



# Air Quality in London

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Rankine



# Target Customer

We explored air quality data for different boroughs of London, in an aim to provide insights useful to potential house buyers.

Our stakeholders are property websites like Rightmove and Zoopla, who provides area guides for property purchase.

**rightmove**   
find your happy

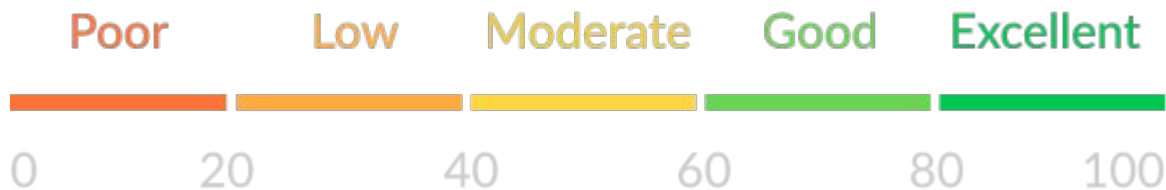
**Zoopla**  
Smarter property search

# Air Quality

We used the Breezo Air Quality Index as measure of air quality,

The BAQI is an in-house produced global measure of air quality, combining national AQI index, academic research and latest real-time data. The BAQI Scale puts air quality on a scale of 0 to 100.

As air quality data is dynamic and fast-changing, Breezo is able to provide a hourly basis measure of air quality data, which can be different at any given time from street to street.



# Method

For our analysis we used:

- London Borough Demographics Data CSV.
- MapBox API for latitude and longitude coordinates for our boroughs.
- BreezoMeter API with hourly Air Quality reports

We chose to select the boroughs with most and least green space, highest and lowest average house prices, and grouped the data by inner and outer London, and by Labour and Conservative constituencies.

# Results

From our hypothesis testing, we found **significant differences** in Air Quality between:

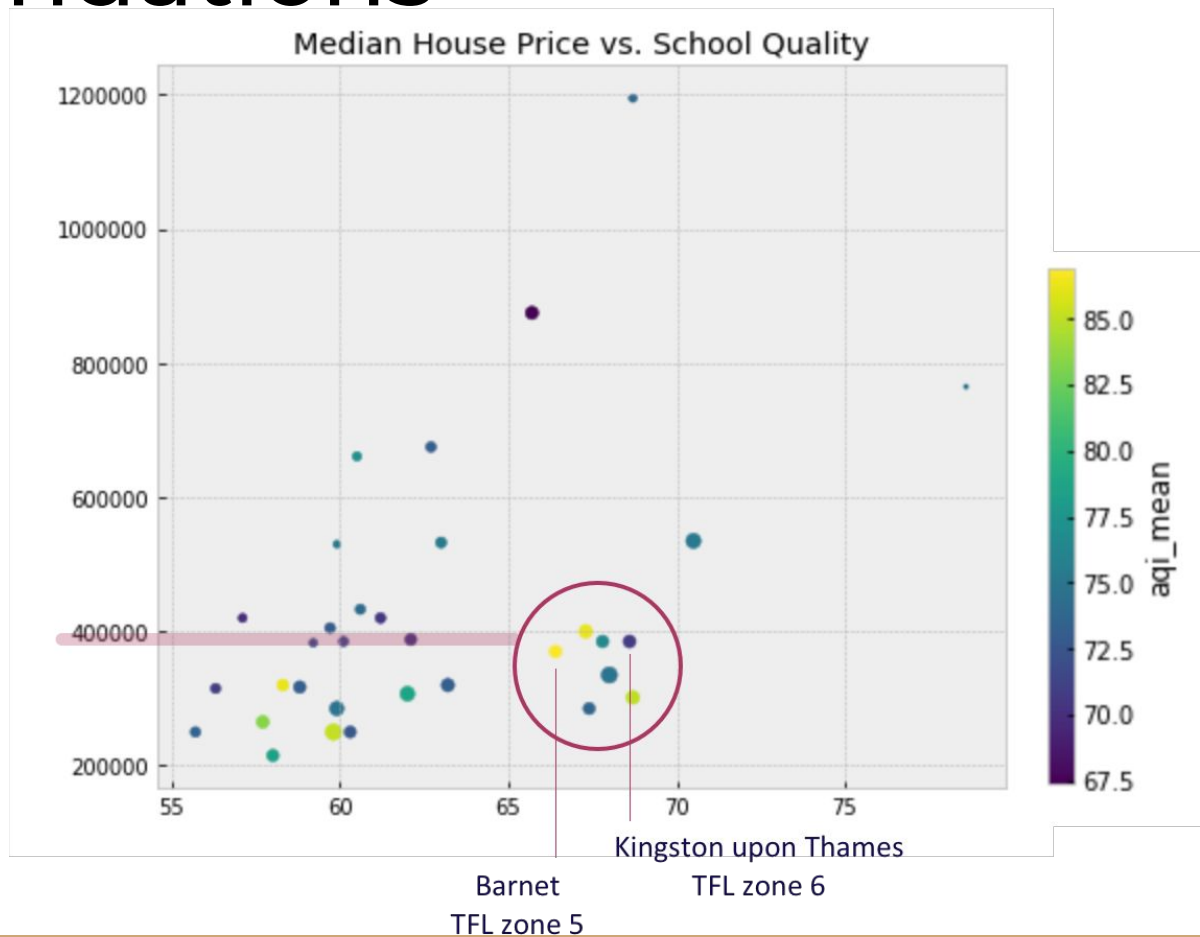
- Inner London and Outer London
- Most and least expensive boroughs - Kensington and Chelsea and Barking and Dagenham
- Most and least amount of green space - Havering and City of London
- Labour and Conservative constituencies

# Recommendations

Although we can conclude different areas have significant differences in Air Quality, we would be cautious to use it as a measure of desirability of an area.

As AQI isn't positively correlated with **other important factors**, we advise considering as many variables as possible when moving house.

# Recommendations



# Recommendations

Given that areas have significantly different Air Quality scores, we would suggest that it is included on property websites, amongst the useful info boxes

## Nearest stations

-  Sloane Square (0.5 mi)
-  Battersea Park (0.6 mi)
-  Victoria (0.6 mi)

Distances are straight line

measurements from centre of postcode



[View Tube and Rail map](#)

## Nearest schools

[Use the school checker >](#)

## Broadband



[Show average  
broadband speed at  
this postcode](#)

## Estimated running costs

Based on available 3rd party data



## Mortgage calculator

Price	Deposit (10%)	£2,861 per month In partnership with
£750000	£75000	
Repayment term	Interest rate	
25 years	2%	

Your home or property may be repossessed if you do not keep up repayments on your mortgage.

These results are not provided by NatWest and are only indicative based on a repayment mortgage product. Repayments will be subject to the product provided and your circumstances.





Q & A