



Vehicle idling action

[idlingaction.london](http://idlingaction.london)  
#Noidling

## Idling Action Campaign – Phase 2 (2017-18) - Final Report



**Idling Action Partnership, April 2018**

A report by the Idling Action Partnership – CWC Environmental, eco action games and Green Gumption



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## 1. Introduction

The City of London Corporation pioneered Idling Action Days in 2015. In July/August 2016, funded by the Mayor of London's Air Quality Fund (MAQF), the Idling Action Campaign was launched, which included City of London Corporation and 11 other local authorities.

Phase 2 of the campaign (also funded by MAQF) began in June 2017, initially with 15 local authorities, with London Borough of Richmond joining in December 2017.

The local authorities involved in Phase 2 are:

- City of London Corporation
- London Borough of Camden
- London Borough of Islington
- London Borough of Tower Hamlets
- London Borough of Southwark
- London Borough of Lambeth
- Royal Borough of Kensington and Chelsea
- London Borough of Hammersmith and Fulham
- London Borough of Enfield
- London Borough of Harrow
- London Borough of Wandsworth
- London Borough of Richmond upon Thames
- Royal Borough of Greenwich
- London Borough of Waltham Forest
- London Borough Croydon
- London Borough of Lewisham

The Idling Action Partnership, a team of environmental professionals from the three constituent organisations (CWC Environmental, eco action games and Green Gumption) was chosen through a tender process to manage Phase 2 of the campaign and to assist the councils in their idling action activities over the project period. The partnership also delivered Phase 1 of the campaign (with the assistance of environmental social network Project Dirt).

**The aims of the campaign are to:**

- Reduce unnecessary engine idling and raise the profile of air quality and idling engines as a source of air pollution;
- Get the support of local communities, businesses and organisations to help with campaign days and train volunteers;
- Speak to drivers to educate and encourage behaviour change; and
- Gain maximum publicity for the campaign across London.

### **The main tasks of this phase of the campaign were to:**

- Organise, deliver and evaluate at least 3 training action events for each borough;
- Provide additional events for local authorities at an agreed price, if required;
- Produce a flyer / volunteer recruitment comms to recruit different types of event hosts;
- Manage the volunteer database;
- Review, maintain and actively manage the campaign twitter account and the website;
- Coordinate and distribute the best practice toolkits;
- Respond to queries through the website and keep a log of responses; and
- Evaluate the impact and produce reports mid-way through and at the end of phase 2.

This report gathers the findings from Phase 2 and makes a number of key recommendations for future idling activities across the boroughs.

### ***Why an idling campaign?***

Air pollution is a major environmental risk to health<sup>1</sup>, and it has been receiving increasing media coverage and public concern over the last year. Research by King's College London estimated it contributed to around 9,500 early deaths in 2010 in London<sup>2</sup>, and it has been proven to cause illnesses ranging in severity from eczema and itchy eyes, through to cancer and lung disease.

Leaving engines running while stationary for longer than a minute is known as 'idling'. Idling is an unnecessary source of air pollution, since it serves no purpose.

Encouraging people to switch off by educating them about the health impacts of air pollution, and explaining why it is good to switch your engine off, are simple ways to instantly reduce vehicle emission in London. Combating idling is particularly important in areas where there are high numbers of vehicle engines idling in locations where vulnerable sections of society are walking past, such as outside a school at pick-up and drop-off, at a bus stop where children and the elderly are likely to be waiting near the roadside, and outside hospitals where many people who already have health issues are walking past.

### ***The traffic regulations***

The law says it is an offence to idle your engine unnecessarily when stationary. The Road Traffic (Vehicle Emissions) (Fixed Penalty) (England) Regulations 2002<sup>3</sup> give local authorities the power to issue fixed penalty notices to vehicle owners who do not switch off their engines when asked to do so. Some (but not all) of the local authorities involved in this project enforce the regulations.

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<sup>1</sup> WHO 2014 <http://www.who.int/mediacentre/factsheets/fs313/en/>

<sup>2</sup> King's College London 2015. Understanding the health impacts of Air Pollution. Available from: <https://www.kcl.ac.uk/lsm/research/divisions/aes/research/ERG/research-projects/HIAinLondonKingsReport14072015final.pdf>

<sup>3</sup> Find out more at: <http://www.legislation.gov.uk/uksi/2002/1808/contents/made>

## 2. Campaign Planning

### Event workflow

There are many different tasks involved in the preparation and delivery of these events; some are carried out by the project team, and some by the local authority. For the benefit of the new local authorities who joined this phase - and also to provide clarity to those local authorities already involved - an event workflow was produced which clearly states who carries out each task.

### Collateral updates

We conducted a thorough review of all of the campaign collateral at the start of Phase 2. Consequently, we made text changes to the campaign leaflet, the giant snakes & ladders game (to accommodate the outer London boroughs where some of the actions, for eg Santander bike hire and the City Air app, were not so relevant to the audiences). There were slight tweaks to the artwork made on the posters and sticker.

The partnership created a new set of collateral, based on the existing resources, which were then made publicly available. Overt references to London were removed, as was the website reference, and the credit to the Mayor was changed from 'Supported by...' to 'Used with the kind permission of...'

These new resources were then made available to all through the downloading of the toolkits on the website.

### Volunteer Recruitment, Retention and Management

Volunteer recruitment in Phase 2 revolved around the following approaches:

1. Sourcing volunteers via the organisations which we partnered with for events (schools, companies, Business Improvement Districts etc)
2. Volunteers contacting us via an online form on the Idling Action website
3. Increased comms activity, especially utilising Twitter, and direct contact with potential interest groups in boroughs where there is a shortfall of volunteers

The first approach is generally the most effective and efficient way of reaching volunteers. In most cases the partner organisations already have networks which they can draw on and we actively encourage them to tap into these networks.

It should be noted that some are more successful at drawing in volunteers than others and there have been cases where schools have been unable to involve any parents at all and others where we have had a large contingent of enthusiastic parent volunteers. Gentle encouragement is usually required to make sure that communications are being put out to these networks in the run up to the event and the longer the lead time, the better the chances of getting local volunteers involved.

The main types of volunteer which attends our events include:

## **Local Residents**

Some of the most dedicated and passionate volunteers that we have encountered over the course of the two years of this project are the local residents. In many cases these volunteers engage with idling drivers on a daily basis as they go about their day. In general the number of volunteers from this group is relatively small and finding them is an ongoing challenge but once they have been to one event we find that they are usually keen and often attend multiple events.

## **Corporate Volunteers**

We have had good success running events in association with businesses and Business Improvement Districts (BIDs). At these events we encourage the organisations involved to get their staff involved and in the case of some BID-partnered events we have managed to get large numbers of staff involved.

## **Environmental Groups/Similar Campaigns**

In boroughs where we have had a relatively muted response from volunteers we have adopted a strategy of reaching out to local environmental, sustainability, air quality, cycling and walking groups and campaigns to see if they can spread the word amongst their members. Perhaps surprisingly we have only had limited success in sourcing volunteers from these related campaigns, however in the last year we have had very positive support from the Mums for Lungs campaign who have been very active on social media and have supported some of our events.

## **Parents**

At school events it is particularly effective if parents of pupils at the school can be encouraged to attend. Parents are able to deliver a strong message about air quality around the school to other parents arriving to collect their children. Getting the school's Junior Travel Ambassadors to talk to parents at the school gate also helps.

## **Local Councillors**

Some boroughs have been very effective at gaining support from local councillors. The presence of a councillor can help to generate local press interest and lends weight to an event.

## **Local authority volunteers**

At some events it can prove a struggle to find local volunteers and where this is the case it is important that the local authority sources support internally to ensure that there are sufficient people involved to make the event a success. In general it does not require many people to run an event and it is very possible to get good results with as few as four people. However in general the more people involved, the more impactful the event will be.

## Volunteer Training

It was recommended in the Phase 1 report that training events should be held directly before the action events, because that was found to lead to higher levels of attendance at the events.

The powerpoint presentation was updated and, where time allowed, a second part of the training session was introduced which involved a role play session where volunteers could practice convincing drivers to switch off. At some events, the giant snakes and ladders game was rolled out to provide the volunteers with an opportunity to learn about good and bad air quality actions while having fun, and also to learn how we facilitate the game at events. The training stats to date are shown in the table below:

|  |     |
|--|-----|
| Number of training events                    | 49  |
| Total number of attendees at those events    | 205 |
| Average number of attendees / event          | 5   |
| Number of views of the online training video | 164 |

An online training video and quiz<sup>4</sup> were produced in Phase 1 to enable potential volunteers who signed up for an event - but weren't able to attend a training session beforehand - to attend the event. After watching the video, they complete the quiz to verify they have learned the essentials. All volunteers - whether they had attended a training session or watched the online training - had to sign a health and safety form and attend the pre-event briefing before they could go out and volunteer.

This proved useful, especially at school events where parents were working so didn't have time to attend an hour-long training session immediately before the event, but could watch the video the night before, and then just attend a pre-event briefing. If volunteers watched the training video (rather than attended a session), the volunteer was partnered with an experienced volunteer for the action event.

## 3. Campaign Delivery

### Flyer and email text

One of the deliverables for this phase was to produce a flyer / email text that could be sent out by email by the local authorities to recruit event hosts, such as schools and hospitals. The flyer / text summarised the aims of the events and what they entail. See Appendix 1 for examples of the event flyer / email text.

### Training and Action Events

A one-hour training session was held immediately before each action event. A variety of types of events were held in the different boroughs and the case studies below illustrate the different types of events.

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<sup>4</sup> <http://idlingaction.london/vtraining>



## Event case studies

### School event - Holbeach Primary School event - Lewisham council

A particularly good, yet poignant, school event occurred in Lewisham at Holbeach primary. Sadly, some years earlier a young pupil at the school died of a particularly bad asthma attack triggered by bad air pollution. Her mum is now a dedicated campaigner against air pollution and so was a champion for the Campaign within the school, and due to her and the school's efforts, we had a good number of parent volunteers turn up to both the training and the event itself, 11 in total for the training and 14 in total for the event.

The KS2 assembly was both a talk about idling and the campaign as well as the little girl Ella's mum give an impassioned talk about air pollution in general and the importance of doing everything we can to reduce it.

The game as played by groups of six KS2 children representing the different years, and simultaneously the parent volunteers went to patrol the surrounding streets to talk to motorists until they all convened outside the school gates ,approximately 10 minutes before the start of the school pick-up, to talk to parents on foot and in cars.





Parent volunteers for the holbeach primary school event, Lewisham

## Organisation engagement - Sadler's Wells

A member of the public had been in touch via the campaign website to complain about idling at Sadler's Wells theatre in Islington. In response, the project team contacted Sadler's Wells to see if they would be interested in holding an event at the theatre, and training up some of their staff. Sadler's Wells were keen to take part, and the campaign fits in well with the work of their Green Champions team.

The majority of the idling at Sadler's Wells is in the evening, however in order to be able to train staff during the working day, the event was scheduled to coincide with a matinee performance that was going to be attended by lots of schools, and would therefore have lots of coaches waiting on Roseberry Avenue during the afternoon.

The event was held in November and was attended by 8 theatre staff members, including members of the press, events and security team, and members of their cross-team green champions group. The event was well received by the staff, and the security team took copies of the leaflets so that they can hand them out to drivers on a daily basis.



Sadler's Wells staff talking to coach driver (left) and group photo (right)

### Community group event (Islington U3A Group)

A training session was delivered for the Islington University of the 3rd Age (U3A) group meeting in February. The group were extremely interested in the impact of idling on health, and interested to find out which messages might have the greatest impact on the drivers they speak to. They thought, in particular, that the message that 'pollution inside your vehicle is higher than the pollution outside the vehicle was a strong argument'. Members of the group have continued to come to subsequent Islington idling action events, and the group leader has sent out the powerpoint training and volunteer pack to the wider group.



*Islington U3A Green Issues Group event photo*

## Organisations supporting the campaign so far (Phases 1 and 2)

The table below shows which organisations were approached to join or support the campaign.

| Organisation Type   | Example  |
|---|--|
| Business Improvement Districts (BIDs)                         | <ul style="list-style-type: none"> <li>Angel London</li> <li>Baker Street Quarter Partnership</li> <li>Better Bankside</li> <li>Brixton</li> <li>Camden Town Unlimited</li> <li>Cheapside Business Alliance</li> <li>Fitzrovia Partnership</li> <li>Hammersmith BID</li> <li>Paddington Now</li> <li>South Bank</li> <li>Streatham</li> <li>Team London Bridge</li> <li>Victoria BID</li> <li>We are Waterloo</li> <li>Westway Trust</li> <li>The Welcome People (working on behalf of the Cheapside Business Alliance and Victoria BID until 2020)</li> </ul> |
| Corporate organisations                                       | <ul style="list-style-type: none"> <li>Arup</li> <li>Virgin Money</li> <li>Westway Community Transport</li> <li>TfL</li> <li>Network Rail</li> <li>Brompton bicycles</li> <li>Vespro</li> <li>Addison Lee</li> <li>Salesforce</li> <li>Wellcome Trust</li> <li>Skanska</li> <li>Nomura Bank</li> <li>Sadlers' Wells Theatre</li> </ul>   |
| Environmental groups / Community networks / Similar campaigns | <ul style="list-style-type: none"> <li>Friends of the Earth</li> <li>Green Party</li> <li>I Like Clean Air</li> <li>Camden Air</li> <li>London Cycling Campaign</li> <li>Sustrans</li> <li>Living Streets</li> </ul>   |

|                         |   |
|-------------------------|---|
|                         | <p>Just Add Spice (Time Credits)<br/>Lions Clubs<br/>Transition Towns<br/>Sunday Assembly<br/>Islington Sustainable Energy Partnership<br/>University of the 3rd Age (U3A) Green Issues Group Islington<br/>Primrose Hill community group</p>   |
| Hospitals               | <p>NHS England<br/>Great Ormond St<br/>Royal London<br/>St Bartholomew's<br/>The Whittington<br/>Croydon University Hospital<br/>St Thomas's Hospital</p>   |
| Universities / Colleges | <p>Birkbeck<br/>Central Saint Martins<br/>School of Oriental and African Studies<br/>University College London<br/>City and Islington College<br/>City University London<br/>London Metropolitan University<br/>Imperial College London<br/>London South Bank University<br/>Queen Mary University of London<br/>South Thames College<br/>London School of Economics<br/>Kings College London<br/>University of Westminster<br/>LSE</p>     |
| Schools                 | <p>Ridgeway Primary School, Croydon<br/>Ambler Primary, Islington<br/>Laycock Primary School, Islington<br/>Fitzjohn School, Camden<br/>Argyle Primary, Camden<br/>St Anthony's Junior, Camden<br/>Holbeach Primary, Lewisham<br/>Dalmain Primary, Lewisham<br/>St James Hatcham Primary, Lewisham<br/>Corpus Christi Primary, Lambeth<br/>Sudbourne Primary, Lambeth<br/>Brookfield primary, Camden<br/>Holy Trinity primary, Richmond</p> |

|  |  |
|--|--|
|  | <p>George Spicer Primary, Enfield</p> <p>St Paul's CE Primary School, Hammersmith &amp; Fulham</p> <p>Chepstow House School, Kensington &amp; Chelsea</p> <p>Holbeach Primary School, Lewisham</p> <p>East Sheen Primary School, Richmond</p> <p>Edinburgh Primary School, Waltham Forest</p> <p>Smallwood Primary School, Wandsworth</p> <p>Bowes Primary, Enfield</p> <p>Notting Hill Primary, Kensington &amp; Chelsea</p> <p>Dalmain primary school, Lewisham</p> <p>Bonner Primary School, Tower Hamlets</p> <p>Walthamstow School For Girls, Waltham Forest</p> <p>Sacred Heart Primary School, Wandsworth</p> <p>Eglinton Primary School, Greenwich</p> <p>Godolphine &amp; Latymer School, Hammersmith &amp; Fulham</p> <p>St James Hatcham Primary, Lewisham</p> <p>Hampton High, Richmond</p> <p>English Martyrs Primary School, Tower Hamlets</p> <p>Handsworth School, Waltham Forest</p> <p>Brandlehow Primary School, Wandsworth</p> <p>Swaffield Primary, Wandsworth</p> <p>Alexander McLeod Primary, Greenwich</p> |
|--|--|

## PR and Social Media

The Campaign central team was asked to come along and give a talk at the Healthy Streets Conference in Waltham Forest Town Hall on 28 September 2017. Paula Owen gave a talk and answered questions from a mainly local authority audience from across the UK, about the first phase of the campaign. This helped spread the Campaign messages to councils from across the UK and triggered interest in running the campaign in different areas around the country.

The use of social media this year, in terms of Twitter activity, really took off in Phase 2. We more than doubled our followers from last year, and the amount of retweeted and tagging of both our Twitter account and the #NoIdling hashtag rose substantially. Twitter became a useful tool in terms of both recruitment of volunteers and advertising of events. The statistics regarding Twitter coverage, for both phase 1 and 2, are shown below:

- Followers: 1016
- Following: 1216
- Tweets: 2276
- Impressions: 575,000
- Engagements: 8,500
- Retweets: 1,705
- Likes: 1,625

## 4. Best practice toolkits

Toolkits have been produced and made available to download on our website. There are toolkits for different groups (schools, businesses, hospitals, local authorities) and they include best practice guidance for running events, volunteer packs, event host packs and campaign materials. We have also made it possible for members of the public to download the artwork for the campaign posters and leaflets if that's all they want.

These are available on our website: <https://idlingaction.london/toolkits/>

We have installed a plugin on the website which allows us to track how many downloads of each toolkit have been requested. To date we have had the following number of downloads:

|                           |     |
|---------------------------|-----|
| Posters & Leaflet         | 145 |
| Business Toolkit          | 34  |
| Schools Toolkit           | 78  |
| Local Authorities Toolkit | 47  |
| Hospitals Toolkit         | 3   |

## 5. Impact Evaluation

### Headline Numbers and Analysis

The headline results as at 30th March 2018 are as follows:

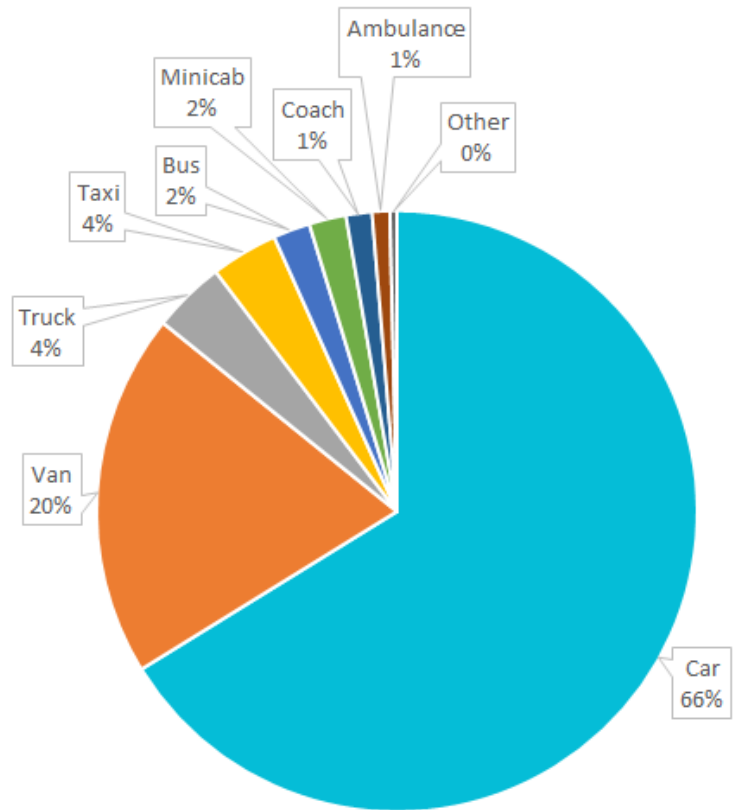
|   |     |
|---|-----|
| Number of action days that have taken place as at the end of March 2018 | 49  |
| Number of people taking part in events                                  | 420 |
| Number of drivers that switched off during Idling Action events         | 770 |

|  |         |
|--|---------|
| Number of drivers that made a pledge to always switch off in future (includes pedestrians who we spoke to who drive) | 880     |
| Twitter tweet impressions  | 260,000 |
| Twitter engagements  | 3,970   |
| Number of people (drivers and pedestrians) reached at events   | 2,070   |
| Number of Primary School Events  | 25      |
| Estimated number of pupils who attended an Idling Action assembly  | 6,000   |

## Idling interactions analysis

The following tables and charts give an overview of activity at the Phase 2 Idling Action events.

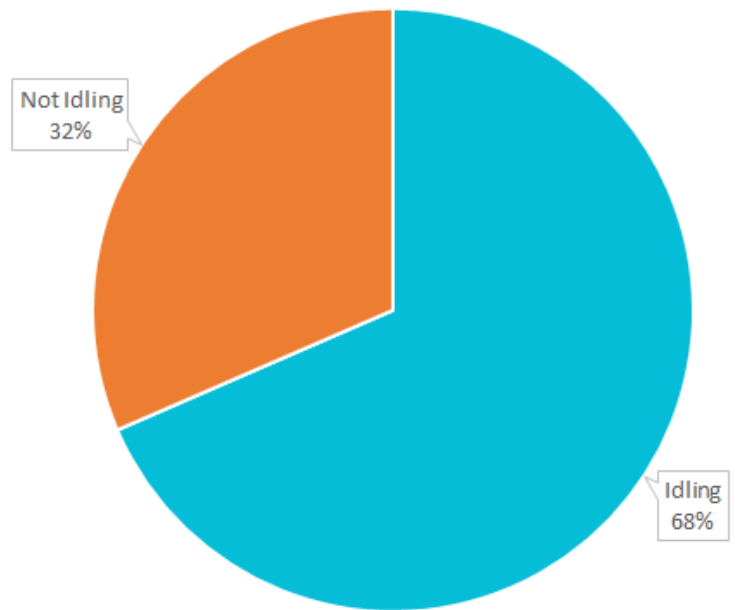
The first set of data gives the breakdown of engagements by type of vehicle. As can be expected, cars and vans dominate however this the number of taxi drivers spoken to was substantially down on the previous year. This is due to Phase 2's greater emphasis on running events at primary schools while Phase 1 tended to focus more on urban areas.



| Vehicle Type | Engagements |
|--------------|-------------|
| Car          | 899         |
| Van          | 266         |
| Truck        | 53          |
| Taxi         | 49          |
| Bus          | 27          |
| Minicab      | 27          |
| Coach        | 19          |
| Ambulance    | 13          |
| Motorcycle   | 7           |
| Other        | 5           |

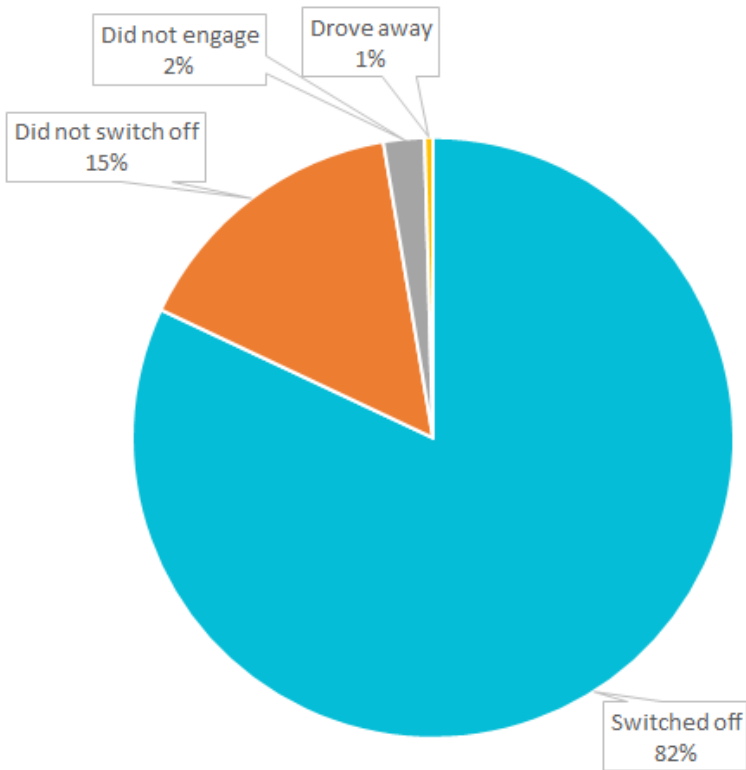


At Idling Action events we encourage volunteers to engage with idling and non-idling drivers alike. In the case of the latter we thank the driver for not idling and give them a leaflet. In Phase 2 there were engagements with 1,365 drivers of whom 935 (68%) were idling and 430 (32%) were not idling:



| Activity   | Engagements |
|------------|-------------|
| Idling     | 935         |
| Not Idling | 430         |

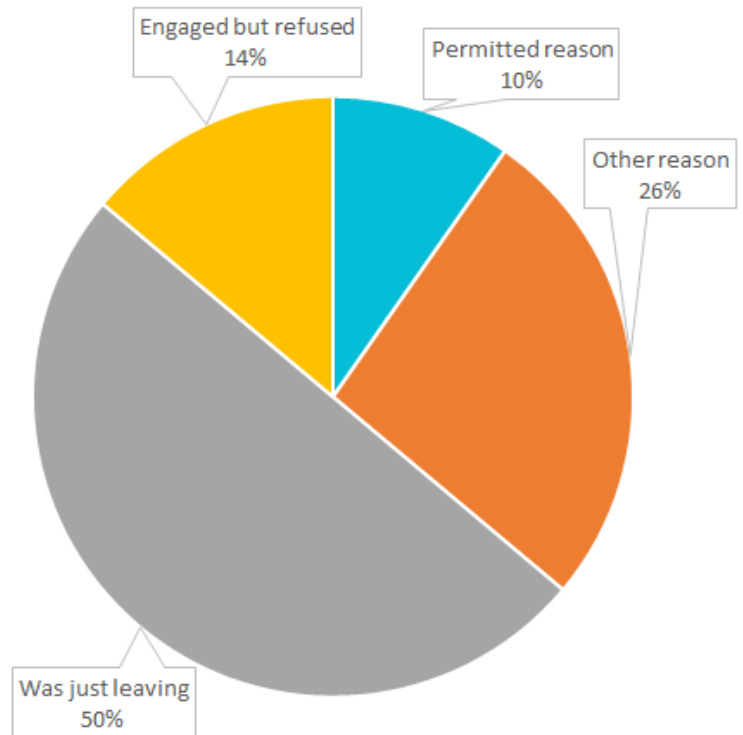
Of the idling drivers, 82% switched off when asked, 15% did not switch off, 2% did not engage with the volunteer and 1% drove away before the volunteer was able to engage:



| Driver Response    | Engagements |
|--------------------|-------------|
| Switched off       | 768         |
| Did not switch off | 143         |
| Did not engage     | 20          |
| Drove away         | 4           |

Of the drivers who did not switch off, 72 (50%) claimed to be just leaving, 14 (10%) had a permitted reason (for example refrigerated vehicles, emergency service vehicles etc), 38 (26%) gave another non-permitted reason (for example gave an excuse such as using their heating or air conditioning, charging their phone etc) and 14% engaged with the volunteer but refused to switch off.

| Reason Given        | Engagements |
|---------------------|-------------|
| Permitted Reason    | 14          |
| Other Reason        | 38          |
| Was Just Leaving    | 72          |
| Engaged but Refused | 20          |



The number of drivers who either refused to switch off or gave a non-permitted reason for not switching off was 58 which represents 6% of the total number of idling vehicles.

## 6. Improvements made since Phase 1

- The leaflet was updated and simplified.
- The idling log has been updated so it now gives more detail about why people didn't switch off, so it is possible to distinguish between those who refused, and those who didn't switch off for a technical reason / DfT exemption.
- Training events were held immediately before the action event to maximise the number of attendees.
- An event workflow was produced to make it clearer who needs to do each task.
- For school events, an email was produced which makes it clear to event hosts exactly what they can expect from an idling action event at their school.
- An assembly powerpoint for school pupils was produced which schools now use to let pupils know that the event is coming up soon.

## 7. Conclusion

### Lessons Learned

- As with Phase 1, the most successful events had a good mix of project team, council employees from different teams, resident / organisation volunteers and TfL officers.
- Volunteers should be reminded at the start of every event to note down in the comments any reasons given for why a driver did not switch off, or any other comments (positive comments too). Many volunteers did do this, but some did not, possibly due to the cold and wet weather.
- As with Phase 1, we are finding that individuals are interested in getting trained and then taking action on idling in their area. They may not necessarily come back to idling events in different parts of the borough.
- Volunteers (particularly first time volunteers) enjoy the opportunity to come back for a de-brief and chat about their experiences over a cup of tea. This should be encouraged where possible.

### What worked well?

- The Idling Action campaign is appearing very high on search engine results for idling, and has a large twitter following. We receive queries - and therefore give out advice - to several members of the public from across the country every week.
- Idling Action appears to be a very popular idea. Hundreds of copies of the various toolkits have been downloaded from the website, which enable others to run their own idling action events.
- We have also assisted other groups who would like to set up campaigns in other locations, such as Bath (<https://www.idlingactionbath.org/supporters>), St Albans (<https://idlingactionstalbans.org>), Reading, Harrogate and Henley upon Thames.

- Training events were mostly well-attended now that they precede the action event, averaging 5 volunteers per training event
- Engagement with groups and specific organisations has worked well in Phase 2, such as Sadler's Wells, Islington U3A group, better Bankside, Mums for Lungs.
- Croydon Council produced some goody bags for the year 4 pupils who took part in the engagement session at Ridgeway school, and for the rest of their class. These paper bags included a copy of the snakes and ladders game, the leaflet, the vehicle window sticker and a branded slap band. The bags were very popular with the pupils.
- Holding a games session with selected pupils in the playground before the end of the school day is a good opportunity to talk to pupils about air pollution and idling in more depth. At the end of the school day, the giant snakes and ladders game is a good opportunity to attract attention, but it tends to be too hectic to properly engage with pupils. However, once the pupils are playing, it is a good opportunity to speak to the adults.

### What could be improved for Phase 3

- The majority of the events - over 40%, were held in the final two months of the campaign, meaning several months had little or no events across London. For Phase 3, we suggest there should be one event per season for each borough, hence we recommend that the first event be completed by end of September, the second by end of December and the third and final event run by end of March 2019. We also suggest that kicking off the campaign sooner would be advantageous, so that we have time to schedule events in late Spring and for National Clean Air Day in June.
- Some of the events would also have benefitted from more advance planning. We should aim for all events to be arranged at least one month in advance so that they can be promoted effectively making it more likely that volunteers will get involved.
- With school events, the commitment of the school staff itself, and/or a parent's group, is essential for the event to be a success. Where we saw an engaged active Head teacher, who reached out to the parents on multiple occasions to recruit volunteers, or where there were an active group of concerned parents who helped to recruit, the school events were a major success. However, we were saw little true engagement from the school itself, then the events were poorly attended by volunteers and hence were much less successful. It is imperative that, with only a few events available, that the council and the central project team ensure only committed and pro-active schools get to partner with us on an event, otherwise it is a waste of resources. It must be clearly communicated to the school at the start what is expected of them if we are to agree to run and event at their school.
- A clear view of the approach in each borough regarding their current stance on fines for idling would be very useful, as the approach to fining is becoming a patchwork of various approaches which will cause confusion. For eg in Westminster the fine is under a Civil offence and is £80, in neighbouring Camden the fine is classified a Legal Offence and is £20. as the crossover from Westminster to Camden can be on the same street, there could be an instance of a motorist on one side of the road being fined £80 for idling, and another on the other side of the road being fined £20.

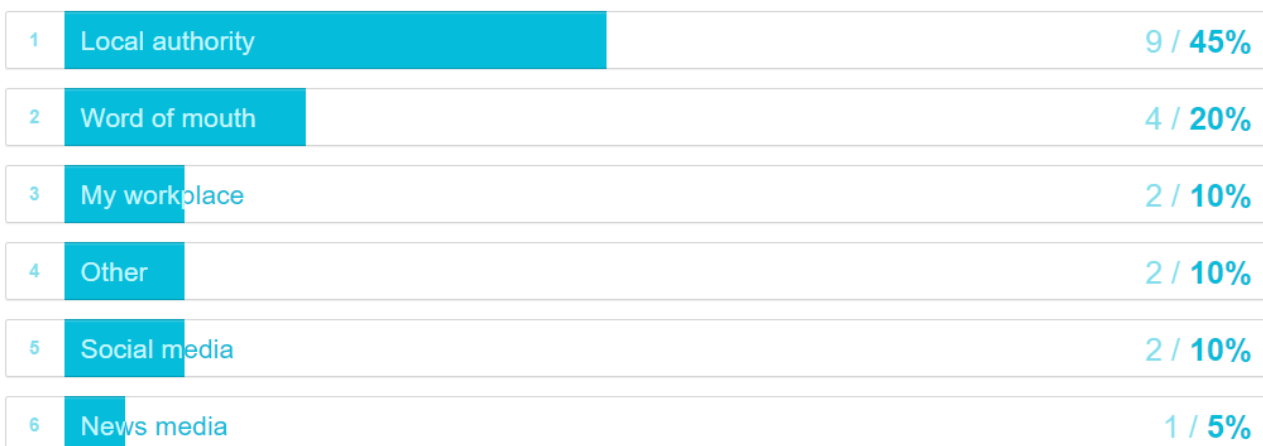
- Between Phase 1 and Phase 2, changes to the idling interactions survey form were requested so that more information could be captured about drivers who refused to switch off. This change has led to quite a complex survey form which is difficult to explain to the volunteers at the start of the event. We recommend reviewing the survey form and simplifying where possible.

## Feedback from Volunteers

For Phase 2 we repeated our survey of volunteers. We had responses from 19 volunteers and a summary of their responses follows:

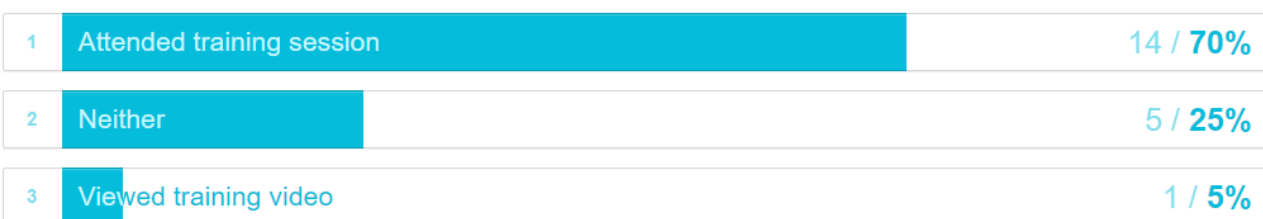
How did you find out about the campaign?

20 out of 20 people answered this question



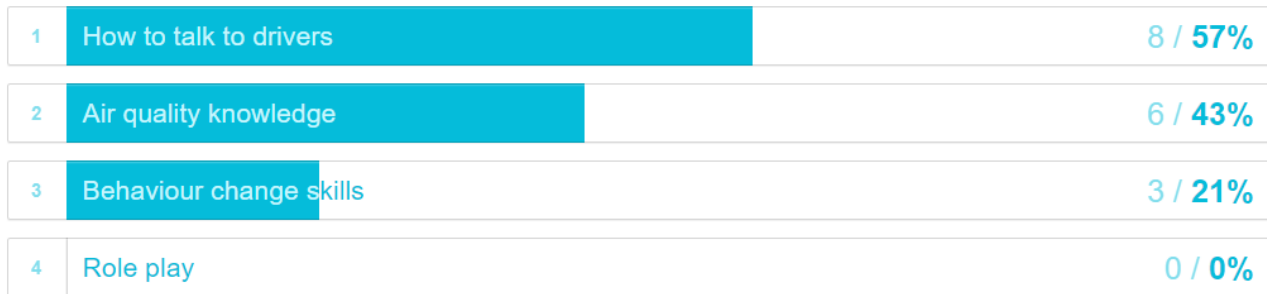
Did you attend a training session or view the training video?

20 out of 20 people answered this question



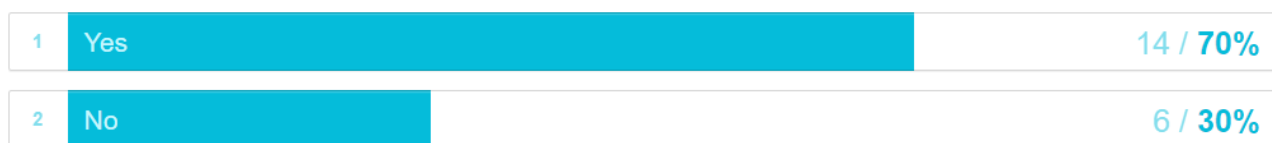
## What part of the training session did you find most useful?

14 out of 20 people answered this question



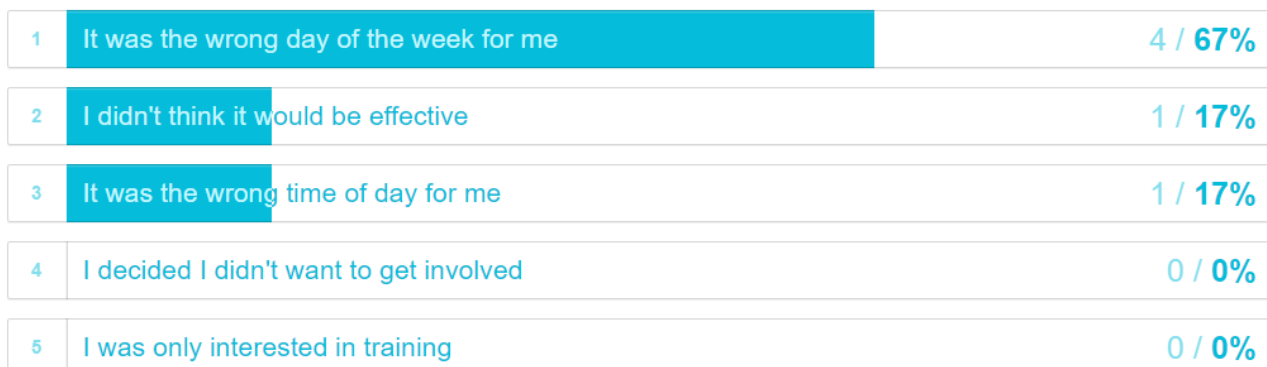
## Did you attend an Idling Action Event?

20 out of 20 people answered this question



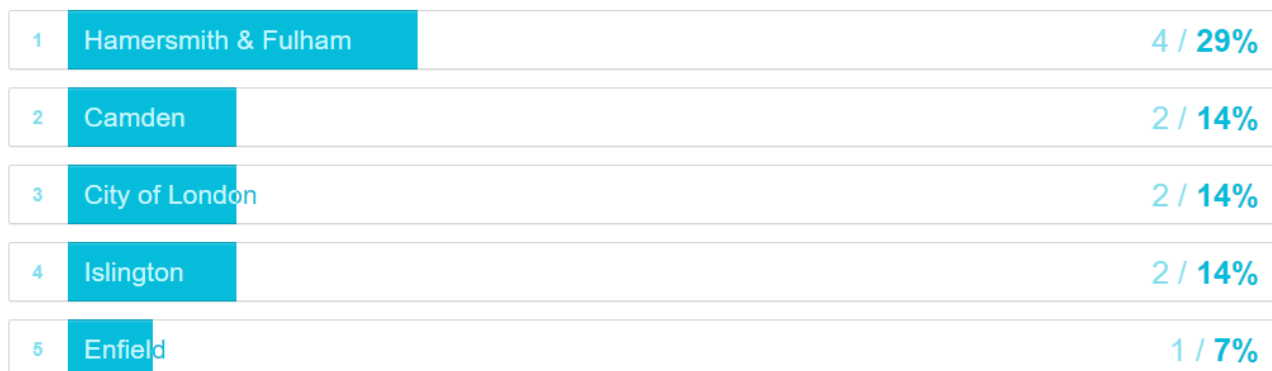
## Please indicate why you didn't attend an event:

6 out of 20 people answered this question



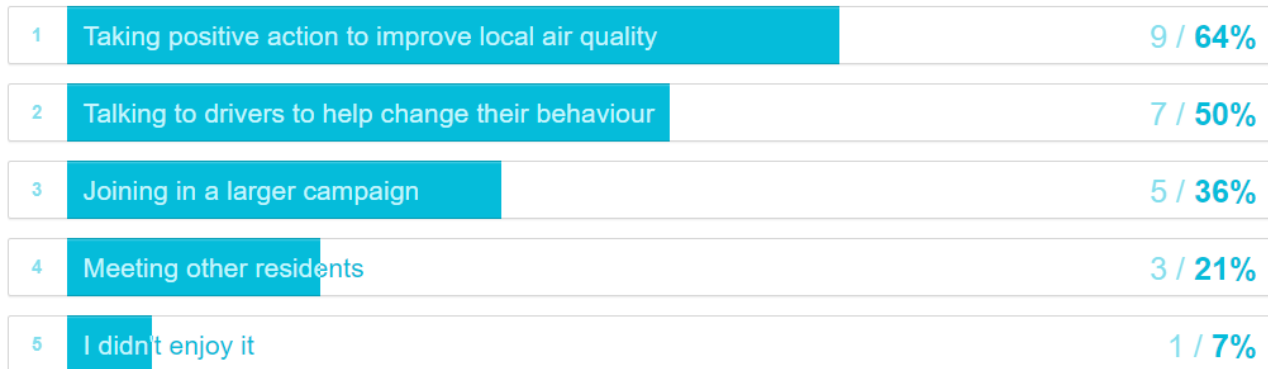
## And in which borough(s) were the events?

14 out of 20 people answered this question



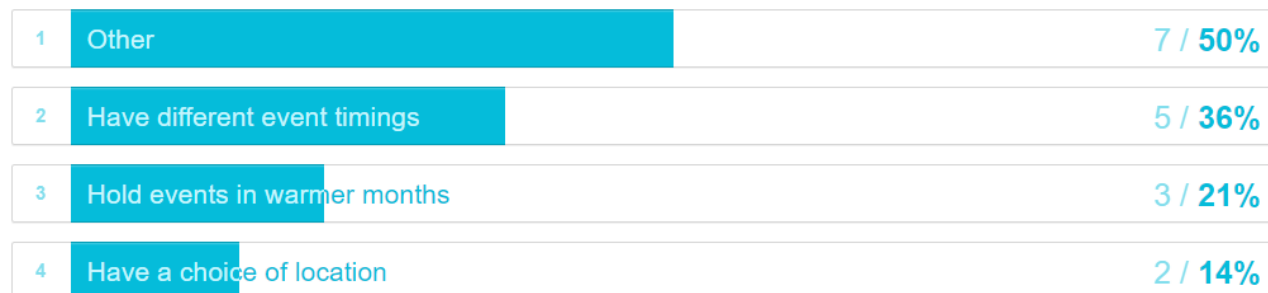
## What did you enjoy about the events?

14 out of 20 people answered this question



## What could be improved about the events?

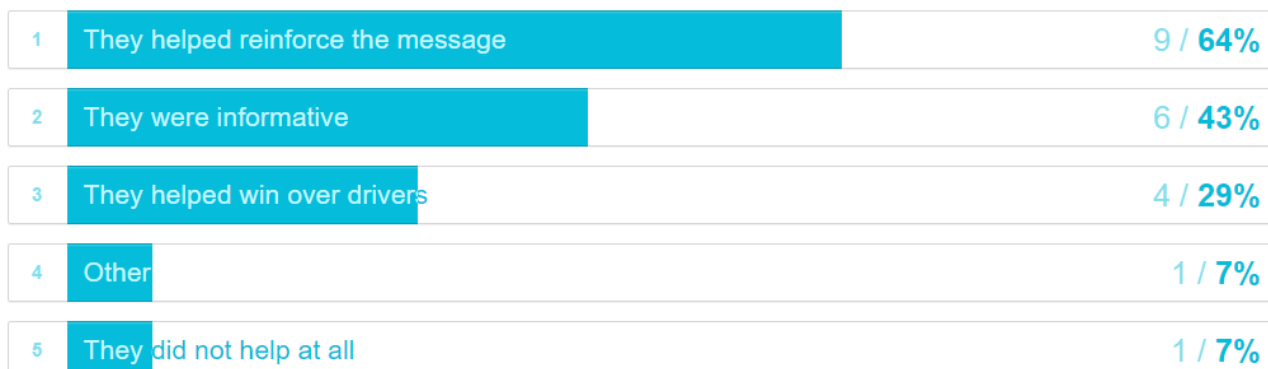
14 out of 20 people answered this question



The 'Other' responses included having more pamphlets to distribute, having more attendees, having a follow up event and having more information on how to respond to drivers who give technical reasons for idling,

## What did you think about the materials that you were able to hand out (the leaflet, game and stickers)

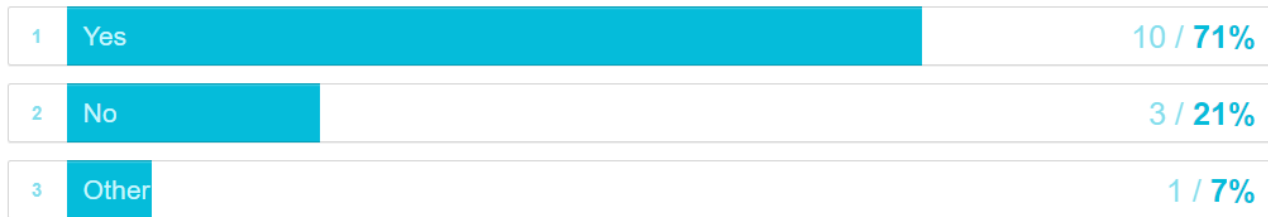
14 out of 20 people answered this question





Have you used the skills and knowledge you learned since our training event in your own time?

14 out of 20 people answered this question



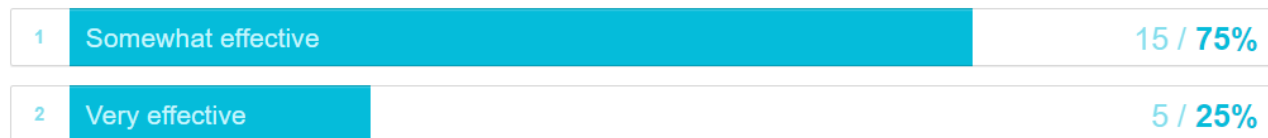
How many drivers have you spoken to in your own time since attending our training / Idling Action events?

10 out of 20 people answered this question



Do you think that the positive encouragement approach of this campaign is effective?

20 out of 20 people answered this question



To what extent do you think this programme is an effective method for reducing idling? (0 = not effective, 10 = very effective)

20 out of 20 people answered this question

Average: 6.20



Q: Is there anything else that you think that the campaign or your local authority should be doing to discourage idling?

- Fines by traffic wardens and police and advertising of those fines.
- More advertising on buses etc
- I've seen stickers around Islington council notifying drivers that it's a no idling zone, if they are present, and you can draw attention to them, it seems much more authoritative, also printing some of the bad air statistics in papers like 'the sun', which van drivers are more likely to see.
- Targeting schools via PTAs and Governors; contacting workplace unions on the basis of H&S advice
- More notices to flag up the issues about idling; is it mentioned in any London mayor campaigns?;

generally more publicity & discussion

- You need to be doing it outside of working hours! Worst time in the West End is in the evenings especially after 8pm.
- Empower traffic wardens to talk to idling drivers - they are wondering the streets all day! Ultimately an on-the-spot fine for drivers refusing to switch off.
- Get more people involved and out on the streets regularly
- Publicity and fines!
- More signs to forbid/discourage idling More action from parking attendants"
- Putting up street signs to warn drivers that they are liable to fixed penalty notices if engines aren't switched off.
- A more targeted campaign for small areas by the actual residents of the area might engender more interest
- Fine idlers.
- Involve more residents, try and work with young adults
- have signs and in various languages
- signage in high idling locations, getting more messages into mainstream media, producing a BBC documentary
- publicise and enforce larger fines, like Westminster does
- The day after our successful Idling event, the lorries, vans and many cars just return to engine idling.

Q: Please add any other thoughts about your involvement with the campaign and any recommendations you have for the campaign in the future:

- I'd like to hear more from the campaign and see more media attention for it
- It seems like there was an initial uprising against the problem, and London's air quality in general, however the pace seems to have slowed down.
- It is difficult to follow through with the training without an event to be part of because it is important to have a partner, leaflets, HV jackets, banners, etc to make sure you have reputable backing
- We had the training in our Islington U3A group & I think everyone enjoyed it. It would be good to have more proof that the campaign works in terms of reducing pollution & publicise it - I believe pollution levels are reduced when idling events happen..
- Not a single of your events seem to be at times I can make - i.e. outside of Monday-Friday 9-6pm.
- Needs to be a lot more - but will work best if there are some sanctions available too.
- Target small fleet companies who do idle. The big companies seemed to have better policies
- I thought it was beneficial for everyone.
- The allocated days clashed for me, but in addition after signing up I saw that it wasn't recommended for those with asthma, which ruled me out. But in a less busy place it might be suitable
- Get Government action on idling. Penalise idlers.
- Love to take part in another day
- The campaigns need to be in rush hours, campaigners should be issued with Masks. There is little point unless we are backed with large notices to point out to drivers and notices to mention future fines. One thing that hit home to most drivers was the fact that they might be endangering children and others in the car, which most did not know.

Although the number of respondents was only small compared to the total number of volunteers (possibly some had filled it in last time when we had a higher response rate, so didn't fill it in a second time), there are some useful findings:

- Volunteers find the session on talking to drivers most useful, so the training sessions could focus more on talking to drivers. Most volunteers now have quite a good understanding of air quality issues, so that could take up less time.
- All respondents think the approach is either somewhat effective or very effective.
- 90% of volunteers have continued to speak to drivers after they have attended our training and event (30% have spoken to more than 20 drivers since the session).
- Common suggestions for what else could be done to change behaviour include more fines, more signage and a big impact London-wide awareness raising campaign (such as adverts on buses / billboards).

## The approach

- The success rate of idling motorists switching off when asked is still very high, with a slight increase this year 82% cf. 80% in Phase 1
- However, at the de-brief discussion, many volunteers think that a stronger message needs to come from local authorities / GLA / UK Government. Some drivers can be convinced to switch off using the positive approach, however we have noticed that in the City of London, where we target the same area every time, we talk to some drivers who have already been approached by volunteers in the past, and are still idling. Stronger messages about the legislation and fines, and more signage could help to reinforce our message.
- That said, the fine for idling is low and rarely given out, compared to parking fines which are higher and more common. It sends out the message that idling is not as serious an issue as parking contraventions, which many residents disagree with.
- Nearly two years on from the start of the campaign, there is far more awareness of air quality issues. Perhaps we should continue the friendly and positive approach, but also make it clearer that it is bad for health, and also against the traffic regulations?

## Recommendations from Phase 1

| Recommendation from phase 1   | Action taken in Phase 2   |
|---|---|
| <p>More school events. These events have been successful. A version of the game has been produced that is more tailored to young people and this could be used at future events.</p>  | <p><b>A school event plan was produced and school events were held in most boroughs in Phase 2. In fact almost half of all the events in phase 2 were run in conjunction with schools.</b></p>                                      |
| <p>Many volunteers would like events to be held during evenings and weekends, so they do not clash with their work.</p>   | <p><b>Some evening (e.g. Arsenal) and weekend (e.g. Croydon) events were held this Phase.</b></p>   |
| <p>Consider having monthly events in the same location, and see if that helps to attract more repeat volunteers.</p>  | <p><b>This was not possible as the funding only stretched to 3 events over the year.</b></p>  |
| <p>In winter months there are lots of idlers, but the cold weather can put off volunteers. It is advisable not to rely on community volunteers for winter events.</p>   | <p><b>Many volunteers continued to attend despite the cold weather, however it did seem sensible to shorten the length of events held in extremely cold weather (e.g. during the 'Beast from the East' weather in February)</b></p> |
| <p>Clearer guidance on which types of vehicles need to idle (e.g. police, ice cream vans) is needed.</p>  | <p><b>The FAQs were updated to give clear guidance on which vehicles can idle, and citations were given so people could find out more if they wanted to.</b></p>  |
| <p>Internal training for council fleet drivers is needed, as many drivers were idling and this does not reflect well on the local authorities concerned.</p>  | <p><b>Not actioned yet through this campaign as it is currently out of scope</b></p>  |
| <p>Research into impact of idling on air quality at schools could be conducted. Pollution level peaks on days with an idling action event could be compared to pollution level peaks on days with no events. The research findings could be useful information to have to hand when trying to engage with schools on this topic and convincing parents that idling outside schools does have an impact.</p> | <p><b>Idling pollution monitoring has been conducted with King's College London</b></p>   |

## Appendix 1: Host recruitment flyer and email text

### Do you want to tackle idling and improve the air quality at your school?

The Vehicle Idling Action campaign team and the London Borough of Croydon are looking for schools who would like to host an Idling Action event.

Idling – leaving your engine running when parked – is an unnecessary source of pollution. Children are particularly vulnerable to the impacts of air pollution, which can have negative effects on their developing brains. There is also a strong link between air pollution and the worsening of asthma conditions in children.

If your school has an issue with parents and carers picking up their children by car, and leaving their engines running unnecessarily, please get in touch.

Our school event support usually involve:

- An assembly powerpoint which can be used to let pupils know the event is coming;
- A pre-event training session for any volunteers (local residents, parents, staff or governors) who would like to take part – this will cover facts about air pollution and health, how to positively encourage drivers to switch off and how to stay safe;
- An educational session for 6 year 5 / 6 pupils who will learn about air pollution and health while playing an air quality-themed giant snakes and ladders game;
- An idling action event where pairs of volunteers will go and talk to drivers at pick-up time and raise awareness about the impact of idling on local air quality;
- An engagement session at the end of the school where parents and pupils will be given information leaflets and invited to play the giant snakes and ladders game.

Email: [xyz@abc.gov.uk](mailto:xyz@abc.gov.uk)

Web: <https://idlingaction.london/>

Twitter: <https://twitter.com/idlingaction>

## Do you want to tackle idling and improve the air quality at XXX hospital?

The Vehicle Idling Action campaign team and the London Borough of Croydon would like to work with you to host an Idling Action event at your hospital.

Research has estimated that over half of London's NHS hospitals are in areas with pollution levels that are over the legal limits. We therefore think it is necessary to take action at London hospitals to reduce pollution levels as soon as possible.

Idling – leaving your engine running when parked – is an unnecessary source of pollution. Many hospitals have high levels of idling – by people picking up and dropping off patients and visitors at the hospital, and by ambulance drivers who work at the hospital.

For an idling event at the hospital, we would:

- Send you text for emails and tweets which can be sent out to staff (hospital staff and ambulance drivers) to let them know the event is coming, and posters which you can put up in the hospital to advertise the event to patients and staff;
- Deliver a pre-event training session immediately before the event for any volunteers (local residents, hospital staff) who would like to take part – this will cover facts about air pollution and health, how to positively encourage drivers to switch off and how to stay safe;
- Deliver an idling action event (approximately 1.5 hours) where pairs of volunteers will go and talk to drivers around the hospital and nearby streets, and raise awareness about the impact of idling on local air quality; and
- If you have a children's ward, we could deliver an educational session for your young patients in a ward, where they can learn about air pollution and health while playing an air quality-themed giant snakes and ladders game.

Our positive engagement approach has a very high success rate of around 90% at hospitals. And research has shown that these events can have a positive impact on local air quality.

If you'd like to find out more about the campaign, please visit: <http://idlingaction.london/>