



CleanAirNight

Clean Air Night 2025

Celebration
and insights
report

global
action
plan

Wood burning is one of the biggest sources of the air pollution in the UK, contributing to a range of health problems including lung and heart disease, diabetes and dementia. But many people are not aware of the facts about wood burning – or may have been exposed to confusing messages about burning. We believe that everyone should have access to the information they need to make informed decisions about how to heat their homes.

The second year of Clean Air Night focused on sparking more productive conversations about these health harms of wood burning, focusing much of our campaigning on London – where the vast majority of people have another way to heat their home and the health impacts of burning can be felt by many

people. It was amazing to see people across London and the country learning about this burning issue and sharing what they had learned online and with friends and family.

We want to thank everyone who took part in this past campaign and made it such a success, including local authorities, organisations, schools, businesses and individuals. A special thanks must also go to our funders Impact on Urban Health, Greater London Authority, Welsh Government, as well as founding partner Hertfordshire County Council, without whom the campaign wouldn't be possible.

I'm pleased to share that Clean Air Night will be returning for a third year on Thursday 22nd January 2026. This

next year of the campaign will continue to ensure the public receive the latest evidence on the health impacts of wood burning and demonstrate growing concern about this issue and support for positive changes to ensure everyone can heat their homes in cleaner, greener ways. To find out how you can get involved with Clean Air Night 2026, [sign up to our newsletter](#).

Larissa Lockwood
Director of Policy & Campaigns
Global Action Plan



Campaign aims & objectives

We wanted to build on the successful first year of the campaign by increasing knowledge of the health harms of wood burning among people burning or likely to burn wood as a secondary heat source in urban areas. Much of our activity focused on London - where the vast majority of people burning will have another way to heat their home and the impacts of air pollution are felt by many - alongside working to shift attitudes across the UK and build support for future policy.

Reach:

Maintain national campaign awareness levels, while increasing awareness in London.

Alert:

Increase knowledge of the health harms of wood burning in people aware of the campaign

Norm:

Decrease the number of people who think wood burning is normal or desirable, evidenced by:

- Increased support for local measures to decrease air pollution from wood burning
- Maintain level of intention to burn less in people who are aware of the campaign



Campaign message

The campaign focused on increasing knowledge and understanding of the health harms of wood burning, contributing to positive attitude shifts.

We recognise that many people are not aware of the facts about wood burning, or may have seen confusing messages in the past, so we believe that it is crucial to meet people where they are and approach this topic without blame or shame.

By raising awareness of the health harms of wood burning, we hope that people will be better able to make informed decisions about how to heat their home.

To ensure our messaging is accurate and evidence-based, it was reviewed by a panel of independent air quality and health experts.



**Air pollution
from wood
burning causes
heart and lung
disease,
diabetes and
dementia**

global
action
plan

Supported by
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Health

Visit cleanairhub.org.uk to find out more

Source: Chief Medical Officer (2022)

CleanAirNight
22 January 2025

Key results

65%

campaign awareness in London
(28% across the UK).

992,370

Londoners reached
with information
about the health
harms of wood
burning through
paid media.

82,174

visits to our website to learn
the facts about wood burning
and get involved.

4,737

social media posts
mentioning Clean Air Night
on Instagram, Facebook
and X.

116

media mentions of Clean Air Night,
including coverage in The Times, Daily
Express, LBC, Yahoo, BBC Radio 5 Live
and the Daily Record.

85

local authorities across the UK
mentioned Clean Air Night on social
media - including 26% of English councils
and 47% of London Boroughs.

92%

of people in the UK who are aware of
Clean Air Night support the introduction
of at least one measure to tackle air
pollution from wood burning in their local
area.

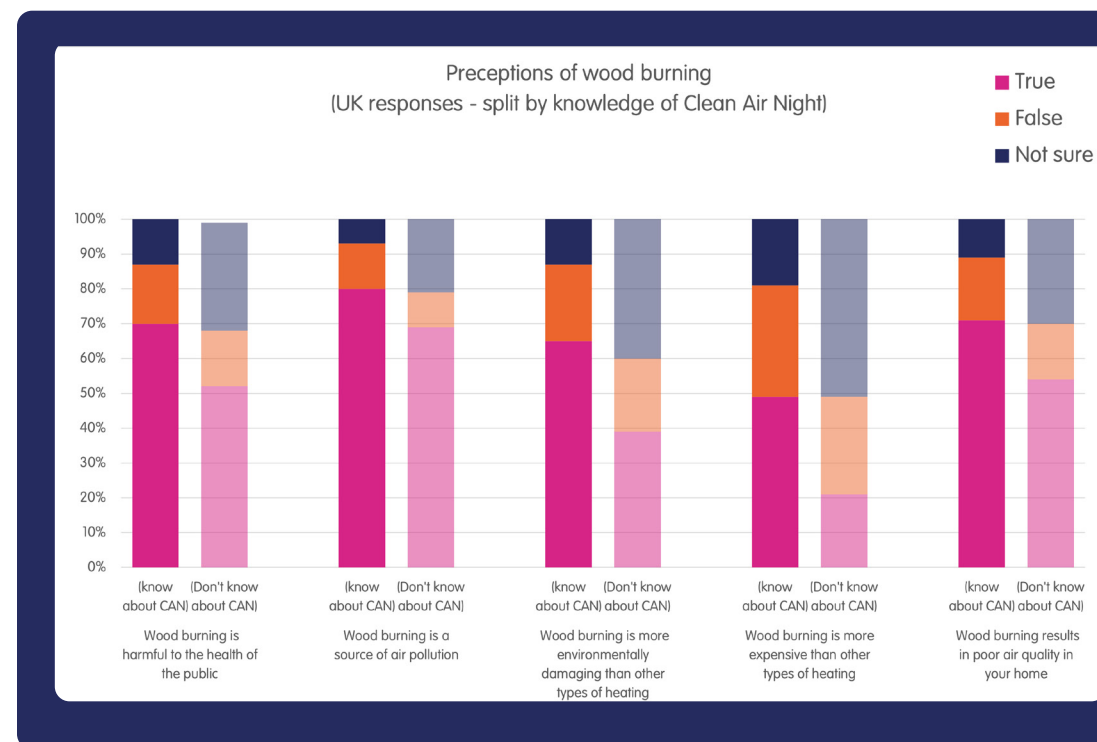
Awareness, attitudes & behaviours across the UK

The impact of Clean Air Night spread across the UK, as supporters used our campaign messages and communications pack to spark a national conversation. Campaign awareness was maintained at a national level, with comparable levels of awareness as the UK Government's "Burn Better" campaign.

People surveyed in the UK who are aware of the campaign are significantly more likely to know of the negative air quality, health and environmental impacts of wood burning. We also saw significantly higher levels of concern about this issue in people surveyed who are aware of the campaign, and greater support for policies to tackle air pollution from wood burning.

Around 40% of people exposed to the campaign reported sharing the harms of wood burning on social media and with friends and family. 38% of people reported burning less in the thirty days after the campaign as a result, and 37% reported not using their wood burner in the same period.

- 71% of people aware of Clean Air Night know that wood burning is harmful to the health of the public and 72% know that wood burning results in poor air quality in the home (compared to 52% of people who aren't for both measures).
- 76% of people aware of the campaign are concerned about the contribution of wood burning to air pollution (compared to 42% of people who aren't aware of the campaign) and 81% are concerned about the impact of air pollution on their health (compared to 46% of people who aren't).



- 92% of people aware of the campaign are willing to see at least one policy measure introduced to tackle air pollution from wood burning in their local area.

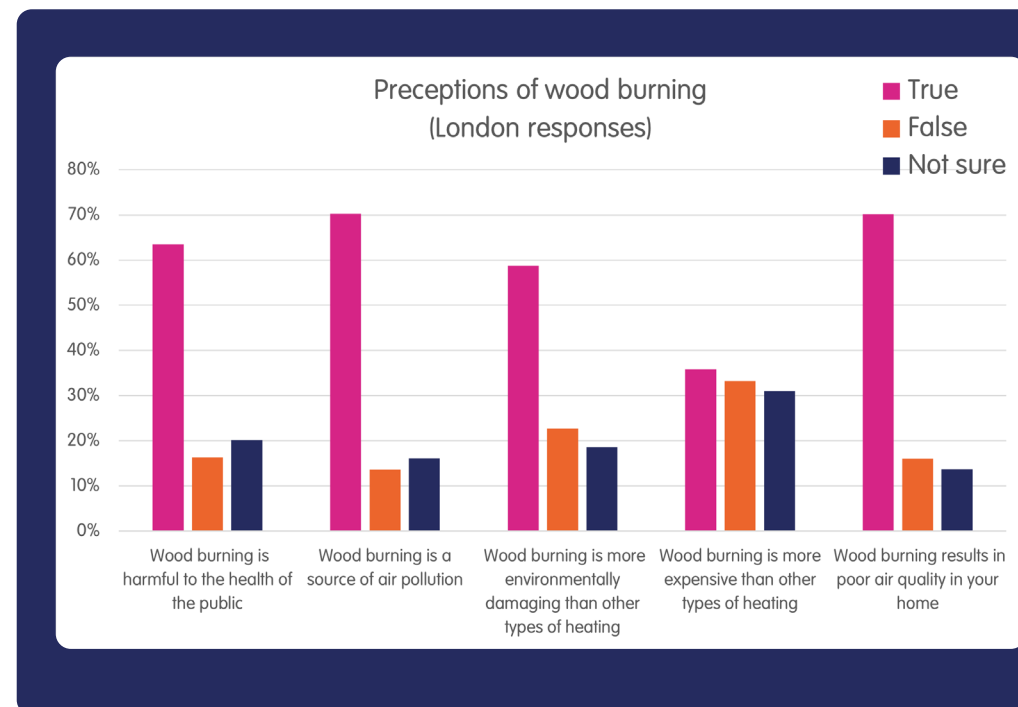
Awareness, attitudes & behaviours in London

Our campaign focused on increasing knowledge of the health harms of wood burning in London – where the vast majority of people burning will have another way to heat their home – as well as shifting attitudes and building support for future policy.

Campaign awareness in London rose by 24%, with half (50%) of Londoners surveyed reporting they know a lot or a bit about the campaign. Londoners surveyed who have heard of the campaign are more likely to be aware of the air quality, health and environmental impacts of wood burning. Londoners who have heard of the campaign are also significantly more likely to be very concerned about the contribution of wood burning to air pollution and the impact of air pollution on their health.¹

More than half (53%) of Londoners who were aware of Clean Air Night said they talked to their friends and family about the harms of wood burning as a result of the campaign. 44% of Londoners who encountered the campaign reported burning less in the thirty days after Clean Air Night, and 48% reported not using their wood burners at all during this period.

- 65% of Londoners know that wood burning is harmful to the health of the public, and 72% know it's a source of air pollution.
- 67% of Londoners are concerned about the contribution of wood burning to air pollution, and 74% are concerned about the impact of air pollution on their health.



- 82% of Londoners said they are willing to see at least one policy measure introduced in their local area to tackle air pollution from wood burning.

Supporters

Focusing in particular on engaging the health sector and mobilising London-based organisations this year, we built on our existing supporter base from Clean Air Night 2024 and recruited 24 new official supporters – including London Boroughs, medical bodies and community organisations.

66 official supporters of Clean Air Night, including local authorities, not-for-profit organisations, and healthcare trusts. These groups play a key role in sharing the campaign’s message and sparking public conversations about the harms of wood burning.

3,487 newsletter subscribers receiving campaign information, updates and resources to help them take action. Want to join them? Subscribe to Global Action Plan’s Cleaner Air Newsletter now.

228 people – representing 134 organisations - registered for our webinar aiming to engage key stakeholders with the latest evidence on the health harms of wood burning. 40% of registrants came from local authorities, with not-for-profit organisations, academics, businesses and healthcare workers and providers also in attendance.



Campaign engagement

Social media: 85 UK local authorities were empowered by the campaign to share the facts about wood burning on social media – including 26% of all English councils and 47% of London Boroughs. Other influential organisations that engaged included Asthma + Lung UK, Met Office, Welsh Government, Royal College of Obstetricians & Gynaecologists and Clean Air Fund.

Political engagement: We saw positive engagement from cross-party MPs including Fleur Anderson, Bell Ribeiro-Addy, Abena Opong-Asare, Afzal Khan, Maureen Burke, Satvir Kaur and Shivani Raja. Campaign messages were also amplified in London by Mayor Sadiq Khan and Deputy Mayor for Environment Mete Coban.

Creative activities: This year we saw a range of supporters find creative and interesting ways to amplify and engage with the campaign, including a unique collaboration between the University of Liverpool, Liverpool City Council, Alder Hey Children’s Hospital and the Royal Liverpool Philharmonic Orchestra to transform air quality data into music, performed on Clean Air Night against the back drop of iconic buildings lit up blue. Primary school children in Camden also created a video to raise awareness of the health harms of wood burning, with the support of the London Borough of Camden.

Global reach: The impact of our campaign extended beyond the UK, reaching audiences across Europe, Australia, Canada and the US. This demonstrates there is international interest in this topic and desire to learn and share the facts, promoting awareness on a global scale.

ukcleanair.bsky.social
@ukcleanair.bsky.social

Whether you like the cosy feeling of a fire or are trying to save money, there's an uncomfortable truth you need to know about wood burning 🔥 Wood burning hurts your health, wallet and the planet 💗 Learn the facts on the Clean Air Hub 📄
#CleanAirNight
cleanairnight.org.uk

Visit cleanairhub.org.uk to find out more

Clean Air Night
Did you know that lighting fires in our homes is the largest source of harmful small particle air pollution in the UK? If you didn't, you're not alone! Wood burning harms our...

© cleanairnight.org.uk

21 January 2025 at 13:31 🌐 Everybody can reply

Health Innovation Wessex @hiwessex.bsky.social · 8mo

Shining a light on the impact of wood burning on air pollution and its effect on our health.

Health Innovation Wessex (HIW) is supporting this year's Clean Air Night campaign.

Read the blog: healthinnovationwessex.org.uk/news/2171/sh...
#CleanAirNight

Nikki King, Health Innovation Wessex Environmental Sustainability Lead.

Visit our website to read Nikki's blog post about how Health Innovation Wessex is helping to tackle the health impacts of air pollution.

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knitting4air
London, United Kingdom

knitting4air · Clean Air Night

It's Clean Air Night today, a campaign by Global Action Plan to shine a light on the impact of wood burning in the home.

It's a little known fact that wood burning at home is the largest source of harmful small particulate matter air pollution in the UK.

Particulate matter is microscopic dust particles which can get into our bodies via our lungs, causing a whole host of serious health issues - particularly children, older people, pregnant people and those with health conditions. PM2.5 is one of the two pollutants we've been tracking for the last 6 months or so (here is data from the A11 form April this year).

Global Action Plan have a whole hub full of resources, including some night burning around wood burning, sooters and its impact on health, wallet and planet. Click the link our bio to have a read of it.

#particulate #airquality #fromtoxicmatter #cleanairnight #woodburn #woodburning #knitting4air #particulatematter25

Liked by [mumetokings](#) and 17 others

2

Add a comment

Fleur Anderson MP @fleuranderson.bsky.social · 8mo

It's #CleanAirNight! 🔥 Want to get involved? Learn and share the facts about wood burning to protect your health and your family 📄

cleanairnight.org.uk

Visit cleanairhub.org.uk to find out more

Clean Air Night
22 January 2025

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University supports Clean Air Night with unique science and music collaboration

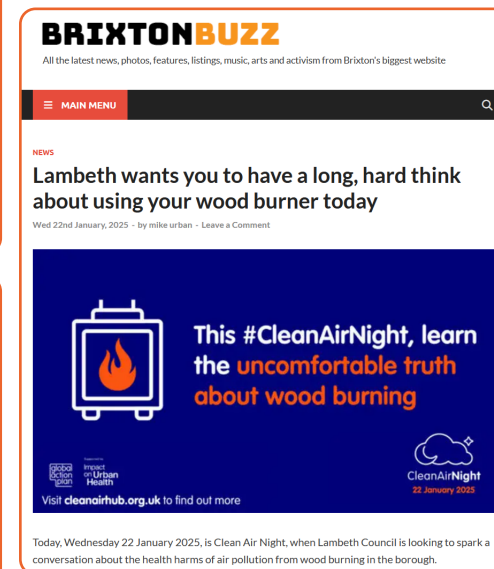
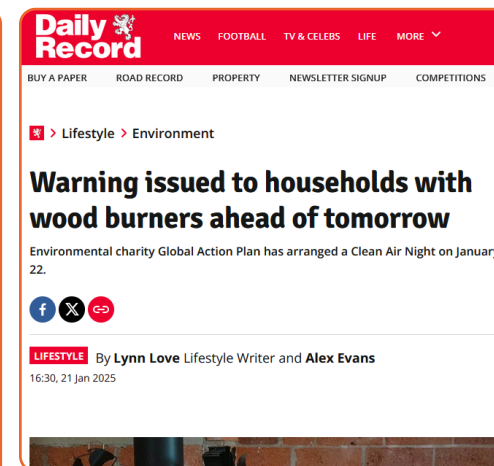
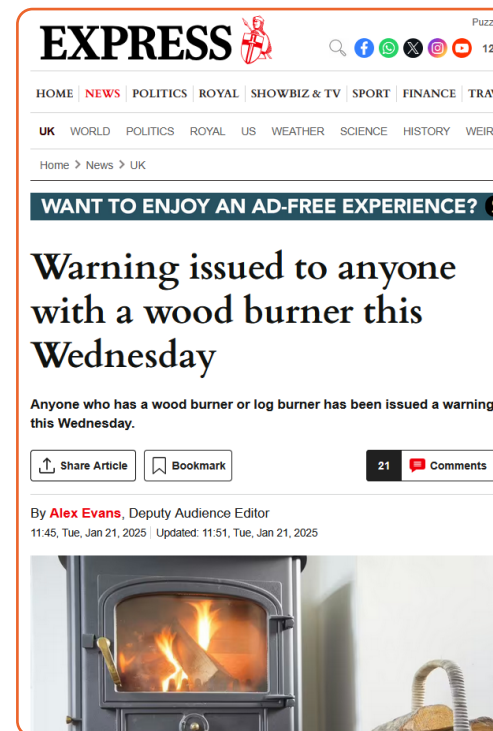
Clean Air Night in the media

Clean Air Night created a significant moment for media discussion around wood burning during a busy news cycle, with 116 media mentions for the campaign.

National coverage: Clean Air Night was covered by a range of major media outlets The Times and Times Radio, Daily Express, Yahoo and BBC Radio 5 Live. This engagement helped to spark a national conversation about the health harms of wood burning.

Regional coverage: The campaign also received significant attention from regional and local media outlets across the UK, including LBC, Daily Record, Irish Examiner, Birmingham Mail and Greatest Hits Radio.

The continued media interest in Clean Air Night underscores the consistent appetite for information on and discussion of the harms of wood burning in the UK.



Our partners

Clean Air Night 2025 was brought to you by Global Action Plan with funders Impact on Urban Health, the Greater London Authority, and the Welsh Government, as well as founding partner Hertfordshire County Council.

Thank you to our partners, 66 official supporters, and every organisation and individual that got involved and helped to spark conversations about the health harms of wood burning.

“Wood burning stoves are a growing source of air pollution in urban areas like London, and that has severe consequences for people’s health. But most people who burn in urban areas do so for aesthetic reasons and have alternative ways for heating their homes.

That’s why campaigns like Clean Air Night are so important. Increasing awareness of the links between wood burning, air pollution and lasting damaging effects on health, is an essential part of reducing pollution from domestic burning and supporting a transition to other energy sources for those who need it.”

Rachel Pidgeon
Portfolio Manager of the Health effects of air pollution programme
Impact on Urban Health



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Impact
on **Urban**
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GREATER**LONDON**AUTHORITY



Llywodraeth Cymru
Welsh Government





Charity registered in England and Wales number 1026148, and
in Scotland number SC041260

Website: globalactionplan.org.uk

LinkedIn: [linkedin.com/company/global-action-plan](https://www.linkedin.com/company/global-action-plan)

BlueSky: bsky.app/profile/globalactionplan.bsky.social

Global Action Plan

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