

Idling Action Project – Phase 4

End of Year 2 Executive Summary (April 2020 – March 2021)



Image from Engine Off Every Stop Advertising Campaign, Feb 2021

A report by the Idling Action Project on behalf of City of London Corporation and the London Borough of Camden

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1. Introduction

The Idling Action Project is a London-wide behaviour change campaign which is helping to reduce localised air pollution caused by motorists leaving their engines running when parked.

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), Idling Action London was launched, which included City of London Corporation and 11 other local authorities.

Phase 2 of the project (also funded by MAQF) began in June 2017, initially involving 15 local authorities, with London Borough of Richmond joining in December 2017. Phase 3 saw a total of 18 local authorities taking part.

Now in its fourth phase, running from October 2019 until March 2022, the project is jointly led by the City of London Corporation and the London Borough of Camden, and is once again funded by the Mayor's Air Quality Fund. It involves 31 London local authorities:

- Barking and Dagenham
- Camden
- Ealing
- Hammersmith & Fulham
- Harrow
- Hounslow
- Kingston
- Lewisham
- Redbridge
- Tower Hamlets
- Westminster (affiliate member)
- Bexley
- City
- Enfield
- Hackney
- Havering
- Islington
- Sutton
- Merton
- Richmond
- Waltham Forest
- Brent
- Croydon
- Greenwich
- Haringey
- Hillingdon
- Kensington & Chelsea
- Lambeth
- Newham
- Southwark
- Wandsworth

The aims of the project are to:

- Reduce unnecessary vehicle engine idling and raise the profile of idling engines as a source of air pollution with specific links to adverse health outcomes;
- Get the support of local communities, schools, businesses and other organisations in changing their behaviours and tackling the air quality health crisis;
- Speak to drivers to educate and encourage behaviour change; and
- Gain maximum publicity for the campaign across London.

The Project includes delivery of Idling Action events¹, in which teams of volunteers, local authority officers and project staff work to educate both motorists and pedestrians about the impact of engine idling on air quality. The Project also involves school anti-idling workshops, targeted businesses engagement and driver training, and a London-wide awareness-raising advertising campaign. In addition, the Project delivers support for all participating local authorities to ensure they enforce idling regulations across London¹.

¹ Due to COVID lockdowns and governmental restrictions on gatherings, delivery of idling action events and enforcement activities in year 2 did not go ahead

Specifically, the key deliverables for the fourth phase of the project include the following:

- i. **Idling action events** (up to six per year per participating borough, except for 2019/2020 when the delivery target is up to two idling action events)
- ii. **School assemblies and anti-idling banner workshops** (up to five per borough per year, except for 2019/2020 when the delivery target is up to two assemblies/workshops)
- iii. **A communications strategy and advertising campaign** developed and implemented through participating borough communications channels and wider advertising mechanisms;
- iv. **Fleet engagement and training**
- v. **Enforcement**
- vi. **Research Project** – Conduct a research project into impacts of idling and behaviour change to inform campaigns and future work.

Why an idling campaign?

Air pollution is the largest environmental risk to health². Research by Environmental Research Group at Imperial College London estimated it contributed to around 4,100 early deaths in 2019 in London³, 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 nearly always unnecessary and it’s a source of air pollution.

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 emissions in London.

It is especially important to tackle idling at schools because of the number of primary schools in London which are situated in areas that exceed the legal pollution limits, the vulnerability of children to the effects of air pollution, and instances of idling vehicles around the primary schools across the local authorities. Primary schools, and specifically Key Stage Two students, therefore, were the focus of the project’s school air quality and anti-idling workshops. Schools were invited to take part based on these factors.

The traffic regulations

Since 2002, under Regulation 12 of [The Road Traffic \(Vehicle Emissions\) \(Fixed Penalty\) \(England\) Regulations 2002](#), Local Authorities have been given the powers to enforce the switching off of engines when vehicles are stationary on the road. This enables local authorities to issue a Fixed Penalty Notice (FPN) to a driver who is committing an offence by idling their vehicle’s engine.

Aside from enforcing idling by issuing FPNs, a council may choose to create a Traffic Management Order, under the [Road Traffic Regulation Act 1984](#), such that traffic enforcement officers within the local authority are able to issue Penalty Charge Notices (PCNs) for idling vehicles.

As part of this current phase of the project, we are working with the participating 31 local authorities to support them in adopting idling enforcement.

² WHO 2014 <http://www.who.int/mediacentre/factsheets/fs313/en/>

³ Environmental Research Group, Imperial College London 2019. London Health Burden of Current Air Pollution and Future Health Benefits of Mayoral Air Quality Policies. http://erg.ic.ac.uk/research/home/resources/ERG_ImperialCollegeLondon_HIA_AQ_LDN_11012021.pdf

2. Year Two Summary

Due to the ongoing COVID-19 pandemic, the subsequent social distancing requirements and periods of lockdown imposed during Year 2 of the Idling Action project, delivery of the different workstreams has been significantly affected. The project's deliverables for this year were therefore adapted, and certain planned activities were delayed (advertising campaign) and cancelled (Idling Action Events and local authority enforcement).

Specifically, the goals and objectives for Year 2 of the project were altered to the following:

- i. **Idling Action events** - no events were expected to be delivered. Driver engagement was targeted through the project's other workstreams – in particular the London-wide out-of-home and digital advertising campaign;
- ii. **School assemblies and anti-idling banner workshops** – the target of up to five workshops per borough per year was reduced to three per borough for 2020/21. No assemblies were offered due to social distancing restrictions;
- iii. **Communications strategy and advertising campaign** – as expected;
- iv. **Fleet engagement and training** – as expected;
- v. **Enforcement** – Continuing support to be given to boroughs adopting enforcement and templates to be made available
- vi. **Research Project** – as expected

Key achievements for Year 2 included:

- Development of campaign assets including images, video and radio, and the delivery of a four-week, out-of-home, radio and digital advertising campaign – Engine Off Every Stop (EOES) - throughout London;
- Launch and delivery of the #EnginesOff fleet engagement programme, targeting Local Authority internal fleets, contractors and service providers, as well as other fleet operators;
- Adaptation of the school workshop and Idling Action event programmes to an online Idling Action toolkit targeting schools, community groups and organisations and launched for Clean Air Day 2020;
- Continued delivery of the school anti-idling and air pollution workshop by Idling Action project officers in-person (when lockdown restrictions were lifted) and via video-conferencing platforms (MS Teams, Zoom, Google Meets);
- Development of research project investigating effectiveness of different messaging strategies on idling behaviour change;
- Publishing of a vehicle emissions study which quantified the exhaust emissions produced when idling, applicable to the types of vehicle present in London today

More specifically, please see table 1 below for summary findings / activities for Year 2 (Apr 20 – Mar 21):

Activities	Number	Comments
i. School assemblies delivered	0	Assemblies were not offered due to COVID19 restrictions
ii. School anti-idling and air pollution online / in-person workshops	33	Delivered to 2,078 KS2 students
<i>a) Number of banners produced</i>	32	Students made posters with anti-idling messages, some on which were turned into a banner for each school
<i>b) No. of schools independently using workshop toolkit</i>	5	Schools using the Idling Action toolkit containing lesson plan, workshop video and banner-making & pledge activity resources
iii. Idling Action Events	0	Idling Action events were not offered due to COVID restrictions
iv. Fleet engagement and training		Delivered by project officers to general staff, fleet drivers and / or fleet managers in 10 local authorities
<i>a) No. of training sessions delivered</i>	16	
<i>b) No. of LAs trained and/or pledged</i>	11	Local authorities who have publicly pledged and / or trained internal fleet drivers
<i>c) No. of businesses pledged</i>	10	Businesses and LA contractors pledged and announced support through their comms channels
<i>d) No. of businesses requesting toolkit</i>	25	Businesses who were sent the fleet training resources
<i>e) No of driver education video views</i>	503	Video version of education workshop delivered by project officers
<i>f) No of press articles</i>	14	Estimated weekly readership of 215,476
v. Advertising Campaign		48Sheet billboard sites - booked for a 2-week period, however we achieved an extra 4 weeks of overshow at a majority of the booked sites.
<i>a) No. of advertisement sites</i>	189	
	15	Petrol station forecourts displaying ads on petrol pumps.
<i>b) Radio ad plays</i>	996	No of plays of the 30 sec ad across 6 stations over 4-week period (inc. Radio Jackie)
<i>c) Out-of-home ad reach</i>	5,777,461 3,266,546	Estimated reach for out-of-home ad sites Estimated reach for radio ad plays
<i>d) Digital ad reach (Facebook, Twitter & LinkedIn combined)</i>	81,318 454,418 47,378	Total impressions for year prior to ad campaign Total impressions for 4-week campaign period Video plays from campaign media (inc. YouTube)
<i>e) No of press articles</i>	22	Estimated weekly readership of 37,660,392
vi. Enforcement	0	Enforcement activities did not take place due to COVID restrictions
vii. Research Project	1	One research study completed with TRL. Second research project planned and begun.

3. School Workshop and Toolkit

Due to COVID restrictions assemblies were not offered to schools in year two. Instead delivery was focused on in-person and online workshops to classes of KS2 students. The workshop to students involved learning about what air pollution is, the sources, and what can be done about it – centralising an anti-idling campaign as an effective way to reduce air pollution they may be exposed to at school. Students then took part in one of two Idling Challenges:

- **Banner-making challenge:** students created posters with anti-idling messages aimed at parents and drivers around the school. Some of which were turned into a banner, to be displayed outside the school to help remind drivers not to idle their engines.
- **Act on Idling Pledge Challenge:** This activity has been created in lieu of our usual Idling Action events where students speak directly to idling drivers before home time around the school gates to spread the clean air messages. The challenge involves students acting as No Idling messengers – asking drivers to pledge to always switch off their engines wherever possible. In class, students use the Pledge Challenge activity sheet to think of a striking or important fact they can tell someone about idling or air pollution that will encourage them to change their behaviour and take the #EnginesOff pledge. The students then used their prepared pledge sheet and are challenged to see how many drivers they can get to take the ‘engines off’ pledge - for example older siblings, parents, grandparents, family friends, as well as teachers, governors and support staff.



Schools were also offered our workshop and challenge programme as a toolkit, so teachers could independently lead students through the workshop – utilising a 25-minute video of the workshop, followed by a class discussion - and then the banner and / or pledge challenges. This could be downloaded directly from our website or requested from the project officers. It was also promoted via local authority education teams and headteacher / school bulletins. This was sent as standard to all schools who had their planned workshops cancelled at the beginning of the lockdown period in April / May 2020.



During the EOES ad campaign month, schools were invited to attend an online webinar which explored how school communities can tackle air pollution and in particular engine idling. As well as an opportunity to share our available resources for schools, it also allowed schools to discuss issues they face and actions they can take with each other. It was well attended, and afterwards all sign-ups were sent resources to promote the Engine Off message and a recording of the [webinar](#).



4. Fleet Training and Business Engagement

Year 2 saw the official launch of our #EnginesOff fleet engagement campaign and programme in early August 2020. The main aim of the fleet engagement programme is to ensure fleet and business drivers do not contribute to air pollution by leaving their engines on. The programme was launched under the title of Idling Action's #EnginesOff campaign, which targeted businesses and fleet operators, including Local Authority fleets and contractors. They were asked to support the #EnginesOff campaign by signing up to a public pledge to reduce vehicle emissions and tackle avoidable air pollution by educating their fleet drivers and employees not to idle their vehicles wherever possible.

As part of signing up to the pledge, we offer a fleet-specific toolkit, which contains anti-idling driver engagement resources including education and communications materials to spread the anti-idling message to drivers and employees, as well as promote the pledge externally. The education materials include:

- an offer of virtual or in-person workshops for drivers and / or fleet managers, delivered by project officers;
- a [video version](#) of the workshop in case drivers were not available for live workshops;
- template PowerPoint presentation of the workshop and supporting script to enable workshop contents to be added to CPC driver training and new driver inductions and delivered by internal trainers;
- template Toolbox Talk to enable managers to talk through the key learning points during regular driver update meetings / health and safety briefings;
- template anti-idling, and template green vehicle procurement policies for fleet operators to implement in order to support driver engagement



Comms materials include:

- vehicle bumper and window stickers for use on the fleet vehicles;
- driver pledge posters to be displayed around depots, offices etc;
- template press release and social media posts to announce their pledge and involvement in the programme;

- template internal staff news article to raise awareness amongst employees.

#EnginesOff vehicle sticker and driver pledge poster



We launched the campaign, pledge and toolkit with a [press release](#) featuring two major fleet operators – Veolia and Mace Group – who had signed up to the campaign, in order to maximise reach and awareness.

In this year of the project, efforts were focused on engaging the internal fleets and contractors of the participating local authorities. Due to the complex nature of the fleets and the added pressures of COVID, many local authorities are still in the process of engaging fleet managers, undertaking driver education and organising internal and external comms.

As part of local authority engagement, we also wanted to educate council employees who don't routinely drive as part of their roles about the pledge and the importance of switching off their engines – whether they drive to and from work, or if they are a resident within the participating borough. We therefore offered staff air quality webinars – lunchtime learning sessions – which provide an insight into air pollution issues; what is being done about air pollution for those who live, study and work in the relevant borough; and how best the employees and / or residents can reduce air pollution, reduce their exposure and protect their health, including taking the #EnginesOff pledge. Many of these webinars were recorded and made available via the councils' staff learning portals so that future employees can also be educated about air pollution and idling.



This year, we have successfully achieved pledges from key contractors of several London local authorities including Veolia, Serco, Marston Holdings (which includes NSL), and Glendale. In addition, Mace Group, Addison Lee, Cadent Gas, Eversheds Sutherland, the Twelve Trees Park construction development in Newham, and UCL have pledged.

5. Engine Off Every Stop Advertising Campaign

Background and Creation

Year 2 saw the creation and delivery of our 'Engine Off Every Stop' (EOES) advertising campaign with our commissioned creative agency (Dog Cat and Mouse) and media buying agency (Dec19), and in partnership with the GLA and supporting local authorities. This was an out-of-home and digital advertising campaign consisting of four images for use in a variety of formats as well as a radio advert and a video.

The campaign objectives were to raise public awareness of idling and to make visible the invisible threat to health of pollution from vehicle engine idling. The campaign encouraged drivers to switch off when possible, using a clear, memorable instruction and supporting public health and air quality facts. By sharing the ads on billboards and petrol pumps close to 'moment of' idling, the campaign sought to address drivers directly and change behaviour around idling.

To make the risk of air pollution exposure tangible we depicted engine exhaust pollution as a plastic bag / balloon inflating behind an idling vehicle. This made a visual narrative and created space to communicate key air quality messages in the images. Four typical London street-scenes were chosen, with common vehicle engine idling situations (such as a delivery van idling on a residential street) for relatability (and versatility), and a life-like art style was used to make credible the threat of air pollution exposure.



Launch

The campaign ran from 22nd February until 19th March 2021. All formats went live on the 22nd with a central [project release](#) from City of London, a [Twitter video from CoL Vice Chair, Keith Bottomley](#), coverage on GLA media channels and the first local releases from supporting boroughs.

A [launch webinar](#) was held on February 23rd and was used to share a Campaign Supporter Pack created to maximise participation, encourage local campaigning and link back to project activities like school workshops and business engagement. Speakers from Camden, Newham and Lambeth Councils, as well as Mace Group, allowed our project partners to share what they have done as part of the project and inspire others to get involved. This was an opportunity for members of the public to react to the campaign and ask questions. The video of the webinar is now available via the YouTube channel.



A subsequent [Schools and Communities event](#) was organised for the final week (March 16th) with sign-ups mostly from London schools. The video of this workshop is also available via our YouTube channel. Following this event we shared a specialised Supporter Pack with resources suitable for sharing over the pre-election period.

Out-of-Home Reach

The campaign images were displayed on 189 48-sheet billboards for the period of 22nd February to 7th March. Figures from our media-buying agency, December 19, suggest these billboards had an estimated reach of 5,759,000 (among Adults 15+ with one of more cars). Some 48-sheets were displayed for longer due to ‘overshow’ (no replacement ads as COVID decreased demand). Low advertising demand and appetite for a positive social message meant we were able to secure 20 of these billboards free of charge (including in the Slough area). Overshow meant that, on average, drivers saw the messages an extra two times.



A digital ‘hero’ site, the Holborn Eye, was used seven days ahead of launch (Feb 15th) in order to gain suitable shots for press. These images were used at launch and can be used again for future launches and project press. The hero site’s Central London location boosted the profile of the campaign and gave a sense of ubiquity.



With the commissioned media-buying agency December 19 we achieved 901 slots for our 30 second radio ad, spread between Heart, LBC, LBC News, Radio X and Smooth. December 19 put the reach figures for radio at 3,266,546 (among Adults 15+ with one of more cars). Feedback confirms the ad was favourably received and our campaign radio activity has been shortlisted for a Radio Centre case study.

We supported this range of Global channels with advertising on petrol pumps to target drivers directly. With a relatively small budget we secured advertising at 15 forecourts split evenly across London and estimate an additional reach of 18,461 drivers.



Digital Reach

Our online campaign was very successful over the four-week period. Twitter, Facebook and LinkedIn were used to frequently post the ad assets and these posts served to maintain interest and momentum, provide additional information, and publicise events and webinars as well as project work more broadly. Sharing pictures of the billboards invited more local groups to get involved and responding to concerns and enquiries has allowed us to stay in tune with local idling issues.

While Twitter is the primary social platform for the project, having built a following over several years, Facebook and LinkedIn profiles were created in time for the campaign launch to allow for additional coverage and localised reach to specific groups e.g. LinkedIn was used to promote business-related opportunities and messages, Facebook was used to target parent and resident groups and promote school and community opportunities and messages. This was zero-cost way of maximising the campaign's reach, supporting OOH formats and drawing attention to Idling Action's other work (school workshops and business engagement).



Sharing with Local Authorities

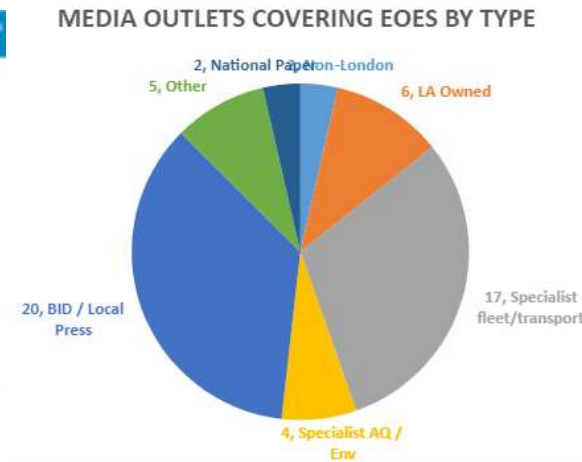
Our local authority partners were crucial in boosting the campaign's reach at a local level by sharing the ads through their owned media channels. Flexibility on how the campaign could be covered allowed our messaging to remain sensitive to the varied contexts in different boroughs and helped us coordinate collective action. Giving boroughs ownership of the resources was also significant in encouraging uptake and the partner comms activity helped to boost engagement and expand reach.

Reception and Press

EOES campaign press releases (both the central project and local releases) were picked up at least 55 times. Engine Off Every Stop had national paper mentions in the Daily Express and Sunday Times Driving magazine, local press included two articles in City AM, and specialist coverage included Air Quality News and Fleet News (which will be valuable in facilitating business engagement with Engines Off).

The total weekly readership of the publications featuring EOES press is 589,819. Though in a press format the campaign messaging is not reaching drivers at the 'moment of' idling, these articles will boost awareness and recognition. This coverage demonstrates great added value and highlights the importance of coordinated press releases for the project.

CityAM EOES article, and pie chart showing split of coverage by media outlet type



TRL Research

In creating the campaign artwork, we wanted to lead with a representation of the volume of exhaust created by an idling incident (“1 minute of idling creates this much pollution”). In order to substantiate this claim, Transport Research Laboratory (TRL) was commissioned to undertake an [emissions study](#) based on portable emissions measurement system (PEMS) data. The report summary is now publicly available on the project website. TRL created their own [press release](#) to announce the main findings from the study and its coverage drew further attention to the campaign and Idling Action. We are pleased that in preparing the campaign we were able to produce new research and use the findings in project messaging.



Learning Outcomes

One of the key considerations for a future repeat of the campaign will be the spread of OOH ad sites. Some boroughs received more 48-sheet sites than others. By substituting (comparatively more expensive) billboard coverage with smaller, more localised formats (including bus shelters) more flexible, localised coverage may be achieved, particularly for boroughs in which billboard sites are scarcer. Another consideration is the length of time – would the same impact be achieved from a shorter, more intensive campaign period?

The overwhelmingly favourable reaction to this campaign demonstrates a public appetite for engaging messaging on air pollution.

6. Research Project

During Year 2 a research project plan / brief was developed. Research groups, universities and consultancies were invited to submit proposals for the research project. TRL's proposal for conducting an emissions study to substantiate the impacts of idling, and Cool World Consulting's research proposal to investigate the impact of messaging on behaviour change were chosen out of six submissions received. See Section 5 for further details of TRL's study.

See below for a summary of the aims and plans for Cool World Consulting's behaviour change research.

Research Project Aims:

- To undertake research which will inform the Idling Action campaign strategy, and will help to refine tactics and messaging.
- To raise awareness by publishing findings on the research on social media, industry press and local press.

The research will set out to understand:

- Which approaches used in the Idling Action campaign are mostly likely to change behaviour long term. The approaches used include -
 - Enforcement;
 - Direct engagement at Idling action events;
 - London-wide advertising campaign;
 - Fleet training;
 - School workshops and assemblies?
- Which messages used to convince drivers to switch off in the Idling Action campaign are most likely to change behaviour long-term?
- What are the most common reasons for idling?
- What are the common pushbacks?
- What are awareness levels about idling like generally in London?
- Is awareness higher in boroughs that have been running idling engagement campaigns for at least 2 years, compared to other boroughs that have not?
- Investigate Idling Action's historic air pollution data from events and experiments, and cross reference with above awareness and engagement levels.

Research programme plan



The research programme is being conducted in four stages. Stage 1 was completed during early 2021 and work began on Stage 2 in spring 2021. The project will be completed by the end of 2021.

7. Other Activities

This year, project officers took part in a variety of online events and webinars, to promote the project and its offerings, as well as to share learnings. By taking part in these, we were able to increase our outreach and raise general awareness of the project amongst London boroughs and their residents, as well as business groups.

Summary of community webinars and events

- Cross River Partnership webinar, 27th August 2020, entitled “Keeping Our Air Clean: It's Everyone's Responsibility” targeted individuals and businesses with a summary of what the project is doing to clean London's air. In addition the project features within CRP's [Keeping Our Air Clean Tool Kit](#)
- Havering resident and business webinars, March 2021, promoting the #EnginesOff pledge, encouraging air quality volunteer sign ups, and air pollution actions
- Sunnyhill Primary parents workshop, 5th Feb 2021: Following a community monitoring project with a small group of engaged activists funded by Lambeth we discussed finding as well as ways to build air pollution awareness locally (school workshops and Engines Off).
- Creating a Greener borough RBKC, 11th March 2021: Introduced project activities to a wide range of residents before workshopping ideas for further local action (focus on schools, ad campaign support and Engines Off)
- Clean Air Day activities (8th October 2021)
 - o Lambeth Clean Air Day community webinar: We introduced the project work to residents and highlighted opportunities to get involved.
 - o Hounslow business breakfast/round-table (hosted by Chiswick Buzz): We discussed how Hounslow businesses could do more for air quality focusing on the Engines Off pledge.
 - o We trialed a COVID-safe Idling Action event with Waltham Forest's air quality officer outside Stoneydown Park primary school – no volunteers were involved and no leaflets were given out. Posters were displayed on the roads surrounding the school and idling drivers were spoken to from a distance. Drivers of two idling vehicles were spoken with and both switched off. Unfortunately no further events were possible due to the subsequent tightening of restrictions.

Waltham Forest anti-idling patrol for Clean Air Day 2020; Idling Action's presentation for CRP's Keeping Our Air Clean webinar:



8. Case studies

Newham Council fleet and school engagement, and idling communications case study

School engagement through the pandemic

As well as encouraging primary schools in Newham to sign up to receive an anti-idling workshop delivered in-person or online by the Idling Action project officer, Newham Council created a bespoke teaching resource and quiz for both primary and secondary school students available to download directly from their [website](#). The customised workshop taught students about air quality, climate and anti-idling actions.

In addition, Newham produced anti-idling street banners and offered these to all primary schools in the borough to be placed outside the school gates. They used the e-cargo bike to make these deliveries.

Ninety-nine anti-idling lamp post signs have been installed outside both secondary and primary schools.

Council staff and fleet engagement

Throughout Year 2 Newham Council has engaged its fleets and employees extensively to ensure that Newham's fleet drivers are aware of the #Engines Off message and the pledge that the Council was taking. The Council's Anti-Idling programme Lead Officer delivered two online staff AQ webinar sessions to employees. The webinar was recorded and made available on-demand on the Council's internal staff CPD and Learning online platform for anyone who missed it and new joiners.

Utilising London Idling Action's resources, the Council arranged a "Train the Trainer" course for fleet managers and developed an online driver training toolkit consisting of a 30-minute video followed by a test. It is hoped that the online training course will accelerate fleet driver training in the coming months. Anti-idling banners have been displayed in Newham's depots to support the message, and informative flyers inserted in the fleet vehicles.



Supporting the Engine Off Every Stop campaign and resident anti-idling communications

To support and extend the localised reach of the London-wide Engine Off Every Stop ad campaign, Newham arranged their own local anti-idling campaign fortnight.

Thirty-one idling hotspots were identified across the borough, such as busy and congested roads. These locations were targeted with street banners displaying the campaign artwork. Parks were also targeted due to the increased numbers of residents visiting them during the pandemic.

To target businesses, a newsletter was sent to all companies operating in the borough asking them to engage, attend webinars, and sign up for driver training.

To launch their localised campaign fortnight and reach residents, Newham Council produced a [bespoke campaign video](#) featuring Rokhsana Fiaz, Newham's Mayor, being interviewed by two Newham Youth Empowerment members. The video was shared online. Additional effort was made to reach those residents who may not have online access and/or social media (such as children and the elderly). Therefore they distributed posters to GP surgeries, health centres, hospitals, schools and public libraries and produced street posters for JCD sites.

Furthermore, the Council's Leading Officer reached out to ask for support from local partners and developers - construction sites, Westfield Stratford City, London Legacy Development Corporation (LLDC) and London City Airport. The LLDC were very supportive and offered the use of their Queen Elizabeth Olympic Park advertising screens, including the stadium's screen and support through internal communications.

Westfield Stratford City is one of Europe's busiest shopping centres and offers a wealth of lifestyle outlets as well as mini-parks and hubs for meeting. It's an important hub of the East London community. Assets were created for their digital screens, and the organisation offered the use of their internal communications to share the campaign with partners and suppliers.

Banners and posters were delivered to all major construction sites in the borough, and Berkeley Homes and Vistry Partnerships extended their support through internal communications.



As well as arranging a local campaign fortnight, Newham has also targeted residents with the project's anti-idling message throughout the year. One very successful method was placing a reminder of the potential for a fine if caught idling on the reverse of parking tickets.



Business engagement case study – Mace Group, construction

Mace manages large construction projects in central London, and many of their operatives work outside with potentially high exposure to air pollution. The group wanted to ensure they, and their sub-contractors, work to consciously improve air quality on any of their construction projects. Mace Group signed up to the #EnginesOff pledge, and implemented the toolkit at their 40 Leadenhall project site. They already had a 'No Idling Policy' as standard across all Mace sites, as well as an Air Quality Action Plan on all construction sites.



40 Leadenhall Project

Not only did Mace sign up to the Engines Off pledge, but they also encouraged their contractors to do so too. Both Mace and contractor operatives on the project were asked to complete online training / Toolbox Talk. Official signage was displayed across both site offices (printed and on digital screens), as well as in Mace and contractor areas. Reminders were also displayed on the external noticeboard and in their digital screen on site hoarding. The campaign was also included in their local community newsletter. Resources were also shared with the clients for the project.



9. Toolkits and Resources

During Year 2 we created new toolkits to support the schools, advertising and fleet activities.

- The [Engine Off Every Stop pack for schools](#) provides schools with resources to spread the ad campaign images, videos and messages throughout their parent and teacher community.
- The [Engine Off Every Stop supporter pack](#) provides community groups; residents and businesses with tailored resources to spread the ad campaign images, videos and messages throughout to their employees, friends, neighbours and members.
- Our [2020 Idling Action Pack](#), launched for Clean Air Day 2020, provides schools, community groups and faith groups with a step-by-step guide to running their own activities to tackle idling and includes a YouTube video anti-idling and air pollution workshop; 'No Idling' poster-making challenge and Engines Off pledge challenge.
- Our [Business and Fleet #EnginesOff Toolkit](#), provides fleet operators with a step by step guide to

taking our pledge, training fleet drivers, implementing supporting policies and sharing internal and external comms. So that business could be supported by project officers through the process of using the toolkit, we asked that interested businesses get in touch via email before the toolkit was shared with them.

All other existing toolkits are still available for download from the [website](#). The toolkits are specific to different audiences (schools, businesses, hospitals, local authorities).

10. Next Steps and Recommendations for Year Three

- Our main focus for Year 3 will be to engage schools and deliver workshop sessions to students, with a target of 5 school workshops per borough. We will endeavour to go over and above this target due to the impacts of COVID which limited our delivery in Year 2;
- We will aim to restart the delivery of Idling Action events, once COVID restrictions of events have been loosened and will focus these on primary schools, with a target of up to 6 events per borough;
- We will continue to deliver the fleet engagement programme, focusing on signing up the remaining local authority internal fleets, contractors and service providers, and will also target London's bus operators, delivery and utilities companies;
- Continued communication and advertisement of the fleet engagement and event opportunities is crucial, as well as encouraging businesses to engage with the programme and host their own Idling Action events;
- The out-of-home and digital advertising campaign will be repeated in late-autumn / winter and we will continue to encourage participating boroughs to support with their own comms to ensure the messages of the campaign reach those living and working in the boroughs;
- We will aim to restart our volunteering opportunities, utilising local authorities' own staff, school groups, local campaigning and community groups and local businesses. The volunteers would support Idling Action events in their borough;
- Finally the research project will be completed and the findings disseminated and published on our website.