use. Some don't bother (why?) and others use them well, such as **Charnwood, Craven, Gloucester, Redditch, Torbay** and **Waverley**. **North West Lincolnshire** has a nice picture of smoke from British industry.

Logos are a great way to theme your pages. Our five-star sites often have logos (eg **Jorair, Chiltern** etc), we also like air quality logos used by **Chesterfield, Dundee, Warrington** and **West Wilts**.

Branding air quality pages is worthwhile, perhaps with a natty name or a banner.

Liverpool has a good four star site branded **Liveair**, and that works well. **Oxford**



Good branding from Warrington

(and **Heathrow** and **Brighton**) uses *Airwatch*.

Setting up separately-organised air quality websites is generally a good thing, but the linking and relationship to the main site must be handled properly. **Ealingair's** microsite is good, but maybe clear the main website of air quality information to avoid the feeling of duplication. **Sloughair** feels a bit 'bolt on' too. The council logo is missing from **Bostonair**, that'll annoy the webmaster.

Integration can be an issue. **Rotherham's** monitoring site seems a little out on a limb.

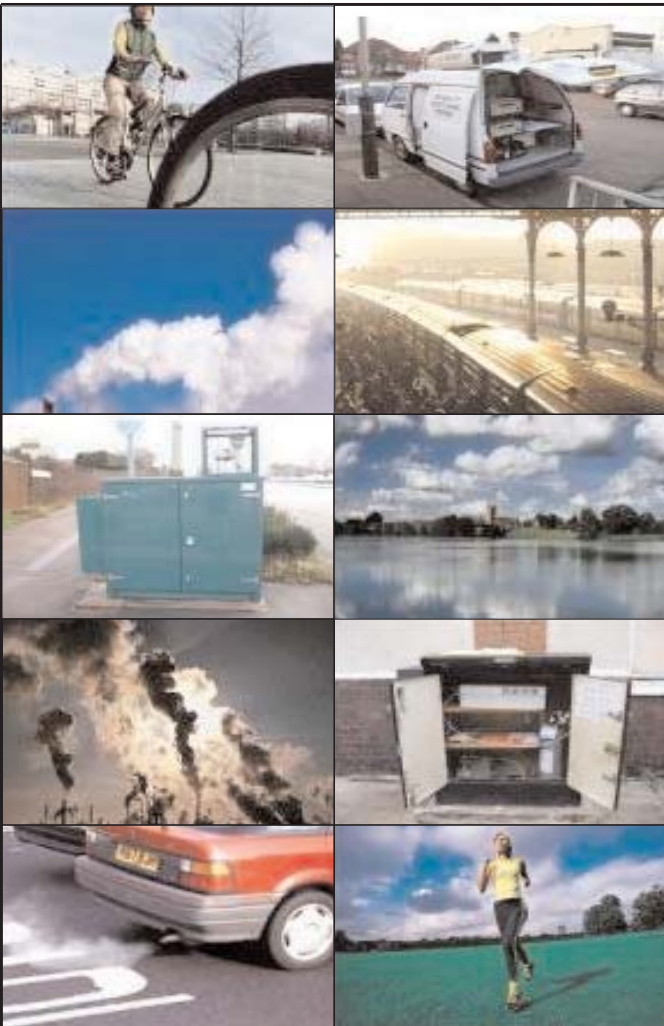
Watch out that you can navigate around pages. **Halton** has a nice site, but it's hard to get around. **North Lincs'** layout is a little awkward, but its all there.

It's hard to judge some sites where air quality is wrapped up in wider environmental issues. **Camden's Green Camden** website is great and includes useful air quality information, and *travelfootprint.com* (see box p10) to which all air quality sites should link to.

In summary, you may not have the means to do a good air quality website, but everyone has the means to link to two or three sites which provide good information (see following pages). And don't be too proud to link to other local authority sites – we have nothing but admiration for **Waverley** (in Surrey) for referring residents



Castle Morpeth's reminder of how it was



Leicester's constantly changing stock shots of pollution and the environment make it look as though the page is being updated all the time

PORTAIR: clean air for Portsmouth



Portsmouth has a well branded *Portair* site but it's hard to find

Authority	Quality	Findability
Chiltern District Council	●●●●●	●●●●●
Doncaster MBC	●●●●●	●●●●●
Ellesmere Port & Neston BC	●●●●●	●●●●●
City of York Council	●●●●●	●●●●
Bristol City Council	●●●●●	●●●●
Barnsley MBC	●●●●●	●●●●
Swansea City Council	●●●●●	●●●●
West Sussex CC	●●●●●	●●●●
Aylesbury Vale District Council	●●●●●	●●●●
Brighton and Hove Council	●●●●●	●●●●
East Riding of Yorkshire Council	●●●●●	●●●●
Portsmouth City Council	●●●●●	●●●●
Blyth Valley District Council	●●●●	●●●●●
Cheltenham Borough Council	●●●●	●●●●●
Mid Devon District Council	●●●●	●●●●●
Shrewsbury & Atcham BC	●●●●	●●●●●
Spelthorne Borough Council	●●●●	●●●●●
Vale of White Horse DC	●●●●	●●●●●
Ashford Borough Council	●●●●	●●●●
Brentwood Borough Council	●●●●	●●●●
Cambridgeshire County Council	●●●●	●●●●
Chesterfield Borough Council	●●●●	●●●●
Oxford City Council	●●●●	●●●●
Rotherham MBC	●●●●	●●●●
Walsall MBC	●●●●	●●●●
Waverley Borough Council	●●●●	●●●●
Aberdeen City Council	●●●●	●●●●
Cambridge City Council	●●●●	●●●●
Camden, London Borough of	●●●●	●●●●
Carlisle City Council	●●●●	●●●●
Chelmsford Borough Council	●●●●	●●●●
Cookstown DC	●●●●	●●●●
Ealing, London Borough of	●●●●	●●●●
Halton Borough Council	●●●●	●●●●
Herefordshire Council	●●●●	●●●●
Hillingdon, London Borough of	●●●●	●●●●
Leeds City Council	●●●●	●●●●
Liverpool City Council	●●●●	●●●●
North East Lincolnshire Council	●●●●	●●●●
Sefton MBC	●●●●	●●●●
Sheffield City Council	●●●●	●●●●
Slough Borough Council	●●●●	●●●●
South Cambridgeshire DC	●●●●	●●●●
St Albans District Council	●●●●	●●●●
Wakefield MBC	●●●●	●●●●
Warrington Borough Council	●●●●	●●●●
Selby DC	●●●●	●●●●
Corporation of the City of London	●●●●	●●●●
Sutton, London Borough of	●●●●	●●●●
Wandsworth, London Borough of	●●●●	●●●●
Babergh District Council	●●●●	●●●●
Boston Borough Council	●●●●	●●●●
Darlington Borough Council	●●●●	●●●●
Dover District Council	●●●●	●●●●
Eastbourne Borough Council	●●●●	●●●●
Hambleton District Council	●●●●	●●●●
Hounslow, London Borough of	●●●●	●●●●
Luton Borough Council	●●●●	●●●●
Mid Bedfordshire District Council	●●●●	●●●●
New Forest District Council	●●●●	●●●●
Newcastle-under-Lyme BC	●●●●	●●●●
North Lincolnshire Council	●●●●	●●●●

● Sites were visited in August and rated on an entirely subjective and non-scientific basis against 'ease of finding' and 'quality of site' criteria. Some sites were unavailable, it is possible some air quality websites were missed, and probable that many will disagree with our rankings. We will scoop up corrections and comments in a future issue.

LOCAL AUTHORITY WEBSITES RANKED

Key: The more smileys the better. A five blob 'quality' site will have good graphics and be jam packed full of information and visitors will want to come back. A five blob 'findability' website will have a link on the front page – a one rating site will be hard to find even if looking for it

Authority	Quality	Findability
Oxfordshire CC	●●●	●●●
Poole Borough Council	●●●	●●●
Preston Borough Council	●●●	●●●
Reading Borough Council	●●●	●●●
Reigate and Banstead BC	●●●	●●●
Richmond, London Borough of	●●●	●●●
South Ayrshire DC	●●●	●●●
South Tyneside MBC	●●●	●●●
Tower Hamlets, London Borough of	●●●	●●●
Wealden District Council	●●●	●●●
West Wiltshire District Council	●●●	●●●
Westminster, London Borough of	●●●	●●●
Aberdeenshire Council	●●●	●●
Arun District Council	●●●	●●
Ashfield District Council	●●●	●●
Basildon District Council	●●●	●●
Bath & North East Somerset	●●●	●●
Bexley Council	●●●	●●
Birmingham City Council	●●●	●●
Blaenau Gwent DC	●●●	●●
Bournemouth Borough Council	●●●	●●
Bracknell Forest Borough Council	●●●	●●
Breckland District Council	●●●	●●
Broxbourne Borough Council	●●●	●●
Bury Mbc	●●●	●●
Castle Morpeth Borough Council	●●●	●●
Charnwood Borough Council	●●●	●●
Dudley MBC	●●●	●●
East Hampshire District Council	●●●	●●
East Hertfordshire District Council	●●●	●●
Gateshead Metropolitan BC	●●●	●●
Gedling Borough Council	●●●	●●
Glasgow City Council	●●●	●●
Gloucester City Council	●●●	●●
Greenwich, London Borough of	●●●	●●
Guildford Borough Council	●●●	●●
Hammersmith & Fulham, LB	●●●	●●
Hastings Borough Council	●●●	●●
Islington, London Borough of	●●●	●●
Lambeth, London Borough of	●●●	●●
Leicester City Council	●●●	●●

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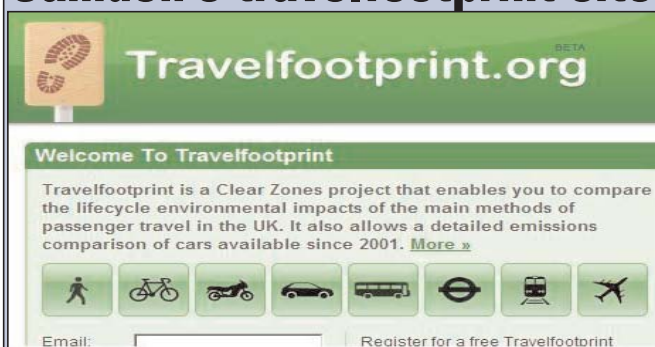
More Yorkshire greats: East Yorks

AIR QUALITY ON THE WEB

Authority	Quality	Findability
Lewes District Council	●●●	●●
Monmouthshire Council	●●●	●●
Newcastle-upon-Tyne, City of	●●●	●●
Newham, London Borough of	●●●	●●
North West Leicestershire DC	●●●	●●
Northampton Borough Council	●●●	●●
Plymouth City Council	●●●	●●
Powys CC	●●●	●●
Redcar & Cleveland Council	●●●	●●
Restormel Borough Council	●●●	●●
Rugby Borough Council	●●●	●●
Sandwell MBC	●●●	●●
South Bedfordshire BC	●●●	●●
South Bucks District Council	●●●	●●
South Hams District Council	●●●	●●
South Holland DC	●●●	●●
South Norfolk District Council	●●●	●●
South Oxfordshire District Council	●●●	●●
Suffolk County Council	●●●	●●
Tewkesbury Borough Council	●●●	●●
Tunbridge Wells Borough Council	●●●	●●
Waltham Forest, London Borough of	●●●	●●
Watford BC	●●●	●●
West Somerset District Council	●●●	●●
Winchester City Council	●●●	●●
Wrexham County Borough Council	●●●	●●
Wycombe District Council	●●●	●●
Wyre Forest District Council	●●●	●●
Adur District Council	●●●	●
Basingstoke and Deane BC	●●●	●
Bromsgrove District Council	●●●	●
Burnley Borough Council	●●●	●
Congleton Borough Council	●●●	●
Coventry City Council	●●●	●
Crawley Borough Council	●●●	●
Dundee City Council	●●●	●
East Sussex CC	●●●	●
Elmbridge Borough Council	●●●	●
Exeter City Council	●●●	●

Authority	Quality	Findability
Gosport Borough Council	●●●	●
Gravesham Borough Council	●●●	●
Hackney, London Borough of	●●●	●
Ipswich Borough Council	●●●	●
Kensington & Chelsea, RB	●●●	●
Lancaster City Council	●●●	●
Maidstone Borough Council	●●●	●
North Lanarkshire	●●●	●
North Norfolk District Council	●●●	●
South Somerset District Council	●●●	●
Stockton-on-Tees Borough Council	●●●	●
Thurrock District Council	●●●	●
Tonbridge and Malling BC	●●●	●
Woking Borough Council	●●●	●
Worthing Borough Council	●●●	●

Camden's travelfootprint site



Camden Council is encouraging residents to Go the Green Mile with the UK's first environmental impact calculator launched with the Clear Zone Partnership.

www.travelfootprint.org is claimed to be the first in the UK to allow people to calculate and compare the life cycle air pollution and green house gas emission impacts of different types of transport, including walking, cycling, rail, flying, driving and London underground trains.

Travelfootprint is also the first site of its kind that allows travellers to find out the least polluting mode of transport for their journey - from planes, to Tube trains and automobiles.

Gloria Esposito told us: "The launch of Travelfootprint is part of Camden's long-term strategy to build a sustainable borough and reduce air pollution and carbon dioxide emissions from transport. The aim of Travelfootprint is to help local residents and businesses understand the environmental impacts associated with different forms of transport, and consider the most sustainable travel option when planning their journeys.

Air quality in Camden is directly related to emissions from transportation. By reducing these emissions, the Council can improve air quality and also help to tackle climate change.

Industrial Emissions



Hillingdon has a sophisticated emissions inventory page

Quality of sites: 'average' local authorities

Alnwick District Council
Amber Valley BC
Anglesey Council
Angus
Argyll and Bute
Barking and Dagenham, LB
Barrow-in-Furness BC
Bedford Borough Council
Belfast City Council
Berwick Upon Tweed DC
Blaby District Council
Bolsover District Council
Bolton Mbc
Braintree District Council

Brent, London Borough of
Bridgend County BC
Broadland District Council
Broxtowe Borough Council
Buckinghamshire CC
Calderdale Mbc
Canterbury City Council
Caradon District Council
Cardiff City Council
Castlepoint
Chichester District Council
Chorley Borough Council
City of Bradford
City of Worcester

Colchester Borough Council
Conwy DC
Copeland Borough Council
Corby DC
Cotswold District Council
Craigavon DC
Craven District Council
Crewe and Nantwich BC
Croydon, London Borough of
Dacorum Borough Council
Dartford Borough Council
Denbighshire CC
Derby City Council
Derry City Council

Dumfries and Galloway
Durham City Council
Easington District Council
East Ayrshire DC
East Cambridgeshire Dc
East Devon DC
East Dunbartonshire DC
East Lindsey DC
East Lothian
East Northamptonshire
East Staffordshire BC
Eastleigh Borough Council

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'Average' local authorities (continued from bottom left)

● continued from below left

Eden District Council	Macclesfield Borough Council	Rochford District Council	Tameside MBC
Enfield, London Borough of	Magherafelt DC	Runnymede BC	Tandridge District Council
Epping Forest District Council	Maldon District Council	Rushcliffe Borough Council	Teignbridge District Council
Epsom & Ewell Bc	Malvern Hills DC	Rushmoor BC	Telford & Wrekin Council
Erewash Borough Council	Manchester City Council	Rutland County Council	Test Valley Borough Council
Falkirk BC	Medway Council	Ryedale District Council	Thanet District Council
Fareham Borough Council	Mendip District Council	Salford Mbc	Torbay Borough Council
Fenland District Council	Merton London Borough of	Salisbury District Council	Torfaen DC
Fermanagh DC	Mid Suffolk DC	Scarborough BC	Trafford Metropolitan BC
Forest Heath DC	Mid Sussex District Council	Scottish Borders	Uttlesford District Council
Forest of Dean DC	Middlesbrough BC	Sevenoaks DC	Vale of Glamorgan Council
Fylde Borough Council	Milton Keynes BC	Shetland Isles	Vale Royal Borough Council
Harborough District Council	Newark and Sherwood DC	Solihull MBC	Wansbeck District Council
Haringey, LB	Newtonabbey DC	Somerset CC	Warwick District Council
Harlow District Council	North Ayrshire DC	South Gloucestershire DC	Warwickshire CC
Harrogate Borough Council	North Cornwall DC	South Kesteven DC	Waveney District Council
Harrow, London Borough of	North East Derbyshire	South Lakeland DC	Wellingborough BC
Hart District Council	North Hertfordshire DC	South Ribble BC	Welwyn Hatfield DC
Hartlepool Borough Council	North Kesteven DC	South Shropshire DD	West Berkshire
Hertsmere Borough Council	North Shropshire DC	South Staffordshire	West Devon BC
Hinckley and Bosworth	North Somerset Council	Southampton Council	West Dorset DC
Horsham District Council	North Warwickshire BC	Southend BC	West Dunbartonshire
Huntingdonshire DC	North Wiltshire DC	Southwark, LB	West Lancashire DC
Inverclyde DC	Norwich City Council	St Helens Mbc	West Lindsey
Kennet District Council	Oadby & Wigston DC	Stafford Borough Council	West Oxfordshire DC
Kent CC	Orkney Isles	Staffordshire Moorlands DC	Wigan MBC
Kerrier District Council	Pendle BC	Stevenage BC	Windsor & Maidenhead
Kettering Borough Council	Penwith DC	Stockport MBC	Wokingham DC
King's Lynn and W Norfolk	Perth and Kinross	Strabane DC	Wolverhampton MBC
Kirklees Metropolitan Council	Peterborough Council	Stratford on Avon DC	Wychavon DC
Knowsley MBC	Purbeck DC	Suffolk Coastal DC	Wyre Borough Council
Lewisham, LB	Redditch Borough Council	Sunderland City Council	
Lisburn DC	Renfrewshire DC	Surrey Heath C	
	Rhondda Cynon Taff	Swindon Borough Council	

....our 'below average' local authority sites

Allerdale Borough Council	Derbyshire County Council	Lichfield District Council	Richmondshire DC
Antrim	Derbyshire Dales DC	Limavady DC	Rochdale MBC
Ards	Derwentside District Council	Lincoln City Council	Rossendale MBC
Armagh	Devon CC	Lincolnshire CC	Rother District Council
Ballymena	Dorset County Council	Mansfield District Council	Sedgefield Borough Council
Ballymoney	Down DC	Melton Borough Council	Sedgemoor District Council
Banbridge District Council	Dungannon DC	Merthyr DC	Shepway District Council
Barnet, London Borough of	Durham County Council	Midlothian Council	Shropshire CC
Bassetlaw District Council	East Dorset District Council	Mole Valley District Council	South Derbyshire DC
Bedfordshire CC	East Renfrewshire DC	Moray DC	South Lanarkshire Council
Blackburn with Darwen	Edinburgh City Council	Moyle Council	South Northamptonshire DC
Borough Council	Essex CC	Neath Port Talbot	St Edmundsbury Bc
Blackpool Borough Council	Fife CC	Newport	Staffordshire County Council
Bromley Council, LB	Flintshire DC	Newry and Mourne	Stirling BC
Caerphilly DC	Gloucestershire CC	Norfolk CC	Stoke-on-Trent City Council
Cannock Chase DC	Great Yarmouth BC	North Devon District Council	Stroud District Council
Carmarthenshire DC	Gwynedd CC	North Dorset District Council	Surrey County Council
Carrick DC	Hampshire CC	North Down	Swale Borough Council
Carrickfergus DC	Havant Borough Council	North Tyneside Council	Tamworth Borough Council
Castlereagh DC	Havering, London Borough of	North Yorkshire CC	Taunton Deane BC
Ceredigion DC	Hertfordshire CC	Northamptonshire CC	Teesdale District Council
Cherwell District Council	High Peak Borough Council	Northumberland CC	Tending District Council
Cheshire CC	Highland Council	Nottingham City Council	Three Rivers District Council
Chester City Council	Hyndburn Borough Council	Nottinghamshire CC	Torridge District Council
Chester-le-Street DC	Isle of Wight Council	Nuneaton and Bedworth BC	Tynedale District Council
Christchurch Borough Council	Jersey (Channel Isles)	Oldham MBC	Wear Valley District Council
Clackmannanshire	Kingston upon Thames, RB	Omagh	West Lothian
Coleraine Borough Council	Kingston-upon-Hull CC	Oswestry	Weymouth and Portland BC
Cornwall County Council	Lancashire CC	Pembrokeshire CC	Wiltshire CC
Cumbria CC	Larne DC	Redbridge, London Borough	Wirral, MBC
Daventry District Council	Leicestershire County Council	Ribble Valley DC	Worcestershire CC

Best of the rest

Strong contenders once again make judging difficult for our 2008 review of non-local authority sites

The best stay good – with many improvements in the middle ground – is the way to sum up our feelings for our 2008 review of non-local authority sites.

These ‘others’ include suppliers, academics, governments and local authority consortia and with such a varied audience, it is hard to make firm comparisons. But we try – unashamedly – to take a value judgement as to the intended audience when ranking looks, content, usefulness and links.

Previous year’s winners include **Care4Air** and **Londonair** – but this year (I’m afraid) its **Care4Air** once again despite some horrid green colours creeping in.

Care4Air continues to impress us with its content and vision that we’ve outlined numerous times before. There’s Care4Air TV, announcements, Youtube channels, awards and news. Mark Daly and the team behind Care4Air really are making a very big difference to the world of air quality through this site and other achievements.

We’d like to recognise **Bucksairquality.net** as our runner up. This site for Bucks and its local authorities has been produced by Ben Coakley of **Chiltern**

who has done consistently well with his Chiltern masterpiece (see local authorities, p5).

The Bucks site has everything from information for kids to easy-to-understand health effect information. At the top of the page is clear data on current air quality, and the graphics are excellent. When you consider that many counties struggle to even mention air quality on their websites, this is a fabulous achievement.

The gap between our number one and our runners up is very small indeed, and all could argue with us about why they weren’t at the top. If you tot up the ‘smileys’, you can see that actually Bucks, Care4Air, Enviro Technology and Londonair all get a total of 19.

We like **Enviro Technology’s** site which of course serves a very different purpose to ‘public information’ sites, so visit it with that in mind. The site is bright, easy to navigate and is a real credit to the firm.

Londonair remains excellent, the news

remains particularly good and current pollution displayed on the home page always makes your visit seem worthwhile.

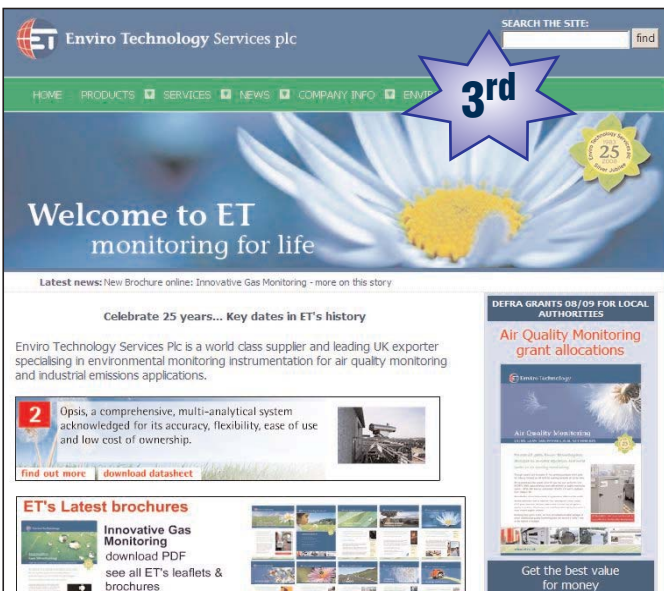
We comment on other sites through our rankings table and captions on the following pages. But we would like to highlight notable improvements for **Cornwall**, **Essex** and **Heathrow Airwatch**.

We think UK webmasters will do well to look at some of the US sites we’ve highlighted (for instance **Airdefenders**, **Smog City** and **Planet Polluto**) which include cartoon videos of air quality issues.

Such sites suggest that while the UK is good, it can get better still....

Who said air quality was niche? Agius’s visitor counter

1669603



Enviro Technology’s site is great for a humble monitor supplier



Regularly updated news and jobs makes this site worth visiting



Trust Care4Air to be right up there. Some non-South Yorks local authorities link to this as it’s so good – and why not



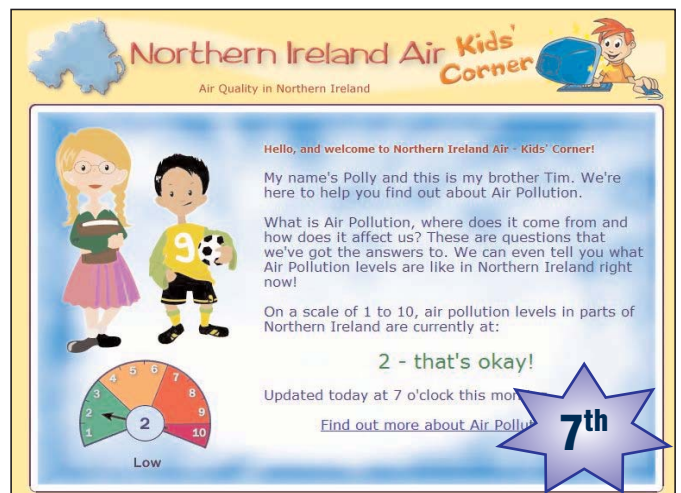
Bucks continued to take our fancy in the ‘other’ class

The rankings: non local authority

Rank	Organisation	Web address	Good looking	Content	Helpful	Links
1	South Yorks Care4Air Continuous updating for an already excellent site. Colour is getting a bit chaotic	www.care4air.org	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺
2	Bucks Air Net The depth of the information is staggering – from R&A to health, to education packs	www.bucksairquality.net	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺
3	Enviro Technology Services Even better than last year, we really like this site (apart from linking to defunct air quality magazine websites!)	www.et.co.uk	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺
4	Londonair Our winner last year, it hasn't faded or been neglected. Always something new on the site – links great	www.londonair.org.uk	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
5	www.airquality.co.uk Very, very comprehensive, but a little daunting because of that.	www.airquality.co.uk	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
6	Kentair Good site – and now has whizzy Google Earth feature for viewing air quality	www.kentair.org.uk	☺☺☺☺	☺☺☺☺	☺☺☺☺	☺☺☺☺☺
7	Northern Ireland AQ Another regional site from AEA – extra marks for engaging and clear 'kids corner'	www.airqualityni.co.uk	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺	☺☺☺☺☺
8	Scotland air quality An AEA designed site that neatly brings together the Scottish air quality scene	www.scottishairquality.co.uk	☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
9	Air Quality Bulletin site News updated every month so always worth checking. Rather basic looking – proprietor is suspicious of web geeks!	www.air-quality-bulletin.org.uk	☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
10	Airshare Busy US site with lessons for the UK in tying together air initiatives. News has disappeared. Links are fascinating	http://airshare.info	☺☺☺☺☺	☺☺☺	☺☺☺☺☺	☺☺☺☺☺
11	Sussex Air Net Fact-packed site with healthy news area to make repeat visits worthwhile	www.sussex-air.net	☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
12	Cornwall AQ Forum Ah-ha, it's had a facelift! Much better. If we're being picky, don't like the rolling news cast or its font.	www.cornwall-airquality.org.uk	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺
13	Local authority AQ support Combines monitoring and modelling helpdesk effectively	www.laqmsupport.org.uk	☺☺	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
14	Welsh Air Quality Forum AEA has done well (again) with this Wales air quality website	www.welshairquality.co.uk	☺☺☺☺	☺☺☺☺	☺☺☺☺	☺☺☺☺☺☺
15	Planet Polluto Brilliant colourful interactive US site	www.planetpolluto.com	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺	☺☺
16	Action Plan Appraisal Helpdesk Taken over by AEA and improved a bit	www.airquality.co.uk/archive/actionplan.php	☺☺☺☺	☺☺☺☺	☺☺☺☺	☺☺☺☺☺☺
17	UWE AQM centre Packed full of information but we still struggle to see past the brash red colour. Links are very good	www.uwe.ac.uk/aqm	☺☺	☺☺☺☺☺	☺☺☺☺	☺☺☺☺☺☺
18	Heathrow Airwatch Well if you're going to trample on an area's air quality, you might as well give it a good website. Nice revamp	www.heathrowairwatch.org.uk	☺☺☺☺☺	☺☺☺☺	☺☺☺☺☺	☺☺☺☺
19	EPUK Former NSCA site is much improved but let down by an apparent lack of links	www.environmental-protection.org.uk	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺	☺
20	Aimow A US site that demonstrates that there are still plenty of directions for UK sites to head	http://aimow.gov	☺☺☺☺☺	☺☺☺☺☺	☺☺☺☺	☺☺
21	Herts and Beds A good regional site run by ERG	www.hertsbedsair.org.uk	☺☺☺☺☺	☺☺☺☺	☺☺☺☺☺	☺☺☺☺☺
22	Inst of AQ Management Better looking since revamp – challenge will be to keep it up to date	www.iaqm.co.uk	☺☺☺☺☺	☺☺☺☺	☺☺☺☺☺	☺☺☺☺



Nice redesign for Heathrow Airwatch



Northern Ireland's AEA-designed site has a colourful kids corner

AIR QUALITY ON THE WEB

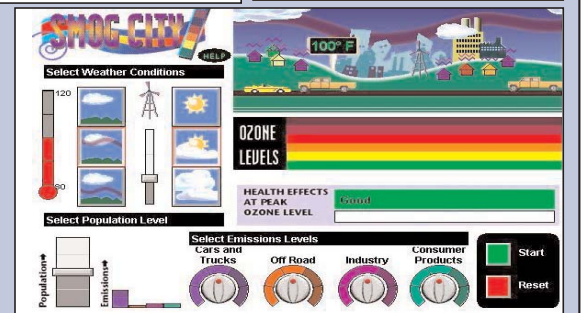
● continued from page 13

Rank	Organisation	Web address	Good looking	Content	Helpful	Links
23	Travelfootprint.org Calculate your air quality footprint with this useful site	www.travelfootprint.org	☺☺☺☺	☺☺☺	☺☺☺☺	☺☺
24	Californian Air Resource Board Lots going on here, if only Defra or the Environment Agency could look like this. Check out the kids Knowzone	www.arb.ca.gov	☺☺☺	☺☺☺☺☺	☺☺☺	☺☺
25	ERG Kings College ERG site does its job underneath the Londonair shadow	www.erg.kcl.ac.uk	☺☺	☺☺☺	☺☺☺	☺☺☺☺☺
26	Air Quality Data This service deserves to flourish, the site looks good and integrates well in member-local authorities	www.airqualitydata.com	☺☺☺☺	☺☺	☺☺☺	☺☺☺☺
27	US EPA The US Environmental Protection Agency tries to make sense of a pile of info. Does quite well	www.epa.gov/air	☺☺	☺☺☺☺☺	☺☺☺	☺☺☺
28	Air Monitors Sir Alan Sugar would love this site: looks good, it's clear what they are selling and it's clear what they do	www.airmonitors.co.uk	☺☺☺☺	☺☺☺	☺☺☺	☺☺☺
29	Natl Atrn. Emissions Inventory Not bad for a data site with a very dull sounding name	www.naei.org.uk	☺☺☺☺	☺☺☺☺	☺☺☺	☺☺
30	Coalition for clean air US campaigner site that's bright, cheerful and informative	www.coalitionforcleanair.org	☺☺☺☺	☺☺☺	☺☺☺	☺☺☺
31	Smog City Fiddle with pollutants and see what the impacts are in this colourful US site	www.smogcity.com	☺☺☺☺	☺☺☺	☺☺☺☺	☺☺
32	Airparif The French even make air quality look stylish	www.airparif.asso.fr	☺☺☺☺	☺☺☺	☺☺☺	☺☺
33	Air Defenders You just HAVE to look at this US site aimed at kids. Seek. Identify. Resolve. Mission. Wow. Listen to <i>Burn barrel blues</i>	http://www.airdefenders.org/	☺☺☺☺☺	☺☺☺	☺☺☺	☺
34	AURN Good looking site targetting the very specific need to list monitoring sites	www.bv-aurnsiteinfo.co.uk	☺☺☺☺☺	☺☺	☺☺☺☺	☺
35	UWE AQ Review & Assessment This is sticking out like a sore thumb and needs a revamp. Everyone else has	www.uwe.ac.uk/aqm/review	☺	☺☺☺☺	☺☺☺	☺☺☺
36	Air Quality Consultants Good looking consultant's site with solid information on offer	www.aqconsultants.co.uk	☺☺☺	☺☺	☺☺☺	☺☺☺
37	Rugby in Plume Rugby in Plume blog: how to be a thorn in the backside of the authorities	www.rugbytown.blogspot.com	☺☺☺☺	☺☺☺	☺☺	☺☺
39	SEPA Job-useful and far more user friendly than the hideous English agency's effort	www.sepa.org.uk	☺☺☺☺	☺☺☺	☺☺	☺☺
40	Sadler Consultants Modest, functional small-firm website with useful www.lowemissionzones.eu website	www.airqualitypolicy.co.uk	☺☺☺	☺☺☺	☺☺☺	☺☺
41	Casella Measurement Nice and tidy but not much new stuff	www.casellameasurement.com	☺☺☺☺	☺☺☺	☺☺	☺

Winning US hearts and mind through the kids

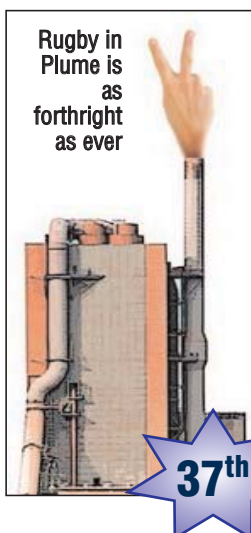


Not everything coming out of the US is bad. American kids are targetted by a number of particularly bright and informative websites on air quality. **Planet Polluto** is great – the Pollutonians need your help! In **Air Defenders**, an animated cartoon explains impacts and actions on air quality in 'cool' kids terms. **Knowzone** has clickable characters and **Smog City** makes great use of colours to let users select pollution levels and impacts. UK sites, such as Chiltern, Doncaster, York and Care4Air, have elements of what can be seen above – but few do it quite as well as these. Now you know what your target is next year!



● continued from page 14

Rank	Organisation	Web address	Good looking	Content	Helpful	Links
42	Lakes Environmental Colourful site from dispersion modelling software vendor	www.lakes-environmental.com	☺☺☺	☺☺☺	☺☺☺	☺
43	Raymond Agius' Website All sorts of academic resources here, lots to find out. 1.6m visitors can't be wrong	www.agius.com/hew/resource/airqual.htm	☺	☺☺☺☺	☺☺☺	☺☺
44	West London AQ Group Bright and breezy site from the active West London Air Quality Cluster	www.westlondonairquality.org.uk	☺☺☺☺☺	☺☺	☺☺	☺
45	EMAQ Worth a visit just to see the colourful photos. We are still not quite sure why things like links are password protected	http://emaq.aeat.com	☺☺☺☺	☺☺☺	☺☺	☺
46	Enviropedia Gives a good overview for those with a casual interest	www.air-quality.org.uk	☺☺	☺☺☺	☺☺☺	☺☺
47	Air Quality in Europe Interesting snapshot of current air quality in Europe	www.airqualitynow.eu	☺☺☺☺	☺☺	☺☺☺	☺
48	Essex AQ Consortium Essex authorities pool information nicely with useful revamp	www.essexair.org	☺☺☺	☺☺☺	☺☺☺	☺
49	Sniffer Nicely revamped site for Scottish and NI research	www.sniffer.org.uk	☺☺☺☺	☺☺	☺☺☺	☺
50	European Commission Prominent 'what's new' means you can pick out the important stuff	http://ec.europa.eu/environment/air	☺☺	☺☺☺	☺☺	☺☺☺
51	Egniol Eyecatching site. But Sir Alan wouldn't like it as the 'ee' logo is a bit vague as to what it is	www.egniol.co.uk	☺☺☺☺	☺☺	☺☺	☺
52	Ozoneweb Sophisticated interactive map on where the ozone is	www.eea.europa.eu/maps/ozone/map	☺☺	☺☺☺	☺☺☺	☺
53	Breeze Surprisingly bright and cheerful site from Aermod supplier	www.breeze-software.com	☺☺☺	☺☺☺	☺☺	☺
54	Cleaner Vehicles Campaign Manchester seems to be backing off from action on air quality – this site seems neglected too	www.cleanervehicles.org.uk	☺☺☺☺	☺	☺☺	☺☺
55	ADM You don't have to be big to look good	www.aboutair.com	☺☺☺☺	☺☺	☺☺	☺
56	APIS Air polln. info. system Find out what's being emitted in your backyard	www.apis.ac.uk	☺☺☺	☺☺	☺☺☺	☺
57	Campaign for Clean Air in London A basic but useful website that doesn't do justice to the most influential air quality campaigner in the UK	www.cleanairinlondon.org	☺☺	☺☺☺	☺☺☺	☺
58	Tyne and Wear Bit clunky and neglected, information doesn't shine through	http://enviweb.sunderland.ac.uk	☺☺	☺☺	☺☺	☺☺
59	Iapsc Does the job, just	www.iapsc.org.uk	☺☺	☺☺	☺☺☺	☺
60	Airtext Worthy but ultimately disappointing forecasting website	www.airtext.info	☺☺	☺☺	☺☺☺	☺
61	CERC Nitty gritty site from Cerc	www.cerc.co.uk	☺☺☺	☺☺	☺☺	☺
62	Env Agency AQ pages We despair of its awfulness. There is useful stuff on it, but you'll never find it	www.environment-agency.gov.uk	☺☺	☺☺☺☺	☺	☺
63	Air-Quality.Net (EMC site) Good intentions, and what's there works well	www.air-quality.net	☺☺	☺☺	☺☺	☺
64	West Midlands Air Basic site from West Midlands. Disappointing given this is the UK's second largest conurbation	www.wmair.org	☺☺	☺☺	☺☺	☺



Rugby in Plume is as forthright as ever



Cornwall has much improved its forum website.

Mike Roberts, chairman of the Cornwall Air Quality Forum told *AQB*: "It's a fantastic move for the CAQF. Air quality as a whole is very good in Cornwall, but in some towns with narrow streets or busy approaches we do find exceedences of air quality guidelines, which we aim to resolve."

"The website allows the public to download our latest reports, giving our work a degree of transparency, something that we feel is incredibly important. It also provides information on improving air quality in Cornwall, educational resources for schools and guidance for developers."