Idling Action London

Idling Action Project – Phase 4
End of Project Report (October 2019 – March 2022)

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

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1. Introduction

The Idling Action Project was a London-wide behaviour change campaign which helped 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 two 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 three (2018-19) saw a total of 18 local authorities taking part.

In its fourth phase, which ran from October 2019 until March 2022, the project was jointly led by the City of London Corporation and the London Borough of Camden, and once again funded by the Mayor's Air Quality Fund. It involved 31 London local authorities:

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

The aims of the project were 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 included delivery of Idling Action events, in which teams of volunteers, local authority officers and project staff worked to educate both motorists and pedestrians about the impact of engine idling on air quality. The project also involved school assemblies and anti-idling workshops; targeted businesses engagement and driver training; and a London-wide awareness-raising advertising campaign. In addition, the project delivered support for all participating local authorities to ensure idling regulations were enforced across London.

Specifically, the key deliverables for the fourth phase of the project included:

i. **Idling action events** (up to six per year per participating borough, except for 2019/2020 when the delivery target was 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 was 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 –** all boroughs to have adopted enforcement powers
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 health[1]. Research by Environmental Research Group at Imperial College London estimated it contributed to around 4,100 early deaths in 2019 in London[2], 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 is 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 World Health Organization (WHO) air quality guidelines, the vulnerability of children to the health impacts of air pollution, and instances of idling vehicles around primary schools across London 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, as well as Idling Action events. 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

[1] WHO 2014 http://www.who.int/mediacentre/factsheets/fs313/en/

[2] 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

local authority are able to issue Penalty Charge Notices (PCNs) for idling vehicles.

As part of fourth phase of the Idling Action Project, we worked with the participating 31 local authorities to support them in adopting idling enforcement.

2. Project Summary and Highlights

The fourth phase of the project kicked off in October 2019 with the project team consisting of a Lead Project Officer and Project Support Officer with support from City of London Corporation's Air Quality Officer and Camden Council's Air Quality Programme Manager.

Key achievements for the project included:

- Delivery of four enforcement workshops and an enforcement toolkit for local authority partners.
- Development and delivery of the school anti-idling programme (assembly, workshop, and home-time idling action event) including online resource pack and virtual workshop.
- Development and delivery of an out-of-home, radio and digital campaign entitled 'Engine Off Every Stop', which consisted of still images, videos, and a radio ad.
- Development and delivery of the #EnginesOff fleet engagement programme – incorporating online and in-person training opportunities, a downloadable toolkit including virtual workshop - which targeted Local Authority internal fleets, contractors, and service providers, as well as other fleet operators throughout London.
- A partnership with British Safety Council, as part of the #EnginesOff fleet engagement programme, to highlight the health impacts of air pollution on outside workers including fleet drivers.
- Delivery of two research projects – one investigating the effectiveness of different messaging strategies on idling behaviour change, the other an emissions study, utilised in the advertising campaign, which quantified the exhaust emissions produced when idling, applicable to the different types of vehicles present in London today.
- Delivery of Idling Action events, targeting idling drivers at primary schools, hospital / healthcare settings, and other identified idling hotspots.

More specifically, please see table 1 below for overall project achievements:

Activities	Number	Comments
i. School assemblies delivered a) Students engaged	18 5530	Primary schools across 14 Local Authorities
ii. Schools receiving anti-idling and air pollution online / in-person workshops	183	Delivered to 17,445 KS2 students in over 300 workshops
a) Number of banners produced	142	Students made posters with anti-idling messages, some on which were turned into a banner for each school
b) No. of schools independently using workshop toolkit	32	Schools / community groups who downloaded/used the Idling Action toolkit containing lesson plan, workshop video and banner-making & pledge activity resources
iii. Idling Action Events	112	At primary schools, level crossings, health care settings, and hotspot areas
a) Interactions over all events	1,808 31	Vehicles Pedestrians
b) Volunteers taking part in events	693	Included parents, teachers, Council-trained air quality champions, as well as Junior Travel Ambassadors or School Student Council from participating schools. Volunteers that had previously taken part in an Idling Action event and primary school students were not trained as part of the events
c) Key statistics and findings	• 53% of drivers spoken to already had their engines switched off, 47% of drivers were idling; • 85% of idling drivers switched off when asked, 15% did not switch off / were not engaged with; • 82% of idling vehicles were cars, 12% were vans; • 87% of idling drivers spoken to pledged to switch off in the future, the rest did not pledge/were not asked	
iv. Fleet engagement and training *a) No. of training sessions delivered*	32	Delivered by project officers to general staff, fleet drivers and / or fleet managers in 18 local authorities[3].
b) No. of LAs trained and/or pledged	22	Local authorities who have publicly pledged and / or undertaken training with internal fleet drivers
c) No. of businesses trained and/or pledged	15	Businesses and LA contractors undertaken training and pledged
d) No. of businesses requesting toolkit	49	Businesses who were sent the fleet training resources
e) No of driver education video views	903	Video version of education workshop delivered by project officers (doesn't account for the additional views through local authorities embedding video on their intranets)
f) No of press articles	25	Estimated weekly readership of 545,178
v. Advertising Campaign		Over 2 campaign periods. Included large

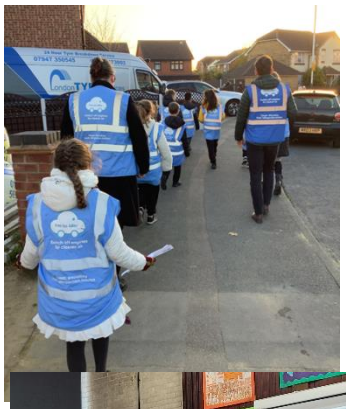
[3] Other local authorities and businesses utilised the toolkit to deliver their own training independently

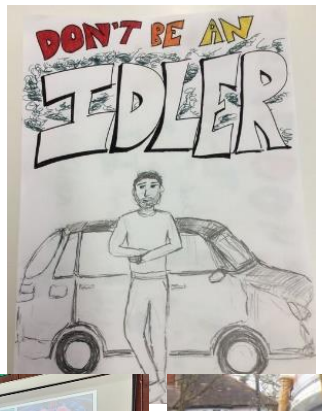
a) No. of advertisement sites	444 72	roadside billboard sites; bus shelter ad sites; bus rears - booked for a 2-week period in Feb 2021, 5-week period in Nov 2021. Achieved up to an extra 8 weeks of overshow of many of the booked sites. Forecourts of petrol stations for pump adverts. See here for map of all Nov 2021 ad sites. See here for map of Feb 2021 ad sites.
b) Radio ad plays	1,464	No of plays of the 30 sec ad across 6 stations over 4-week period in Feb 2021 and then 4 stations over 2-week period in Nov 2021
c) Out-of-home ad reach	24,142,933 20,940,721	Estimated reach for out-of-home ad sites Estimated reach for radio ad plays
d) Digital ad reach	454,418 26,091	Total impressions across Facebook, Twitter & LinkedIn over 4-week Feb 2021 campaign period Click-throughs to the website from a Google Ad over 5 weeks for Nov 2021 campaign
e) No of press articles	33	Estimated weekly readership of 74,498,020
vi. Enforcement	4	Enforcement workshops delivered with officers from participating Local Authorities
vii. Research Project a) No of press articles	2 2	Research studies completed with Cool World Consulting and TRL. Estimated weekly readership of 79,239

Project delivery was significantly affected by governmental restrictions as a result of the COVID pandemic from March 2020 until March 2022 (project end). The workstreams of the project were therefore adapted as follows:

i. **Idling Action events:** these were unable to take place from March 2020 until September 2021. During that period, driver engagement was targeted through the project's other workstreams.
ii. **School assemblies and anti-idling banner workshops:** No assemblies took place from March 2020 until March 2022 (project end) due to social distancing restrictions in schools. When schools were distance learning only during lockdown or if they had visitor restrictions in place subsequently as restrictions lifted, online workshops were offered instead.
iii. **Communications strategy and advertising campaign:** this was delivered as expected, although localised communications within each local authority were impacted by needed prioritisation of COVID public health messaging.
iv. **Fleet engagement and training:** when lockdowns or social distancing restrictions were in place, online resources were offered instead of in-person training.
v. **Enforcement:** this support was delivered as expected.
vi. **Research Project:** this was delivered as expected.

School Programme





The school programme involved engaging the school community – students, teachers, governors, parents – on air pollution and specifically vehicle engine idling, through the delivery of assemblies, workshops, and home time Idling Action events. Due to COVID restrictions, assemblies were not offered to schools in years two and three. Delivery was instead focused on in-person and online workshops to classes of KS2 students and Idling Action events.

The workshop to students involved learning what air pollution is, the different sources of air pollution, and what can be done to reduce emissions and limit exposure. An anti-idling campaign was centralised as an effective way to reduce air pollution they may be exposed to at school. Students then took part in at least 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 remind drivers not to idle their engines.

- Act on Idling Pledge Challenge: students acted as No Idling messengers – asking drivers to pledge to always switch off their engines wherever possible. In class, students used 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 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.

The school workshop video was viewed 510 times via our Youtube channel.

As part of the Engine Off Every Stop advertising campaign, all London primary schools were invited, via their local authority, 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, with 89 school representatives signing up to take part, and 39 attending on the day. All sign-ups were sent resources to promote the campaign message and a recording of the webinar. The recording has been viewed 67 times via our YouTube channel. This led

to an influx of schools requesting workshops and sharing anti-idling messages online.

COVID-19 posed many challenges to school engagement during the project. Even though the workshop and activities were adapted to respond to visitor and event restrictions in school, it was difficult to achieve the expected number of school engagements. This was due to the increased pressures on schoolteachers who did not have time to engage with us.

3. Idling Action Events

As part of the school programme, schools were encouraged to host an Idling Action event during the day of workshops and student engagement, utilising some of the students who were involved in the workshops, or Junior Travel Ambassadors or School Council members.

A school Idling Action event involved engaging parents and drivers at the school gates at home time. Up to 10 students would join the Idling Action project officer and a Council officer (as well as accompanied by a staff member from the school) to patrol the streets outside the school, engage with parents and drivers. They would ask the drivers to switch off if idling, hand out leaflets and complete a tally survey. Schools found it a really great way for the students to cement what they learnt in the workshops, and spread the anti-idling, air pollution messaging to the parents who might be actively idling at the school gates. As well as being a great way of involving a range of stakeholders in the project, it allowed us to work to joint objectives. For example, the Idling Action event could contribute to the school's STARS accreditation.

Idling action events were also hosted in the community in collaboration with hospitals and healthcare settings, community centres and local businesses to target other idling hotspots such as level crossings and high streets.

Typically, an Idling Action event began with a training session to train the volunteers how to safely talk to people about idling, and an overview of air quality issues in London. All adult volunteers who attended an event were:

- Provided with a volunteer pack;
- Required to sign a health & safety form before going out to volunteer; and

- Provided with project-branded hi-vis vests to wear whilst undertaking event activity.

The trained volunteers, council staff, and Idling Action project staff members, working in small groups of 2 – 5, then walked the streets surrounding the identified idling hotspot, interacting with drivers and pedestrians, to educate about vehicle idling. Observations were recorded about the numbers of idling vehicles encountered, drivers were asked to turn their engines off if idling, and asked to pledge to switch their engines off in future. Event materials were also handed out, to educate those encountered about the effects of idling vehicles.

For the safety of the volunteers, drivers who did not switch off when asked, or did not pledge to switch off in future, were not challenged. The drivers were asked why they were idling, which was recorded, and the volunteers would then move on.

4. School Case Studies

Sir John Heron Primary School

This was a fantastic event with a primary school in Newham. The project team began by delivering a workshop to the student council, where they learnt about air pollution and created posters to communicate what they had learnt and why drivers should not idle around their school. After lunch, a whole school assembly took place to introduce the project to all students and teachers, to talk about what the student council had done during the workshop that morning and why the school was taking part in an Idling Action event, which was to take place at the end of the school day.

Following this, representatives from the student body were invited to take part in an air-quality themed giant snakes and ladders game. At the end of the sessions, children had a clear idea about what creates pollution, why it's especially important for children not to breathe in too much pollution, and why they should make sure their parents don't idle their engines.

Teachers, parents, air quality champions recruited from the Council's public health programme, Council enforcement officers, and council staff joined us for a volunteer training session, following which they went out to the streets surrounding the school where parents and those visiting the busy

high street to shop, park and idle at school pick-up time. Our volunteers then put their learning from the training to good use when they spoke to drivers. The volunteers had a 100% success rate, with all idling drivers switching off when asked. This really gave the volunteers confidence to continue doing this in the future, which some taking materials so they could continue the idling action in the future, and some intending to return to volunteer at further Idling Action events.

Bethnal Primary School, Hackney

This event started with an assembly to the whole school up to year 5 – approximately 120 students. The Idling Action team gave the students and teachers an introduction to the project and why we were visiting the school that day. Discussing different sources of pollution and what can be done about it, the students suggested active travel as a way to reduce the production of pollution from vehicles bringing them to school, and said that they like to walk, cycle and skateboard to school. They also said that they have seen idling vehicles outside the school.

Following this, a two hour workshop was delivered to 20 students made up of the school's Eco group and the student council. The workshop began with an investigation into air quality around the school grounds. Using a portable particulate matter ($PM_{2.5}$) monitor, the group of students investigated whether the PM readings changed at different points around the school and why this might be – they tested the monitor in the playground by a road, and then in an internal garden area. Back in the classroom, the students learnt more about what air pollution is. They then finished by making anti-idling posters, to be turned into a banner for the school.

5. Fleet Training and Business Engagement

The launch of the fleet engagement campaign and programme took place in August 2020. The main aim of the fleet engagement programme was to ensure fleet and business drivers do not contribute to air pollution by unnecessarily 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. These fleet operators were asked to support the 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, a fleet-specific toolkit was provided, which contained anti-idling driver engagement resources including education and communications materials to spread the anti-idling message to drivers and employees, as well as to promote the pledge externally. The education materials included:

- 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 to support driver engagement

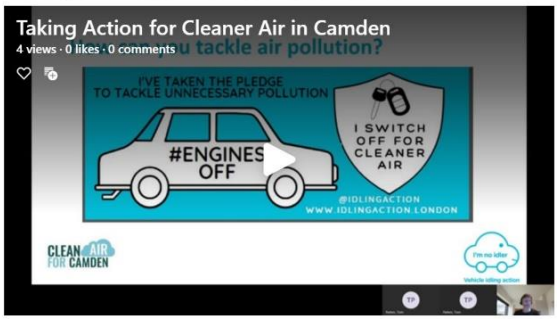
#EnginesOff Driver Education from Idling Action London

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.

The campaign, pledge and toolkit was launched 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. The launch was well received by trade publications, in particular Fleet News, and achieved an estimated weekly reach of 215,476.

Taking action for cleaner air in Camden



Efforts were focused on engaging the internal fleets and contractors of the participating local authorities. As part of local authority engagement, we also wanted to educate council employees 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. Local Authorities were therefore offered staff air quality webinars (e.g. a lunchtime learning session) which provided 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.

During year three of the project a new partnership with The British Safety Council highlighted specifically the health impacts of idling and air pollution on drivers and outdoor workers and was announced as a means to re-promoted the engagement campaign throughout August 2021. This culminated in a business focused webinar which took place on 1st September 2021. In addition we partnered with FleetNews on the campaign to ensure we achieved new press engagement and to specifically target the fleet audience.

Overall, the campaign was well received by trade publications and achieved an estimated weekly reach of 652,426.

During the project, pledges were taken from key contractors of London local authorities including Veolia, Serco, Marston Holdings (which includes NSL), JTR Collections, IdVerde and Glendale. In addition, Mace Group, Addison Lee, Cadent Gas, Eversheds Sutherland, the Twelve Trees Park construction development in Newham, and UCL pledged.

In addition training sessions were ran with a national fleet operator, SOCOTEC, who used the toolkit and resources to run their own campaign.

6. Engine Off Every Stop Advertising Campaign

Background and campaign creation

Year 2 saw the creation and delivery of our 'Engine Off Every Stop' (EOES) advertising campaign in partnership with the Greater London Authority (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, petrol pumps, bus shelters and on backs of buses close to the '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 first round of the campaign launched in 2021 with a four week burst 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.

Idling Action's Engine Off Every Stop Webinar

A launch webinar was held on February 23rd with 165 sign-ups from all boroughs. The launch 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 and has had 200 views.

A second burst of the Engine Off Every Stop out of home and digital advertising campaign took place during November 2021. As well as featuring the ads on billboards and petrol pumps, this burst also utilised bus shelter and back of bus ad spaces.

Out-of-home reach - Feb 2021 burst

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). 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. The hero site's Central London location boosted the profile of the campaign and gave a sense of ubiquity.

901 ad slots were achieved for the 30 second radio ad, spread between Heart, LBC, LBC News, Radio X and Smooth stations, with an estimated reach for radio of 3,266,546 (among Adults 15+ with one of more cars).

In addition to the billboards and radio ads, petrol pumps advertising spaces were utilised in order to target drivers directly. With a relatively small budget advertising at 15 forecourts was secured split evenly across London and estimate an additional reach of 18,461 drivers. The adapted design for these adverts has been shared with local authority partners and will provide a great, low-cost, ad hoc option

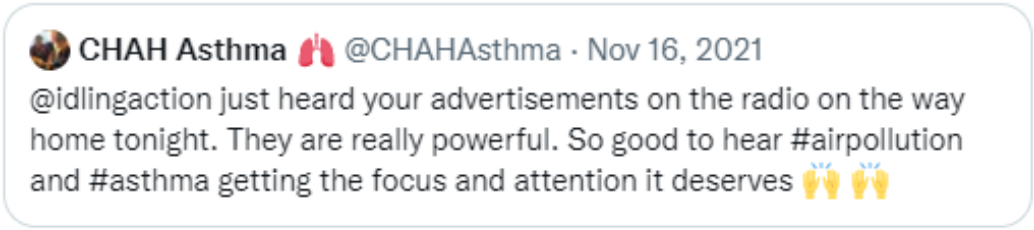
for future targeted messaging.

Out-of-home reach November 2021 burst

The campaign images were displayed on 30 large roadside billboards, 55 bus shelter ad spaces, and 171 bus rear ad spaces for the period of 1st to 30th November. Bus shelter sites were picked due to their proximity to sites of idling hotspots (primary schools), and bus routes were picked that allowed reach throughout the participating boroughs. These out of home sites had an estimated reach of 18,365,472. Some bus rears were displayed for longer due to 'overshow' (no replacement ads as COVID decreased demand).

In addition, petrol pumps were utilised again, this time targeting specifically diesel pump users who were most likely business or fleet drivers. This saw a total of 362,500 users over the 4 weeks.

468 slots for our 30 second radio ad were achieved, spread across 2 weeks on Kiss, LBC, Radio X and Magic stations, and with estimated reach figures standing at 17.7 million.

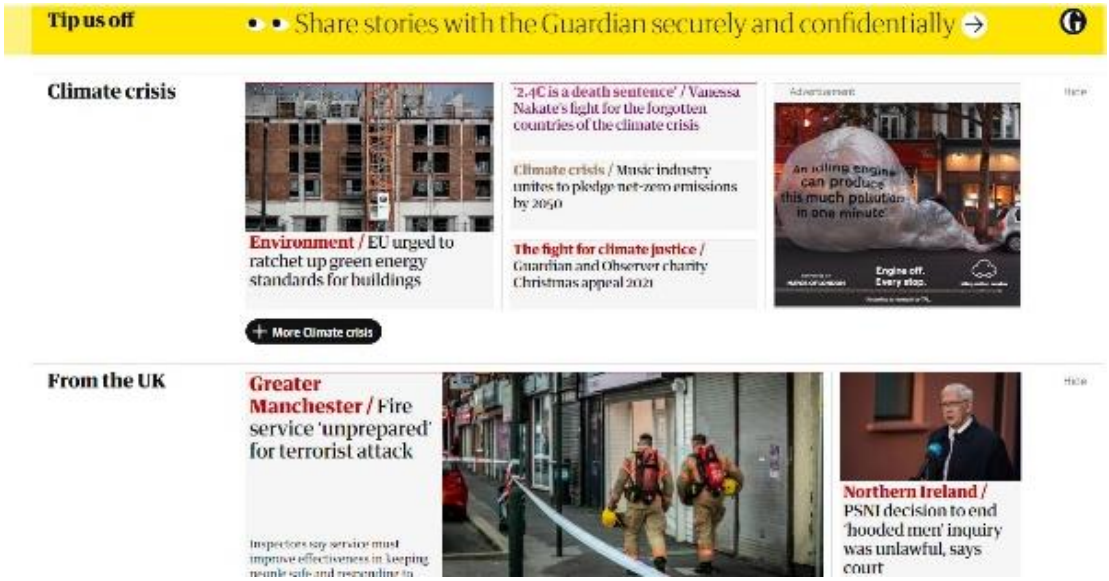


Social Media and Digital reach

The online campaign was very successful over the advertising periods. For example, during the Feb 2021 ad campaign the online project accounts received 454,418 impressions. Twitter, Facebook and LinkedIn were used to frequently post the ad assets, allowing an organic. 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.

For the second burst in November 2021, the focus was on sharing the adverts on popular sites through the purchase of Google Ad spaces. This was incredibly effective. Due to the strength of the ads, with minimal spend, a click-through rate (where people interacted with the ads and clicked through to our website) of 26,091 was achieved.



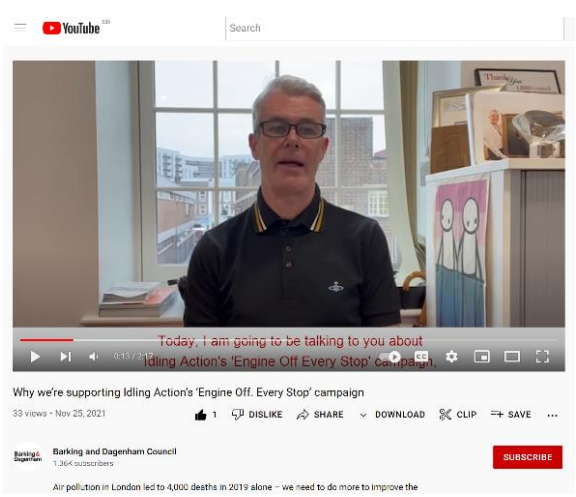
Sharing with local authorities

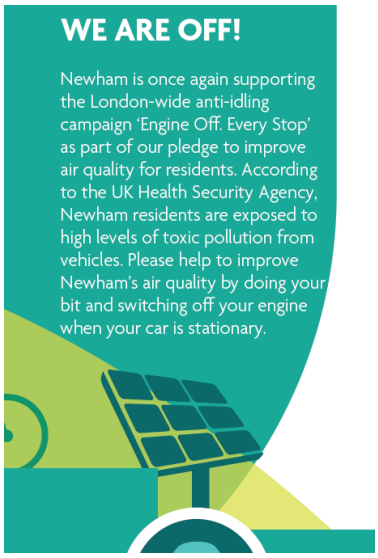
The local authority partners were crucial in boosting the campaign's reach and engagement at a local level by sharing the ads and creating content through their owned media channels.

An Ad Campaign Comms Pack for Boroughs was shared which contained the artwork and assets in various formats, suggested social media posts and messages, and suggested press release / information for articles. Flexibility on how the campaign could be covered allowed the messaging to remain sensitive to the varied contexts in different boroughs and helped coordinate collective action. Giving boroughs ownership of the resources was also significant in encouraging uptake.

For example, Islington Council ran twitter posts over the course of November 2021, amounting to a reach of 131,733. Newham included the campaign in their Newham magazine which is delivered to

most households. Richmond embedded the campaign video on their council website and Barking and Dagenham shared a video of their deputy leader explaining why the Council were supporting the campaign.





Reception and press

Engine Off Every Stop (EOES) had national paper mentions in the Daily Express, Evening Standard, Bloomberg, Sunday Times and Sunday Times Driving magazine. Local press included articles in City AM, City Matters, the Islington Tribune and specialist coverage included Air Quality News and Fleet News (which was valuable in facilitating business engagement with Engines Off).

The total weekly readership of the publications featuring EOES press is 37,427,447. Though in a press format the campaign messaging is not reaching drivers at the 'moment of' idling, these articles boosted awareness and recognition.

TRL research

In preparing the campaign new research was produced and the findings incorporated into project messaging, in particular the representation of the volume of exhaust created by an idling incident ("1 minute of idling creates this much pollution"). Transport Research Laboratory (TRL) was commissioned to undertake an emissions study based on portable emissions measurement system (PEMS) data. The report summary is 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.

Idling Action Research – Review of Emissions Data

7. Research Project

During Year 3 a further piece of research was undertaken by Cool World Consulting investigating the impact of messaging on idling behaviour change to inform the use of future messaging and tactics employed in anti-idling campaigns. The research project consisted of:

- Reviewing the first 4 phases of the Idling Action campaign: analysing the idling event data, and surveying volunteers about their approaches, tactics and messaging.
- Conducting surveys with drivers, to understand what messages and tactics are most likely to have an impact. This involved surveying:
    - the RAC's driver panel (7,500 members);
    - face-to-face with drivers in London (100+ surveys)
    - an online driver survey (nearly 300 respondents).
- Evaluating and analysing the findings, and producing a set of recommendations for how the Idling Action programme can improve its effectiveness.

The research concluded that:

- Messages about how idling can waste fuel and money; and harder-hitting health messages were amongst the most effective
- A range of tactics are needed to engage drivers including advertising campaigns; banners and

signage; media coverage; driver engagement events utilising volunteers

- Advertising campaigns and media coverage should focus on tackling the most common reasons for idling – waiting to pick someone up; heating and cooling the vehicle; habit.
- Campaigns need to bust the common misconceptions around idling including:
    - the need to leave the engine on when parked to run the heating and cooling
    - switching off and on again will wear out the engine.
- Further research into the impact of stop-start technology is needed
- Campaigns should target fleet driver organisations
- Best practice, resources and research should be shared between those undertaking anti-idling work

The study was published on the Idling Action website for Clean Air Day 2022 (16th June 2022) and covered by the RAC in an online article.

8. Other Activities

Throughout the course of the project, project officers and borough officers took part in a variety of online and in-person events and webinars to promote the project and its offerings, as well as to share learnings.

A key success was NHS London pledging their support to our campaign for Clean Air Day 2021. A bespoke comms toolkit was created utilising the project's ad campaign and fleet resources and shared with London's hospital trusts for their use.

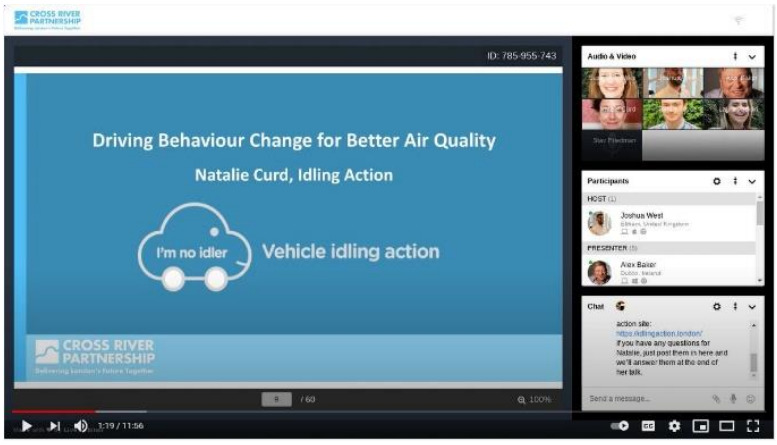
Summary of community webinars and events

- 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 featured 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 2020)
    - Lambeth Clean Air Day community webinar: We introduced the project work to residents and highlighted opportunities to get involved.
    - 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.

- We trialled 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.

- Impact Hub King's Cross Environmental Talk: How Our Actions Can Alleviate Air Pollution, 22nd April 2021, targeted individuals and businesses with a summary of what the project is doing to clean London's air. A toolkit created after the event and shared with attendees featuring the project resources.
- Clean Air Day activities (16th June 2021) focused on healthcare settings:
  - Camden Council delivered an Idling Action event and volunteer training with Great Ormond Street Hospital staff
  - Southwark Council delivered driver training and an Idling Action event with Guys and St Thomas' Hospital
  - Newham Council worked with volunteers to share anti-idling info around the borough at 5 locations including Newham Hospital
  - Royal Borough of Kensington and Chelsea ran an idling engagement event at Chelsea and Westminster Hospital
  - Hammersmith and Fulham Council ran a driver engagement event at Charing Cross Hospital
  - Lambeth Council ran driver engagement workshops with NHS and contractor ambulance drivers
  - City of London Corporation ran an air quality information stall at Barts Hospital



9. Fleet and Communications Case studies

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

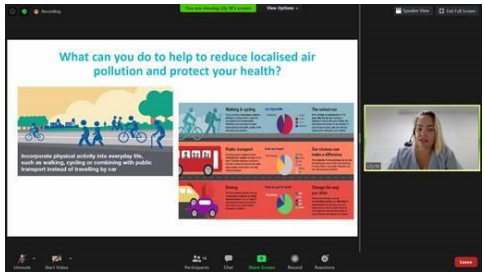
School engagement through the pandemic

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. These resources have so far been downloaded 198 times.

In addition, Newham produced 50 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 which 40 employees attended. 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. 46 have watched via the online platform so far.

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. Anti-idling banners have been displayed in Newham's depots to support the message, and informative flyers inserted in the fleet vehicles.

The refuse team also purchased new software that monitors and records driver behaviour such as speed, braking, monitoring emissions, fuel consumption from idling, and carbon footprint per vehicle. The software produces a risk score – green, amber and red based on the driver's behaviour. That way, drivers that might require extra training can be easily identified, and appropriate actions are taken. The new software is scheduled to be installed in all vehicles by the end

of 2022.

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 printed by Newham's team. 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. The newsletter was sent to over 9,000 businesses, and around 5,000 businesses opened the email.

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 200 posters to GP surgeries, health centres, hospitals, schools, and public libraries and produced street posters for 22 advertising 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.

Thirty-five banners and 170 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. This will be recommended as an action for all other project partners to take.

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.

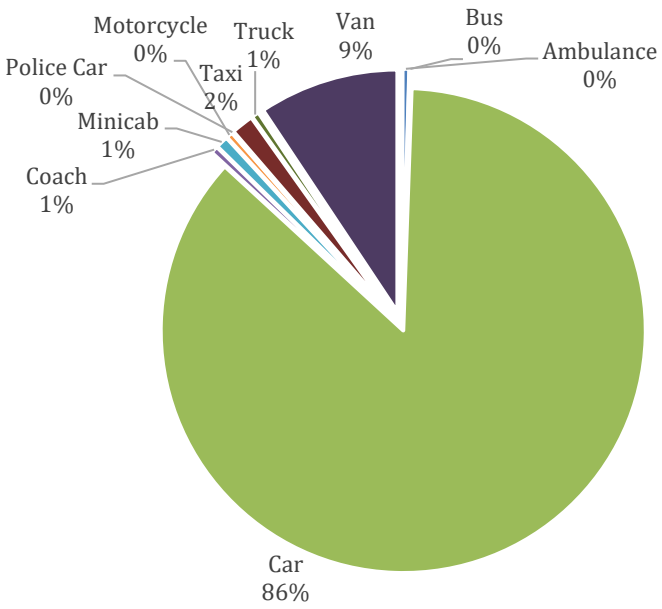
10. Idling Action Event - Impact Evaluation

Idling interactions analysis

The following tables and charts give an overview of activity at all Idling Action events between October 2019 and March 2022

Vehicles (idling and non-idling) interacted with at Idling Action events

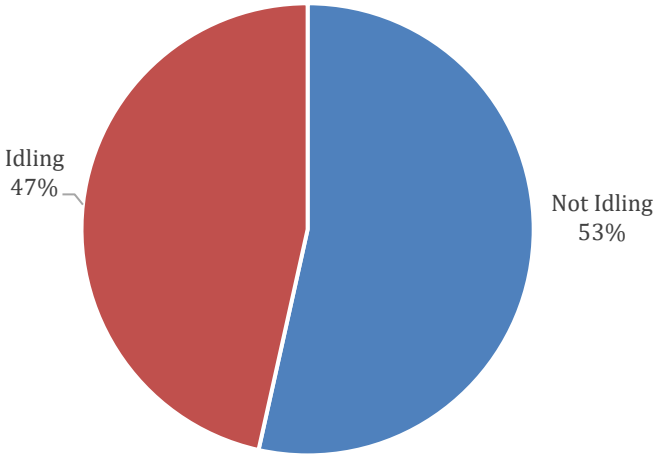
	Total	Idling
Ambulance	8	6
Bus	2	0
Car	1,560	691
Coach	9	7
Minicab	15	10
Motorcycle	8	3
Police Car	1	1
Taxi	27	13
Truck / Lorry	9	7
Van	169	103
Total	**1808**	**841**



Proportion of drivers idling versus not idling

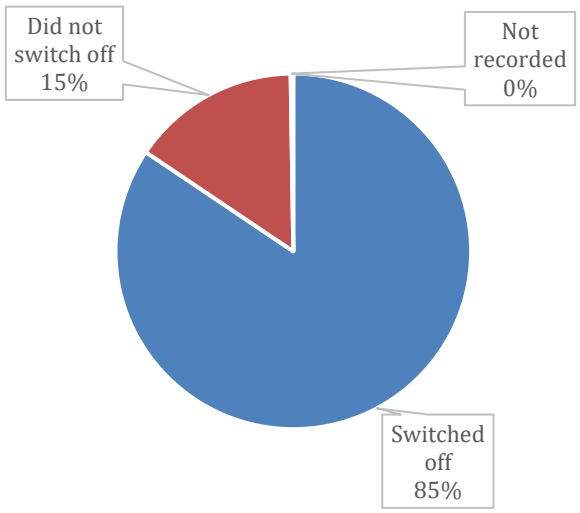
At Idling Action events we encourage volunteers to engage with idling and non-idling drivers alike. In the case of the latter, we thank the driver for not idling and give them a leaflet. The engagements broke down as follows:

	Vehicles
Idling	841
Not idling	967
Total	**1,808**



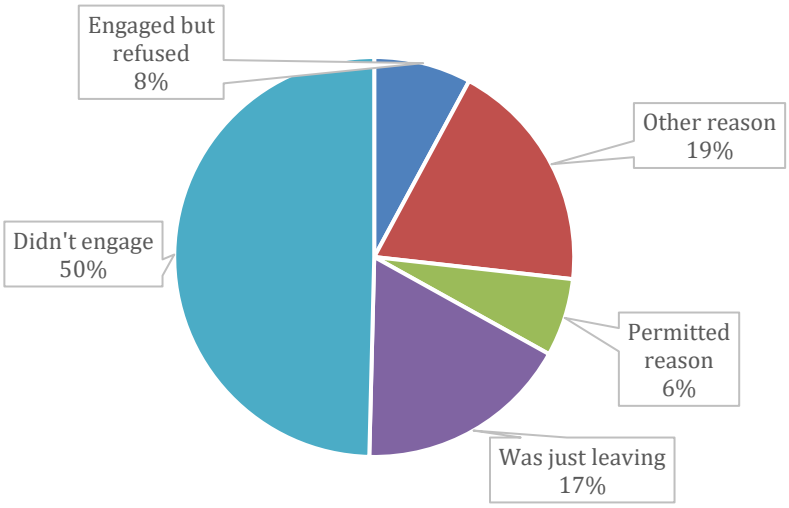
Of the idling drivers, the response to the engagement was:

	Vehicles
Switched off	710
Did not switch off	129
Not recorded	2
Total	**841**



Of the idling drivers who did not switch off, the reasons given for not switching off were as follows:

Engaged but refused	10
Other reason	24
Permitted reason	8
Was just leaving	22
Didn't engage	63
Total	**127**



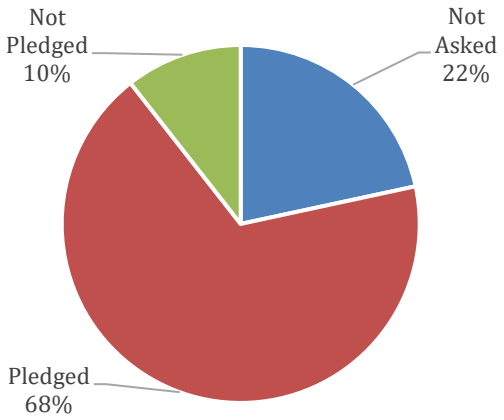
Permitted reasons included elderly/disabled driver, machinery on vehicle, emergency service vehicle, and taxi on rank. Other reasons included having a fault with the vehicle, charging battery and excuses such as using their heating, listening to the radio.

The number of drivers who either refused to switch off or gave a non-permitted reason for not switching off was 34, which represents 4% of the total number of idling vehicles. 7% of total idling vehicles were not engaged due to being on the phone, driving away before being asked, being ignored, or it being unsafe to approach the vehicle.

Pledging

All those interacted with were asked to pledge to remember to switch off their engine whenever they park in the future.

Not asked	391
Pledged	1,226
Did not pledge	191
Total	**1,808**



Of those asked, 87% pledged.

11. Toolkits and Resources

During the project a variety of toolkits were produced and made available for download from the website and will continue to be available as part of the project legacy. Highlights included:

- 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 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.

12. Legacy

- All boroughs have committed to continuing action against idling therefore the project will set up a legacy group to ensure continued coordinated action and knowledge-sharing after the project funding has finished
- The project website has been refreshed and will exist as a hub with the project's information and resources, and will act as a source of information and resources for local authorities, businesses and community groups looking to act on idling