



Vehicle idling action

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Vehicle Idling Action – Final Report



Vehicle Idling Partnership, May 2017

A report by the Idling Action Partnership – Cool World Consulting, eco action games, Green Gumption and Project Dirt



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1. Introduction & Context

The City of London Corporation pioneered Vehicle Idling Action Days in 2015, and in July/August 2016 the Mayor of London's air quality funded Vehicle Idling Action Campaign started with 11 other local authorities. The following London local authorities took part:

- City of London Corporation
- London Borough of Camden
- London Borough of Islington
- London Borough of Tower Hamlets
- London Borough of Southwark
- London Borough of Lambeth
- Royal Borough of Kensington and Chelsea
- London Borough of Hammersmith and Fulham
- London Borough of Enfield
- London Borough of Harrow
- City of Westminster
- London Borough of Wandsworth

In July/August 2016 the Mayor of London's air quality funded Vehicle Idling Action Campaign kicked off. The project timescale was approximately nine months, commencing July/August 2016 and running through to March/April 2017. The Idling Action partnership, a team of environmental professionals from the four constituent organisations (Cool World Consulting, eco action games, Green Gumption and Project Dirt) was chosen through a tender process to develop and manage the campaign and to assist the councils in their idling action activities over the project period.

There were nine main tasks to this project:

- Develop branding, messaging and collateral resources for the project.
- Develop the PR, publicity & SM strategies.
- Help to organise the volunteer recruitment in the boroughs.
- Develop a data capture tool and evaluation plan for deployment.
- Produce the information collateral & distribute to all boroughs.
- Train council staff, TfL officers and community volunteers at two training sessions in each borough.
- Assist in choosing locations in the borough, help to timetable Action Day events and organise the project team attendance for each event.
- Help to deliver 6 Vehicle Idling Action events for each local authority - one per month for the project duration; and
- Gather and analyse the event data, summarise cumulative findings back to the individual boroughs and produce a combined evaluation report at the end of the project.

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

Why this project, and why now?

Air pollution is a major environmental risk to health¹, and it has been receiving increasing media coverage and public concern over the last year. Research by King's College London estimated it contributes to around 9,500 early deaths a year in London², and it has been proven to cause illnesses ranging in severity from eczema and itchy eyes, through to cancer and lung disease. What is less well-known amongst the general public is that air pollution is a particular concern for child health, as air pollution can stunt lung growth and affect lung capacity. The intrauterine, perinatal and early childhood periods – while lungs are developing – are very vulnerable times, and during these periods the lungs are susceptible to pollutants³. Research conducted through a major study – the EXHALE project by King's College London – found that the lung capacity of 8- and 9-year-olds in Tower Hamlets is 5% lower than the national average⁴.

We believe that concentrating a proportion of our efforts in this campaign on areas where children are coming into contact with air pollution has been time well spent.

Idling

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

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

The traffic regulations

The law says it is an offence to idle your engine unnecessarily when stationary. The Road Traffic (Vehicle Emissions) (Fixed Penalty) (England) Regulations 2002⁵ give local authorities the power to issue fixed penalty notices to vehicle owners who do not switch off their engines when asked to do so. Some (but not all) of the local authorities involved in this project enforce the regulations.

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

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

³ WHO 2015. What are the effects of air pollution on children's health and development? Available from: <http://www.euro.who.int/en/data-and-evidence/evidence-informed-policy-making/publications/hen-summaries-of-network-members-reports/what-are-the-effects-of-air-pollution-on-childrens-health-and-development>

⁴ <http://news.bbc.co.uk/1/hi/sci/tech/8092182.stm>

⁵ Find out more at: <http://www.legislation.gov.uk/uksi/2002/1808/contents/made>

2. Campaign Planning

Branding & collateral

The first task was to create a cohesive, consistent, overarching brand identity for the campaign as a whole - a London-wide brand that would be used uniformly by all councils involved in the campaign. This was important as, although individual boroughs have engaged in individual idling action day events in the past, they used their own council-led branding and identity, and so there was no consistent brand, and hence no opportunity to develop brand awareness and recognition for the idea of idling action generally across the capital.

The name of the campaign was debated and the 'Vehicle Idling Action' campaign was chosen as the preferred option. The term 'Vehicle' as opposed to 'Engine' was chosen as the term 'Engine' can have a wider meaning, whereas the term 'Vehicle' is more directly linked with the campaign messaging.

The brand identity chosen was the central idea of the bubble or cloud car. This was chosen because of the flexibility of the design. For example the basic shape of the car itself also lends itself to being a cloud, an exhaust emission and/or a speech bubble where needed. Elements of the branding are shown below:



Figure 1: The main branding elements, versions with the project title, and the call to action, in two positions

We also created a range of posters, with differing taglines and calls to action, for use on the campaign. The individual councils were free to choose all or any of the designs, but as they all had consistent imagery and similar messages and calls to action, the consistency of brand was retained. There was space for each council to add their own council logo and one of the designs was created to act as an advertisement for each of the upcoming idling action day events.



Figure 2: The range of posters developed for use on the campaign


The other main piece of advertising collateral was the window sticker, designed for both cars and shop windows. As with the poster designs, we developed four different, but complementary, designs for people to choose from. They were produced in a self-cling plasticised material that is easily removable and does not leave any adhesive residue on the glass.



Figure 3: The self-cling window stickers in four design-ways

Our main piece of educational collateral was the A5 leaflet that was created to be handed out to the public on the event days. The leaflet served four main purposes. It:

1. Introduced the campaign and what it was set up to achieve;
2. Explained the fundamentals of the air quality issues and sources of air pollution in London;
3. Acted as a myth-buster for the excuses for idling whilst stationary; and
4. Provided tips on how you can reduce your exposure to air pollution - something that is useful to both drivers and pedestrians.



Idling: the myths and the truth
Idling is 'fuelish' for all sorts of reasons, yet many of us still do it. So our myth-buster is here to give you the truth.
Starting and stopping my engine frequently will cause more pollution than just letting it run.
Actually, turning off an engine and then restarting after a minute will cause less pollution than letting it run and also uses less fuel.
But I need to keep my battery fully charged, so I have to keep the engine running!
Modern car batteries need less engine running time to stay charged.
If it's cold outside I need to keep my engine running for it to stay warm.
Your engine will stay warm for 30-60 minutes after switching the engine off.
If I'm parked on a yellow line, keeping my engine running means I won't get a fine.
Traffic wardens can fine you if you are parked somewhere you shouldn't be, whether your engine is running or not.
But surely it's better to idle because stopping and starting will wear out the engine?
This is no longer a problem with modern engines.
But, but, but.....
No ifs, No buts, No idling!

How can I help to clean up London's air?
There are many ways you can help. You can:
- Switch off your engine when stationary.
- Avoid making short trips by car.
- Whenever possible, walk, cycle or even scoot.

Volunteer
We are establishing a team of volunteers to become Clean Air Champions. Twelve London boroughs are taking part in this project and will be coordinating action events once a month at idling hotspots. Teams of volunteers - concerned citizens, local business employees and project staff - will be taking part in the events and helping with the education of motorists and pedestrians alike.
If you would like to become a volunteer in your borough, please sign up:
Visit: idlingaction.london/volunteers

For more information:
Visit: idlingaction.london
Twitter: [@idlingaction](https://twitter.com/idlingaction)
Tweet: [#NoIdling](https://twitter.com/idlingaction)

There are 12 London boroughs taking part in this project: Camden, City of London Corp, Enfield, Hammersmith & Fulham, Harrow, Islington, Kensington & Chelsea, Lambeth, Southwark, Tower Hamlets, Wandsworth and Westminster.

Switch off your engine for cleaner air

Air pollution in London
Poor air quality is a major concern for Londoners. Our air contains high levels of pollution, including gases such as nitrogen oxides and particles known as 'particulate matter', which are harmful to human health.
Traffic is one of the major causes of pollution in London. Some journeys cannot be helped, but idling - leaving your engine running while stationary - creates pollution and is usually unnecessary.
So putting a stop to idling is a simple way we can all help to clean up the air that we breathe.

How does pollution affect your health?
Pollution can have a serious impact on your health. There are nearly 10,000 deaths every year in the capital as a result of our poor air quality. What's more, children's growing lungs are particularly vulnerable to air pollution, and it's thought that pollution could be responsible for between 15-30% of new cases of childhood asthma.
How can I reduce the impact pollution has on me?
Research has shown you breathe in less pollution when walking or cycling compared to travelling in a car. You can further reduce your exposure to air pollution when walking or cycling by:
- Choosing routes without too much traffic.
- Planning a low pollution route using the walkit.com website, CityAir App or cityairapp.com.
- Signing up to the AirTEXT (airtext.info) service which will send you an alert when pollution levels are high.

Figure 4: Leaflet artwork

Idling eco action Snakes & Ladders educational game

An innovative aspect of this project was the adaption of an existing eco educational game created by eco action games - snakes and ladders - which would be on the topic of idling and air quality.

Two versions of the game were produced - a giant, interactive 'pop-up' game for use on the action day events, as well as a table-top sized version which could be given away to the motorists and pedestrians that are spoken to during the idling action events.

Each game provides the opportunity to get 20+ educational messages across, using the game mechanic of ladders = good action and snakes = bad habit, so we can get simple messages across to the players while they are immersed in playing the game.

The small version of the game also has the added advantage of being a piece of educational material that is more likely to be kept and played/read multiple times, and this has more longevity than a typical leaflet

which is probably placed in the recycling bin after just one read.

Each council received one giant 2.4 x2.4 metre outdoor snakes & ladders board with their logo added if required, plus an initial production run of 500 table-top sized boards each for distribution at events.

The giant game in action, and the mini game artwork, are shown below.



Figure 5: The giant game in action

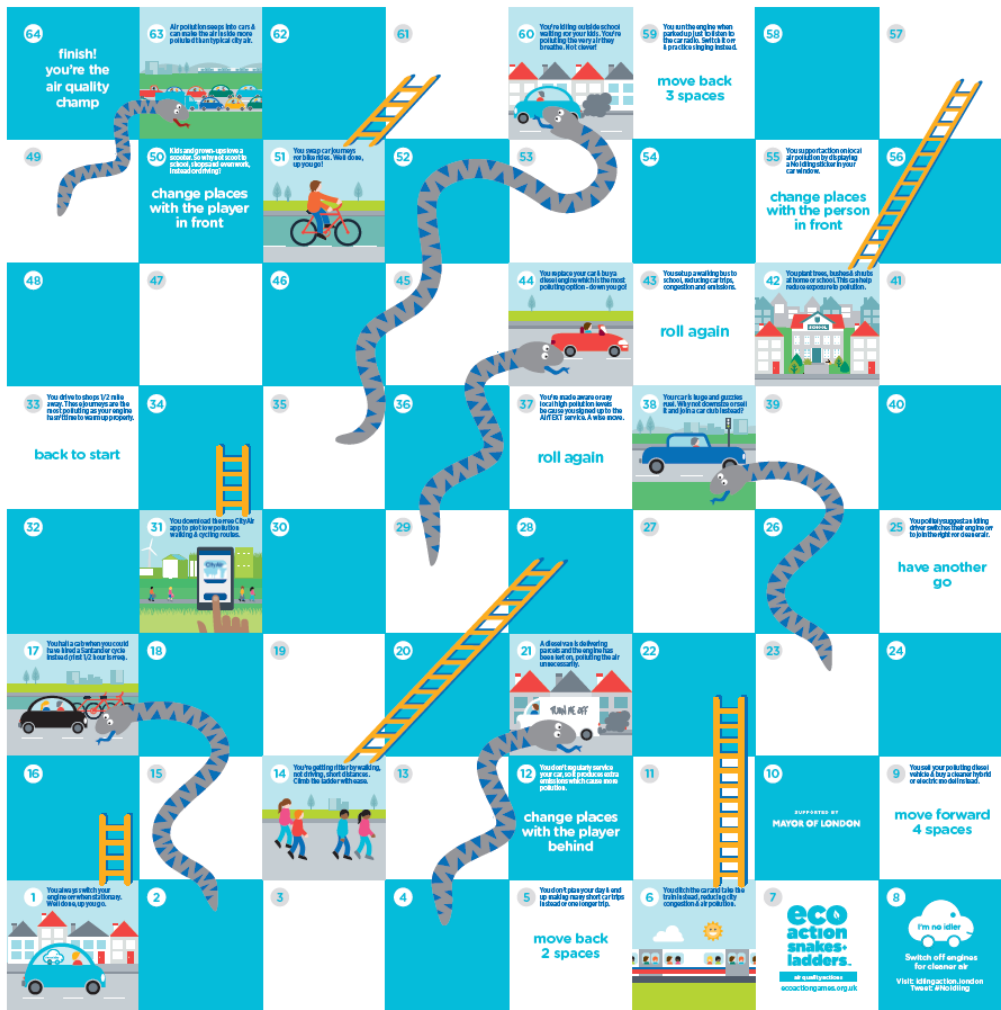


Figure 6: The artwork for the table top version of the game

Volunteer Recruitment

To provide expertise with the volunteer recruitment, the team drew on project partner Project Dirt’s community network. With almost 1,500 community projects across London and the ability to reach community-minded and environmentally-conscious individuals from across London by borough, it was felt that this would be a good starting point to reach out, and supplement this with direct targeting of key partners and actors within the boroughs.

The recruitment strategy focused on the following areas:

Project Dirt network

- Direct, borough-specific emails were sent to the Project Dirt online community based in each of the 12 boroughs.
- The campaign was promoted to all Project Dirt members via community newsletters.
- Project Dirt’s social media channels were also used – Twitter and Facebook.
- Volunteering opportunities were established online for each of the boroughs.
- Contact was made (by phone and email) with projects and community groups hosted on the Project Dirt site.

Business Improvement Districts (BIDs)

Relevant BIDs were identified, primarily via the Cross River Partnership (CRP), which covers 7 of the 12 boroughs, but also through attending networking events. One of the members of the Project Dirt team visited the CRP and delivered a presentation to many of the BIDs at a meeting. Communications to the BIDs focused both on internal volunteer recruitment (staff) and requests for campaign promotion via their channels for external volunteer recruitment.

Corporate support

A range of relevant companies in the boroughs were contacted at networking events and by email /phone, offering the opportunity to support the campaign at a range of levels:

- Publically support the campaign
- Advertise the project in stores/offices/fleet
- Supply volunteers to the project

Environmental Groups/Similar Campaigns

Groups and campaigns were contacted who are already engaged in topics around air quality, public health, and/or the environment. Although this idling campaign has aims and objectives that are in line with many other environmental groups and charities, some organisations, such as Friends of the Earth for example, seemed reluctant to promote the campaign. We believe this is because they have their own air quality campaigns and wanted their followers and supporters to support their campaigns instead.

Universities and Colleges

Universities and colleges were contacted across 6 of the 12 boroughs, making contact with student union representatives and student environmental groups. The volunteering opportunity was advertised on student-specific volunteering sites and groups. Although there was initial interest from students, this did not follow through into actual participation in the majority of cases.

Local Authorities

Local authorities were provided with draft emails to send out to promote the campaign both internally (across the local authority) and externally (libraries, schools, residential groups). The project team attended borough-wide volunteering meetings and air quality events (such as LEN and ZEN) to encourage people to sign up to volunteer or to encourage businesses to get involved.

Parent Groups/Community Groups and Organisations

Using the popular platforms mumsnet.com and Facebook, we contacted parent groups from across the 12 boroughs and posted messages on their message boards. We also contacted borough-specific community groups and enterprises such as Love Your Doorstep in Enfield, and various city farms.

Other Communications Channels

Volunteering platforms such as Time Credits and Team London were also used (GLA's volunteering platform) to promote the training and action events.

Volunteer Engagement/Retention

Once volunteers had registered initial interest, action event invitations were sent out to volunteers at least one week before the event was due to take place. Further reminders were sent via email and Twitter three days before each event. All events were posted on the events page of the idling action website as soon as they had been confirmed.

Each action event was followed up with a thank you email, which included statistics and photos, to keep volunteers engaged and interested in the campaign and make them feel valued. Halfway through the campaign a newsletter style update was sent out to all volunteers to inform them of the successes of the campaign so far. Regular Twitter updates were also sent out with upcoming events to keep a consistent social media presence throughout the campaign, with both existing and new followers. Additionally, volunteers were offered the opportunity to receive a certificate of participation if they could attend one training session and two action events. It was felt this might appeal to student volunteers in particular.

Mid-March, everyone who had expressed an interest in volunteering was sent a volunteer questionnaire. We received 34 responses (to date) and the findings are contained throughout this report and in the Appendix 1.

From the responses we can report: 46% had heard about the campaign via the local authority. This was followed by direct emailing by Project Dirt with 12%, universities/colleges with 7%, Twitter with 5%, TfL 4%, civic society groups 4%, workplace 3%, residents groups 3%, word of mouth 2%, the media 2% and other channels 12%. A total of 282 volunteer sign-ups were recorded through the Project Dirt database.

Volunteer categories

Local Residents

The local residents who have been involved in the project are, in the majority of cases, extremely passionate about air quality issues in general and vehicle idling in particular. For the most part, these individuals have already taken it upon themselves to engage with idling vehicle drivers on a day-to-day basis as they travel around their neighbourhoods. They are also often very engaged with their local councillors and local authority, pushing for action on idling to take place, and were largely pleased to see this project taking place.

Some boroughs had a good core group of local residents (e.g. City, Kensington & Chelsea and Westminster). These boroughs tended to be the ones that had many events in the same / similar locations, and therefore had residents who were interested in attending more than one event as the event was very local to them.

While local residents are very committed to the cause, according to volunteers who responded to our survey (full details in Appendix 1) many were at work during the day. The daytime nature of these events does reduce the pool of potential volunteers considerably. Our small pool of regular resident volunteers tended to be retired or people with flexible working.



Fig 7: Project volunteers at the City Hall launch (left) and City of London launch event (right)

Local authority volunteers

Local authority involvement varied borough by borough, ranging from having just one representative from the borough, to boroughs where the idling campaign is being promoted at cabinet level and where entire teams have been trained and told that they must attend at least one of the events.



Fig 8: Training parking team at Westminster and Enforcement team managers at Islington

Corporate Volunteers

Transport for London (TfL) provided a reliable stream of Road and Transport Enforcement Officers to the majority of the action events across most boroughs, and many also attended training. The project team and participating local authorities are very grateful to TfL for supporting the project in this way. The Enforcement Officers were generally very effective and made a useful contribution to the results of the project. Some organisations collaborated well and corporate volunteers attended events from the Wellcome Trust, and an event in April with employees from Arup in Fitzrovia. Arup employees have also attended previous events.

On a couple of occasions, large numbers of corporate volunteers were promised, but on the day they all pulled out. These tended to be events where volunteers were going to have to travel to get to an event. In our experience, corporate volunteers are more likely to attend if they event starts off at their workplace.

Environmental Groups/Similar Campaigns

Living Streets attended all of City of London Corporation's action events and training sessions as part of their working hours agreement with the local authority. A prominent member of the Green Party attended one training session and promoted the campaign to her twitter followers and email contacts. Attending events such as the Lower Emissions Neighbourhood launch, in the City of London, increased volunteer interest and sign-ups. These platforms further promote the campaign and increase awareness around the topic and volunteer engagement.

Parents

At some school events, parents came out onto the streets and started engaging drivers in the vicinity of their children's school. Parents are able to convey a particularly strong message about air quality to drivers and their involvement at school focused Idling Action events should be encouraged as much as possible.

Local Councillors

At some events we were lucky enough to have local councillors spare the time and show their support. In Camden, Islington, Lambeth, Southwark, Wandsworth and Westminster, councillors attended events and went out onto the streets and engaged with idling drivers. Having local councillors involved is important as they regularly communicate with the most engaged constituents so can help promote the events to their networks.



Fig 9: Cllr Webbe at the Islington event with two community volunteers

Volunteer Training

Training sessions were held in each local authority to train up volunteers to become Clean Air Champions. The training session consisted of a PowerPoint presentation which covered: idling and air pollution, and

how air pollution affects health; how to talk to drivers and encourage them to switch off a short amount of time; and health and safety guidance. The second part of the training session involved a role play session where volunteers could practice convincing drivers to switch off. And at some events, the giant snakes and ladders game was rolled out to provide the volunteers with an opportunity to learn about good and bad air quality actions while having fun, and also to learn how we facilitate the game at events. The training stats to date are shown in the table below:

Number of training events	21
Total number of attendees at those events	195
Average number of attendees / event	9
Number of views of the online training video	137



Fig 10: Training over 20 members of Westminster Council’s parking team

An online training video and quiz⁶ were produced to enable potential volunteers who signed up for an event - but weren’t able to attend a training session beforehand - to attend the event. After watching the video, they complete the quiz to verify they have learned the essentials. All volunteers - whether they had attended a training session or watched the online training - had to sign a health and safety form and attend the pre-event briefing before they could go out and volunteer.

4. Campaign Delivery

Action Events

Each action event followed a similar format where possible, although weather conditions and the

⁶ <http://idlingaction.london/vtraining>

location/space chosen for the events sometimes precluded the ability to have a central stand and/or the giant snakes & ladders game to attract passers-by.

- Each event typically ran for a duration of 2 hours - at different times during the day depending on location.
- Some events had a central location where a stand was set up displaying the posters, banners and collateral for the campaign.
- Where there was space and permission, the giant (2.4 x 2.4 metre) snakes & ladders game was laid in the ground near the stand to attract the interest of passers-by and to provide photo opportunities.
- Volunteers, council staff and TfL officers met at a prearranged time and were given a briefing by the project team member in attendance. New volunteers were partnered with project team members or council staff for their first event.
- Pairs of participants then went out to pre-planned neighbouring areas to talk to motorists and pedestrians about idling and to give out the collateral .
- After about 1.5 - 2 hours everyone returns to the central location for a debrief.

Most boroughs cover a large geographical area, and generally events were spread across the boroughs over the six months, so for a number of boroughs they did not visit the same area twice.

Findings

A range of event locations and times were trialled and some highlights include:

- School pick-up events such as the Laycock/Chisenhale/St Marys/Griffin Primary school events, where there was an interactive session with pupils from the school during the school day, good levels of engagement with pupils and parents/ carers after school, and interactions with idling drivers outside the school.
- Several events at hospitals on NHS Sustainability Day in March, including Great Ormond St Hospital St Bartholomew's Hospital and the Royal London.
- Markets, such as Spitalfields, Borough and Chrisp Street where the interactions were with pedestrian shoppers as well as with motorists on the neighbouring streets

Levels of idling varied greatly event to event. Looking at the data for each individual borough (in the separate individual local authority reports), it is possible to see which locations and times of day are most common idling locations and times. This information is included in the individual local authority reports, but in general, high levels of idlers were found:

- At school pick-up time (3-4pm) outside schools;
- In the early morning (8am-10am) in areas where there are lots of delivery vehicles; and
- To a lesser extent, lunchtime when many drivers were observed eating lunch while they idle their engines.

School events

Primary school events were especially successful for a number of reasons:

- The events were at school pick-up time when there tend to be high levels of drivers idling while waiting to pick up their children.
- We were able to spread the message more widely through the school by supplying the school with a powerpoint about the campaign which was delivered to pupils on the day of the event.
- We were able to engage with parents and children after the school day by inviting them to play the giant snakes and ladders game which was usually set up in the school playground where the children are picked up.
- Many parents who walk to pick up their children commented that they were happy that the event was happening because they are very concerned about vehicle idling outside the school gates.

Business engagement

Engagement with several businesses was initially high. Early wins in securing big corporates with an interest in this area, for example Addison Lee, Virgin Money, Carillion, Salesforce was encouraging. However, in practice, success with actual business engagement varied.

Corporate involvement tended to be most successful where the event / training was located at their place of work. This worked well with Canary Wharf construction group who requested a training session to train their staff and then run an idling event within their construction site. Due to Health & Safety concerns this was a closed event with only trained construction staff and Tower Hamlets council staff present, but it was deemed a success and it is hoped that the company will continue to carry out such initiatives in the future.

This was also the case with The Wellcome Trust, who hosted an 'open-to-all' training event at their offices and promoted the event to their staff. Several staff members attended the training and also the action event that followed at a nearby school.

One especially successful corporate event was with Arup. The project team minimised the amount of time staff would need to commit in one chunk, as this was seen as a barrier to staff attending previous events. The event was scheduled for lunchtime so staff could attend on their lunch break. The week before the event, staff were emailed the volunteer pack and the link to the training video so that they could watch it the week before attending. On the day of the event, a short, 15-minute briefing was held at Arup's offices with teas and coffees, and the teams were then sent out to the surrounding area. Staff were told they could volunteer for as long as they were able (there was no minimum time commitment), and were asked to come to Whitfield Gardens when they finished, where a member of the Project Team and member of staff at Arup had set out the snakes and ladders game and engaged with passers-by, as well as several members of Arup staff, on their lunch breaks.



The event was well attended with six members of Arup staff who attended as volunteers, three community volunteers who are local residents, as well as several members of the project team and TfL. One Arup volunteer was especially effective in his role and succeeded in filling both sides of his idling log sheet, recording over 30 interactions in just over an hour.

NHS England were contacted and were very supportive and sent out bulletins to all NHS sustainability managers, which led to collaboration with several hospitals for NHS Sustainability Day.



Figure 11: Left: Volunteers at Great Ormond St Hospital (GOSH) with the GOSH bear on NHS Sustainability Day

Right: Volunteer thanks an ambulance driver for switching off outside GOSH

Involvement of the BIDs in areas where events were to be carried out tended to be successful. In some cases the level of support was positive, such as in Westminster where there was support from one BID at two events and two other BIDs working together at another event which was located on the border of the BID areas. The Cheapside Business Alliance in the City was very supportive and supplied Welcome People for City of London Corporation’s events.

BIDs used social media and email newsletters to push the messages out when events were occurring in their areas, and several BIDs have sent (or committed to send) ambassadors to events (including Fitzrovia BID, Baker Street Quarter and Marble Arch). Despite initial interest, in some boroughs the initially positive interest was not converted to active support. Generally the support that was received from BIDs came from the organisation’s own staff rather than from businesses within the BID area.

Other corporates (Brompton and Vespero) were very keen, and chose to support through their social media channels. This helped to boost peripheral awareness of the campaign, and of the issues around air quality and idling in general. Virgin Money were hesitant to send volunteers to any action events as they had specific concerns for the safety of their employees approaching members of the public, especially idling drivers. Salesforce committed to attend some events, but the employees did not turn up on the day.

A summary of some of the campaign’s high profile corporate supporters are listed below.



Supporters



at the City's heart CHEAPSIDE

Fig 11: Supporters

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

Organisation Type	Example
Business Improvement Districts (BIDs)	Angel London Baker Street Quarter Partnership Better Bankside Brixton Camden Town Unlimited Cheapside Business Alliance Fitzrovia Partnership Paddington Now South Bank Streatham Team London Bridge Victoria BID We are Waterloo The Welcome People (working on behalf of the Cheapside Business Alliance and Victoria BID until 2020)
Corporate organisations	Arup

	<p>Virgin Money Westway Community Transport TfL Network Rail Brompton bicycles Vespro Addison Lee Salesforce Wellcome Trust Skanska</p>
<p>Environmental groups / Community networks / Similar campaigns</p>	<p>Friends of the Earth Green Party I Like Clean Air Camden Air London Cycling Campaign Sustrans Living Streets Just Add Spice (Time Credits) Lions Clubs Transition Towns Sunday Assembly</p>
<p>Hospitals</p>	<p>NHS England Great Ormond St Royal London St Bartholomew's</p>
<p>Universities / Colleges</p>	<p>Birkbeck Central Saint Martins School of Oriental and African Studies University College London City and Islington College City University London London Metropolitan University Imperial College London London South Bank University Queen Mary University of London South Thames College London School of Economics Kings College London University of Westminster</p>

PR and Social Media

Press

The campaign received national, local and industry press coverage. PR efforts were focussed on the launch week of the campaign, and there was local press coverage including:

- Headline news on Air Quality News website and also on Environmental Health News;
- Six articles in local and London-wide press; and
- An article on the Huffington Post website.

In March 2017, BBC Breakfast did a piece on air pollution and schools. The piece included footage of one of the events at a school in Islington, and the campaign was portrayed as a positive way to combat vehicle idling. It also featured an interview with a member of the idling project team and with Andrew Grieve of King's College London who came down to do some monitoring at the event. BBC Breakfast has approximately 1.5million viewers.

A full list of press coverage can be found in Appendix 2.

Social media

Social media channels focused on Twitter, as it was seen as the most appropriate for a campaign working with local authorities and businesses, who tend to use twitter.

To begin, a twitter account was set up with the account name @idlingaction. The next task was to 'follow' all the key players in the air pollution sector within London and nationwide. A third task was to ensure that key players within each local authority were also followed to make them aware of the project's existence and to hopefully get a 'follow' back from them. The tweets mainly focused on letting the right Twitter accounts know when we had an event occurring in their borough, and asking for RT (retweets) and to put the word out that the events were happening. It was hoped that each council's Social Media team would retweet everything pertinent to their council with regard to the action events, and some councils were very effective at retweeting and tweeting everything we put out for their borough.

After six months we have the following stats, as at 1st May 2017, for the twitter campaign:

- Followers: 507
- Following: 802
- Tweets: 1,040
- Impressions: 332,259
- Engagements: 4,622
- Retweets: 1,045
- Replies: 64
- Likes: 755
- User Profile Clicks: 408
- URL Clicks: 513
- Hashtag Clicks: 102

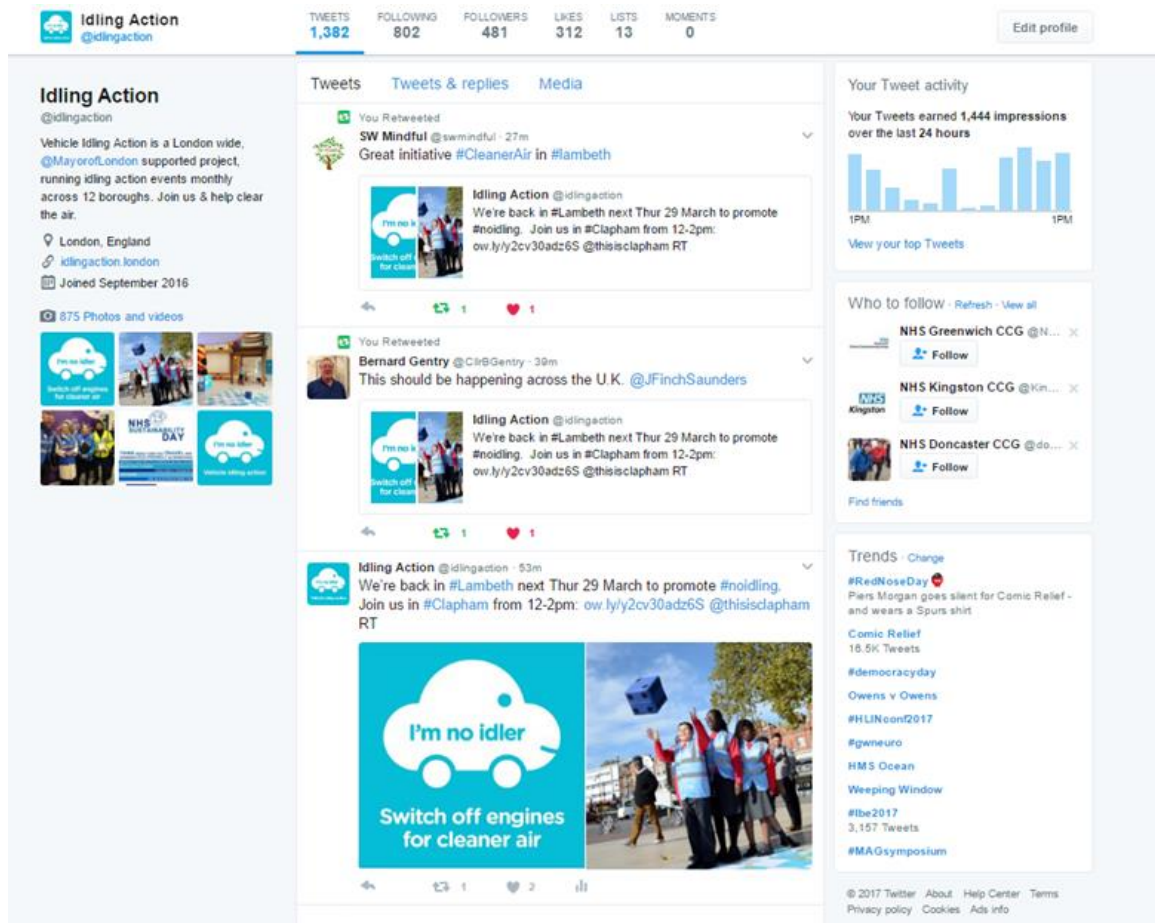


Fig 12: Screenshot of the twitter account page

5. Impact Evaluation

Data was collated throughout the course of the project. The primary approach was to add data to a database via an online Typeform survey embedded on the <http://idlingaction.london/> website. This was the simplest way of capturing data however some volunteers did not have a smartphone or were not prepared to use their smartphone so we also distributed paper survey forms at the start of each event so that all data was captured. The event coordinator would then add the information contained within the paper surveys to the online survey in most cases. In cases where a large number of very similar responses were gathered (for example interactions with passers-by at shopping centres or supermarkets) these were captured in a spreadsheet as 'additional interactions' and added to the totals.

We had to strike a balance between collecting a useful amount of data and not burdening the volunteers too heavily with the data collection. Eventually we settled on the following data items:

- Which borough is the event taking place in?
- What type of vehicles was it?
- Was the vehicle idling?
- Did the driver switch off?
- How many people were present?

- Did they pledge to not idle in the future?
- What gifts were given?
- Where did the interaction happen?
- Any further comments

With this set of questions and appropriate logic jumps, each interaction could be recorded within about 20 to 30 seconds on a smartphone and in less time on the paper survey. Other questions (for example fuel type, frequency of idling etc) were considered but rejected as being too complicated for the volunteers to capture, too intrusive or simply too time consuming.

Headline Numbers and Analysis

The headline results as at 1st May 2017 are as follows:

Number of businesses that actively supported the campaign	38
Number of action days that have taken place as at the end of March 2017	69
Number of community volunteers that took part	508
Number of drivers that switched off during Idling Action events	980
Number of drivers that made a pledge to always switch off in future (includes pedestrians who we spoke to who drive)	1,450
Total attendance at all events	590
Twitter tweet impressions	332,560
Twitter engagements	4,620

Number of people reached at events	3,820
Estimated number of people reached through press coverage	1.5m
Approximate emissions of NOx and PM10 saved over the course of the programme	1.2kg NOx 0.02kg PM ₁₀

- ⁷
- NOx saving = 1.2kg
- PM10 saving = 0.02kg

Approximate emissions of NOx and PM10 saved over the course of the programme

We have produced two estimates of emissions savings. The first calculation is an estimate of the emissions saved directly during the 6 months of events from drivers switching off their engines as a result of the interaction. In this calculation we have assumed that each interaction saves 5 minutes of idling. The second calculation aims to estimate what the saving might be over the course of a year if all of those drivers continue to avoid idling, and assumes that five minutes of idling are avoided five times per week for a year.

Due to the lack of data on idling behaviour these estimates should be treated as indicative as they are derived simply from these assumptions. Other assumptions about driver behaviour would produce quite different results.

Idling emission factors for each vehicle type do not exist and we have therefore derived them from the National Atmospheric Emissions Inventory’s speed-related emissions functions (using the minimum applicable speed of 10km/h and converting this emission factor into g/h). These have then been weighted according to the NAEI’s views on the proportion of vehicles on the road in 2017 by fuel type and Euro classification given in the vehicle fleet composition projections spreadsheet.

The calculations of emissions saved are based on 1,232 idling vehicles (548 cars, 406 vans, 80 trucks, 150 taxis, 28 minicabs, 17 buses, 3 motorcycles).

Events emissions savings calculation:

⁷ Calculation assumes 5 minutes of idling saved per vehicle for each interaction (same across all vehicle types). Total idling time saved across all events = 103 hours

- Assume 5 minutes of idling saved per vehicle for each interaction (same across all vehicle types)
- Total idling time saved across all events = 103 hours
- NOx saving = 1.2kg
- PM10 saving = 0.02kg

What if calculation:

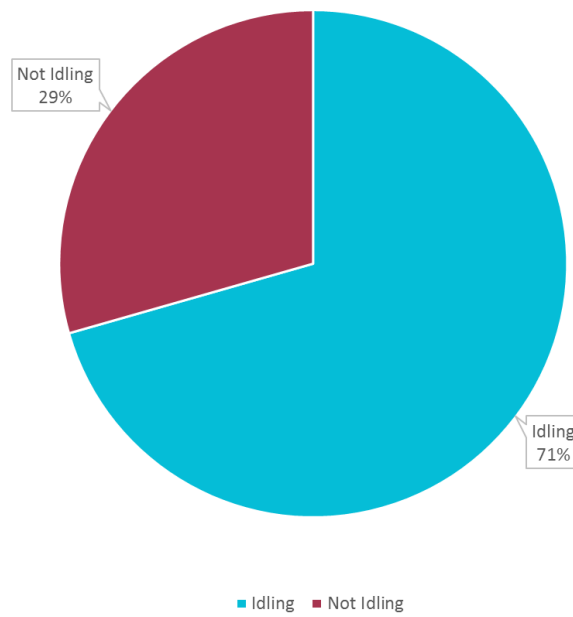
- Assume drivers interacted with used to idle for 5 minutes, 5 times per week
- Total idling time saved across the year = 26,700 hours
- NOx saving = 300kg/year
- PM10 saving = 4kg/year

The NOx and PM emissions savings estimates should be treated with extreme caution as there is a great deal of uncertainty associated with these figures. Apart from the uncertainty associated with the emissions factors, we were not in a position to capture data on the frequency and length of idling events by vehicle type and we are not aware of any existing research which quantifies this. We also do not know to what extent behaviour will change as a result of an intervention. We believe that the approach adopted for this project will stick in drivers' minds and they will recall it next time they are in the same situation, but we do not have firm numbers to quantify the 'stickiness' of this intervention.

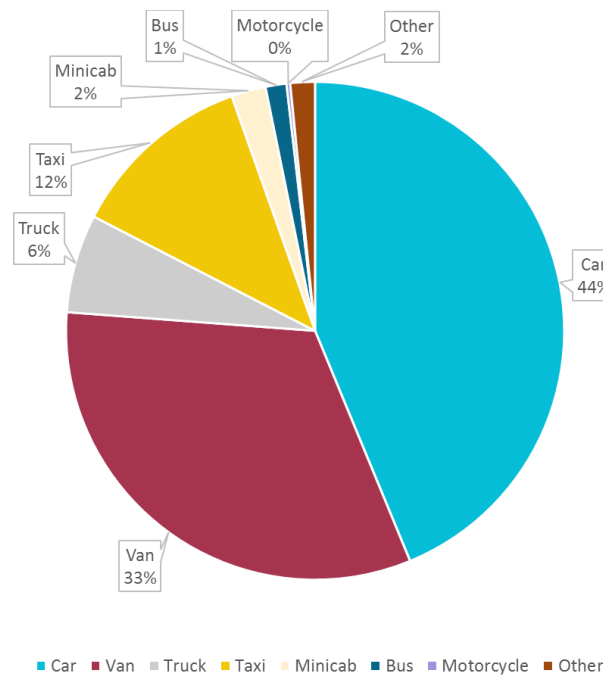
Idling interactions analysis

During the campaign, volunteers approached both idling and non-idling drivers. Volunteers attempted to persuade idling drivers to switch off and congratulated non-idling drivers for not polluting the air. Non-idling drivers were thanked for not idling their engines, and also offered leaflets/car stickers/games which include information on how people can reduce their exposure to air pollution.

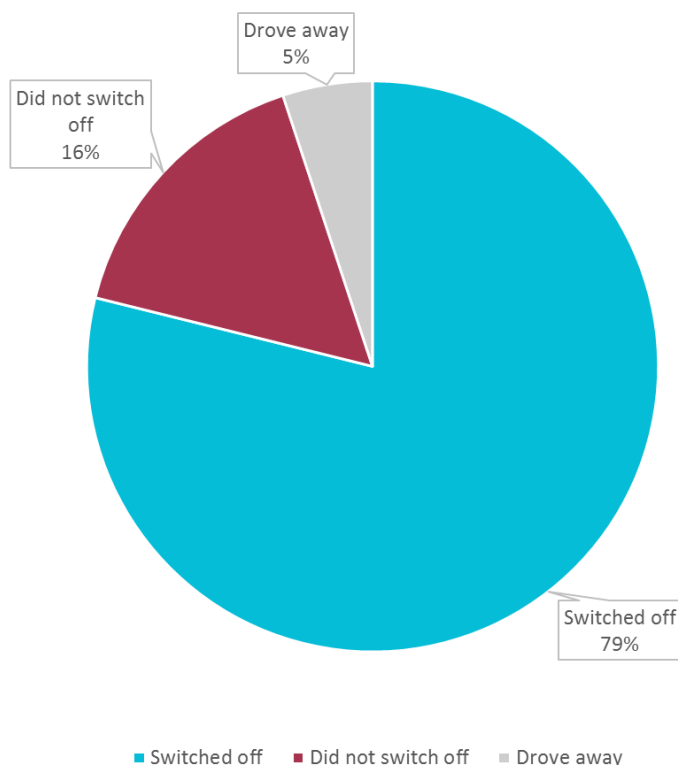
Across all twelve boroughs, 71% of drivers approached were idling:



Of the drivers who were idling, the greatest proportion were in cars (44%) and vans (33%):



Of these idling drivers, 79% switched off when asked, 5% drove off or were about to drive off and 16% did not switch off:



Some of this latter group includes vehicles which are not able to switch off in all situations (for example refrigerated or emergency services vehicles) however the majority were drivers of conventional vehicles who generally gave some sort of excuse (such as running the heating or air conditioning, charging mobile devices, listening to the radio etc) with a small minority refusing without giving a reason. Appendix 3 lists the comments submitted by the volunteers and gives an overview of the kind of excuses given by drivers.

6. Lessons Learned

Events

- As stated above, events during peak idling times tended to be more successful, but those peak times varied greatly depending on the borough.
- Events that focus on the same area tended to have more repeat volunteers. Volunteers are interested in their specific neighbourhood and are typically not willing to travel far away from their neighbourhood.
- Teamwork is essential - the most successful events had a good mix of project team, council employees from different teams, resident volunteers and TfL officers. It is advisable not to rely purely on community volunteers attending, particularly in the colder months.
- By using the giant game and snakes and ladders game at the events, there was the added benefit of interactions with passers-by. Sometimes an event had over 100 interactions, which made it worthwhile. However it did also mean there were less pairs out talking to idling drivers. The game was most successful at school events, and less successful in public places in the middle of the day.
- Data collection - in future, the data collection survey sheet should be amended to make the distinction between: those who refused to listen to the volunteer at all; those who listened but

then refused to switch off; and those who couldn't switch off due to a technical issue.

- Volunteers should be reminded at the start of every event to note down in the comments any reasons given for why a driver did not switch off, or any other comments (positive comments too). Many volunteers did do this, but some did not, possibly due to the cold and wet weather.
- It's important to follow up on idlers after the events, to make organisations aware of idling issues in their area, and share lessons learned. For example, after the Great Ormond St hospital (GOSH) event, some of the findings were fed back - both good and bad - to the hospital, and they have since followed up.
 - The hospital were informed that their contracted ambulance drivers, Medical Services, who had previously receiving no idling training as part of a MAQF project, were all switched off.
 - One GOSH employee had queried whether the ice cream vans that park up nearby need to constantly idle their engines. Our volunteers spoke to the driver and he said it only needed to be on while serving ice cream, and as he wasn't doing so at the time, he switched off. This information has been fed back to staff who work opposite the spot where ice cream vans park up and who get frustrated with the constant idling.
 - It was also reported back that many of the idlers were G4S contractors who said they worked for the hospital. It turned out they actually worked for UCLH, so GOSH followed up with UCLH and have contacted G4S about the issue.
 - At one of the City events, several ambulance drivers were idling outside Bart's hospital. As a result of this, an idling programme has now been launched with the hospital's ambulance drivers to train them about idling and health, and put an end of to the idling (part of the Barbican LEN programme).

Volunteer feedback on events and training

- According to volunteer survey responses:
 - Learning how to be effective when talking to drivers, and gaining air quality knowledge were the two most appealing parts of the training.
 - The wrong time of day / day of week were the most common reasons for not attending an event.
 - What volunteers enjoyed most about events tended to be taking action to improve local air quality, talking to drivers, joining a larger campaign and meeting other residents.
 - When asked what could be improved about events, the most popular responses were: different choices of times, locations and events in warmer months.
 - Volunteers suggested they could perhaps be consulted on the time /day /location of events.

Volunteers - recruitment & retention

- The volunteer survey findings showed that most of the volunteers who expressed an interest, but did not attend a training session or event, stated that it was because they could not make that day or time.
- No volunteers said they did not attend an event due to the weather or the length of the event, however, volunteers at events that had particularly cold or other unpleasant weather conditions, did comment on this and some gave up early because of weather conditions.

Training

- Some volunteers said they were interested in the training but not the events. They just wanted to learn how to be more effective when talking to drivers in their own neighbourhood.
- Where training events preceded an action event, attendance levels for both events tended to be high.

Business engagement

- Corporate involvement was most successful when the event was brought to them e.g. Wellcome Trust, Canary Wharf Construction site, Virgin Money.
- NHS England were very supportive and promoted the campaign - this led to several hospitals signing up for events in London on NHS Sustainability Day, and interest was expressed from hospitals around the country.
- Some BIDs were very supportive, promoting the campaign to their members and sending ambassadors to events. However, BIDs can only be relied upon to promote the events that fall within their particular areas.
- Within many of the big corporate businesses there is a reluctance to have staff actually volunteer to be part of the event, mainly due to concerns over their safety.
- There is much red tape regarding even simple requests such as the display of the window stickers in fleets owned by the business. For example, with one private hire vehicle company that we contacted, although there was a positive response to the idea of having idling stickers in each one of their 7,000 vehicles, current legislation around advertising in public carriage vehicles stopped this proposal.

7. Conclusions

What worked well?

- The Idling Action Partnership has developed strong and clear branding, with popular slogans.
- Training events were mostly well attended (8+ attendees).
- Events in locations with engaged local residents have worked particularly well, as have school events which tend to see high numbers of idling vehicles.
- PR, social media and the website have been effective in communicating our message throughout London and also nationally, and helping to recruit more volunteers.
- A good format has been developed for school events, however they are quite time-intensive to arrange.
- Through the website there have been a lot of requests from across the country asking to use the branding and or collateral, or asking for advice on delivering idling campaigns.

The approach

- 96% of volunteers think the positive encouragement approach is either somewhat or very effective.
- However, most also believe a stronger message needs to come from legislation / local authorities. Fines and signage would also help. Many commented that the fine for idling is rarely given out and low, compared to parking fines. It sends out the message that idling is not as serious an issue as

parking contraventions, which many residents disagree with.

- Our range of positive engagement tools helped to engage with a wider range of people than might otherwise have been possible e.g. the game enables us to engage with families and passers-by who might otherwise not have been interested in taking campaign information.

Recommendations

Potential amendments to the current campaign

- More school events. These events have been successful. A version of the game has been produced that is more tailored to young people and this could be used at future events.
- Many volunteers would like events to be held during evenings and weekends, so they do not clash with their work.
- Consider having monthly events in the same location, and see if that helps to attract more repeat volunteers.
- In winter months there are lots of idlers, but the cold weather can put off volunteers. It is advisable not to rely on community volunteers for winter events.
- Clearer guidance on which types of vehicles need to idle (e.g. police, ice cream vans) is needed.

Expanding the remit of the campaign

- Internal training for council fleet drivers is needed, as many drivers were idling and this does not reflect well on the local authorities concerned.
- Research into impact of idling on air quality at schools could be conducted. Pollution level peaks on days with an idling action event could be compared to pollution level peaks on days with no events. The research findings could be useful information to have to hand when trying to engage with schools on this topic and convincing parents that idling outside schools does have an impact.
- Many volunteers would like to continue be allowed to give out materials in their own time. How can we enable people to do this in their own time, while making it clear they are not acting on behalf of the local authority?
- Many local authorities and individuals across the country have been in touch and would like to know how to start up similar campaigns. How can we enable other councils / organisations / groups / BIDs set up their own campaigns across the country?

The project team would be happy to discuss these ideas for the future of the campaign with the councils.

Appendix 1: Feedback from volunteers

At the end of the project we developed a brief questionnaire to send out to all volunteers who had expressed an interest in volunteering.

For those volunteers who had attended training and / or events, we were keen to get some feedback about how they viewed the project, what they would like to change about the training and events and suggestions for delivering future events. For those who had been interested in attending, but hadn't been to an event, we were keen to learn why.

The results are summarised below. Where a single response was allowed, percentages are given. Where multiple responses were allowed the number of responses are given against each answer.

How did you hear about the campaign?

Local Authority	41%
New Media	9%
Project Dirt	6%
Social Media	26%
Word of Mouth	6%
Other	12%

How many Idling Action Events did you attend?

0	42%
1	35%
2	13%
3	3%
4	6%

What training did you take part in?

Attended training session	56%
Watched training video	9%
Neither	35%

Why didn't you attend an Idling Action Event?

Wrong time of day	9
Wrong day of the week	2
Didn't want to be involved	1

What was the most useful part of the training?

How to talk to drivers	13
Air quality knowledge	11
Behaviour change skills	4
Playing the game	3
Role playing	1

What did you enjoy about the events?

Taking action to improve AQ	16
Talking to drivers	11
Joining in a larger campaign	9
Meeting other residents	8
I didn't enjoy it	1

Did you attend an Idling Action Event?

Yes	58%
No	42%

What could be improved about the events?

Choice of times	10
Hold events in warmer months	7
Choice of locations	7

Make them longer	2
Make them shorter	1

restaurant opening times etc

Tailor to worst idling hotspots eg outside Tesco or schools

What did you think about the gifts?

They were informative	12
They helped reinforce message	12
They helped win over drivers	6
They did not help	3

I would've volunteered more but they were always on Wednesday mornings when I had to be at work. Perhaps if they were different days and times more people could take part when they are available.

Due to work commitments unable to be involved in more events-would like to see more young people - students/sixth formers involved

Do you engage with drivers in your spare time?

Yes	81%
No	19%

No evening events has meant that I wasn't able to support this initiative.

Signage

How many drivers have you spoken to in your spare time?

1-5	45%
6-10	23%
11-15	23%
16-20	0%
20+	9%

There should be notices and signs informing drivers of no idling in area

Perhaps clear bright signage, reinforcing the health message

Most drivers are cooperative but ill informed. Street signs in key locations or using hoardings would be useful

Do you think that the positive encouragement approach is effective?

Not very effective	4%
Somewhat effective	54%
Very effective	43%

There needs to be an advertising campaign informing people and changing people's attitude about idling. Councils should also place signs in hotspots such as taxi waiting areas.

Also there are very few signs for drivers in the City of London.

Approach

Spending less time taking drivers' details and offering to take their photos, which is embarrassing! I think it's enough to explain the damage they're doing and asking them politely to switch off and not waste too much time on it.

Other comments:

Locations & Timings

Allow residents of a borough to nominate locations via poll

Target black spots at peak times: school pick-ups,

The tabards seemed to have an instant effect on drivers turning off even before being asked, major difference to when I address them in plain

clothes.

The leaflets are informative but I have my doubts as to whether drivers read them. The DIRT campaign is important as part of the whole battle against air pollution which includes articles in the Evening Standard, TV features, differential parking and RFL costs etc etc. Traffic wardens ought to play a role too. And council contractors and employees MUST set an example. Campaign needs to be multi-faceted (as it is).

I think every situation needs to be dealt with uniquely, i.e. hurrying over to a motorcyclist who's making a text, or to a taxi who's merely dropping someone off, is much less of an 'idling' situation than a white van driver standing around his vehicle with the engine on, or a black limo driver sitting in his Mercedes watching a movie, these are the people that we need to be focussing on.

Activate different types of people, now it is mostly 20+ white women, some employed by the Islington Council, but we speak mostly to men, many black and elderly (50+) and we need all sorts of people to be included in this action.

More brochures containing facts, especially with a professional letterhead, people see it as authoritative

Enforcement

Encouragement and awareness-raising only go so far. Sooner rather than later the Council needs to show firmness and start issuing PCNS under Road Traffic Act 2002, after a warning from an authorised person ie Traffic Warden. Which is more damaging to your residents, a parking violation or persistent idling?

There ought to be a reporting system, as I noticed some spots and some cars are always problematic

I am afraid I think it needs legislation to alter

people's habits. Drivers just don't care and particularly in cold weather they think it's their right to keep warm in their cars/vans. Delivery vans should be changed to bikes, Uber taxis should be banned. People take Uber when they could walk because they are so cheap. Diesel vehicles should be banned from London. To really tackle this problem it needs tough enforced laws. Otherwise drivers think someone else should change their behaviour. This is one area that Mayor of London does have power to effect change, but does he really care or is he only out to win votes? Tough action please!!!!

I'm afraid I don't think it's made a great deal of difference and I think a tougher approach should be taken. I think we could have caught several more in the act instead of wasting time doling out snakes and ladders games and offering to take the driver's photo!

Continuation

Keep up the good work! Many people are simply unaware of the effect on air pollution. Some will always be difficult but the minority, I hope.

I would like to be able to access resources to do this in my own time - e.g. a simple, positive leaflet for drivers that I could give to neighbours or the many drivers I pass on regular cycle commute. I'd be happy to attend a joint meeting with people from other boroughs to pick up this kind of leaflet. I'd also like to be able to nominate locations. I'd like Southwark council to work with you more to publicise the events and share info about alternatives.

I will continue to attend future events. In the future I think tickets or fines should be imposed. London has a serious problem with air quality and it's getting worse. The worst offenders are vans, mini cabs and parents picking up children from school.

In order to scale I would suggest a campaign with influencers (delivery staff at buildings / shops /



hotels), construction site management, parking wardens, generally people who are working with drivers every day

I hope it will be possible to either continue with the events in future or give volunteers some ID for use in their own time.

Appendix 2: Full list of media coverage

Media	Audience	Date	Link
BBC Breakfast	1.5 million	6 Mar 2017	Not available
Air Quality News		10 Oct 2016	http://www.airqualitynews.com/2016/10/26/campaigners-tackle-vehicle-idling-on-london-streets
Huffington Post		25 Oct 2016	http://www.huffingtonpost.co.uk/paula-owen/londoners-air-pollution-climate-environment_b_12612824.html
Islington Gazette	6,746	25 Oct 2016	http://www.islingtongazette.co.uk/news/environment/islington-where-snakes-and-ladders-is-a-solution-to-air-pollution-1-4748512
Camden New Journal		19 Oct 2016	http://www.camdennewjournal.com/anti-idling-starts
Brixton Blog		17 Oct 2016	http://www.brixtonblog.com/brixton-launch-for-new-game-plan-to-end-idling-engines/41062
Camden New Journal	6,746	14 Oct 2016	http://archive.camdennewjournal.com/school-run-anti-idling-squad
Environmental Health News	9,000	12 Oct 2016	http://www.ehn-online.com/news/article.aspx?id=15997
www.lbhf.gov.uk		28 Sept 2016	https://www.lbhf.gov.uk/articles/news/2016/09/clean-air-champions-wanted-help-stop-idling-vehicles-hammersmith-fulham
London news online		10 Oct 2016	http://www.londonnewsonline.co.uk/7648/clean-air-champions-target-idling-drivers-air-pollution-crackdown
Get West London		7 Oct 2016	http://www.getwestlondon.co.uk/news/west-london-news/you-help-tackle-air-pollution-11928685

Appendix 3: Online and Paper Survey Questions

The questions and answer options provided in the online and paper surveys filled in by volunteers during the Idling Action events were as follows:

1) Which borough is the Idling Action Event happening in?

Camden / City of London / Enfield / Hammersmith & Fulham / Harrow / Islington / Kensington & Chelsea / Lambeth / Southwark / Tower Hamlets / Wandsworth / Westminster

2) What type of vehicle? *Please indicate the type of vehicle being driven:*

Motorcycle / Car / Van / Truck / Bus / Taxi / Minicab / Pedestrian / Other

3) Was the vehicle idling? *Please indicate if the vehicle was idling as you approached:*

Idling / Not idling

4) Did the driver switch off the engine? *Please indicate whether or not the driver switched off the engine as a result of the engagement or drove away:*

Switched off / Did not switch off / Drove away

5) How many people were present? *Please indicate how many people you engaged with:*

0 / 1 / 2 / 3 / 4 / 5 / Other

6) Did they pledge to not idle in the future? *If you asked them to pledge not to idle in the future, how did they respond? If you did not ask, please select N/A:*

Yes / No / N/A

7) What gifts were given? *Please indicate which of the following gifts were given to the driver:*

Choose as many as you like

Snakes & Ladders / Car Sticker / Leaflets / Air Fresheners / None

8) Where did the interaction happen?

9) Comments

Appendix 4: Idling survey form comments

Below is a list of comments added to the online survey form by volunteers during the project along with the number of times this comment was made if duplicated. This gives some context as to the range of reactions and responses which volunteers received as they delivered the Idling Action events.

		1	Car that turns off automatically
4	About to drive off	3	Charging phone
1	About to drive off but switched off as we were talking	1	Charging phone, then leaving
1	About to move off anyway	1	Charging phone, vauxhall van
1	Already very aware	1	Charging tools - "Will need engine on for 1 hour"
1	Always switches off	1	Chauffeur?
1	Always switches off - his comments "Getting worse - people too busy rushing around not thinking about what they do"	1	Chiller van - couldn't turn off
1	Always switches off - never idles	1	Claimed battery problem - couldn't switch off
1	Always switches off - has health problems	1	Coach driver dropping children off at the barbican - really happy and engaged and apologetic for idling. Got a photo!
1	Always switches off for cost	1	Committed to help
1	Always switches off. He says he works outside so doesn't feel the cold	1	Company policy!
1	Always turns engine off for deliveries	1	Concerned parent and child
1	Appreciated tfl efforts	1	Couldn't switch off because van is refrigerated
1	Asthmatic driver	1	Couldn't turn ambulance off because of poor battery but pledged to not idle in car
1	Aware	1	Daughter has asthma
1	Aware of problem and grateful for our work	1	Did not switch off as he was moving on
1	Bad battery	1	Didn't really care
1	Black cab - always switches off, plans to buy electric cab when they become available	1	Didn't switch off because was just about to leave. Drove off.
1	Black cab, was idling but switched off when asked. He was waiting but not on the official taxi rank	1	Didn't talk!
1	Broken down couldn't switch off	1	Didn't wind down window, didn't look amused. We moved on.
1	Bus. Driver said he was charging his battery.	1	Doing sat nav
1	Can't turn off	1	Driver apologetic and now understands

1	Driver claimed he was "Re-generating" but agreed to turn off and do it at the company	1	Engaged driver - gave photo
1	Driver claimed he was charging battery - advised that idling engine unlikely to recharge a weak battery.	1	Engaged driver - switched off before asked
1	Driver claimed she could not speak english	1	Engine off for delivery
1	Driver closed window, laughed, waved & departed	1	Eventually switched off
1	Driver didn't think about consequences but will switch off now	1	Faulty engine / on the phone
1	Driver double parked and left vehicle to make delivery. Did not disagree about idling emissions causing pollution, but drove off in hurry - parking attendant showing interest.	1	First said no, but eventually switched off
1	Driver got out of car, left passenger in car outside a no parking entrance. Passenger didn't know how to turn off engine	1	FORS vehicle so has tracking system so usually switches off
1	Driver keeping engine running because battery flat - afraid engine will not restart if turned off.	7	Friendly
1	Driver not in car and passenger too scared to switch off. Talked to passenger and asked her to talk to driver	1	Friendly - their engine turns off automatically
1	Driver said "This is a vw (campervan) - it doesn't pollute much"	1	Funny
1	Driver said road on arkwright road too narrow so parkes on this road instead waiting to pick up child.	1	Gave him info re: air pollution and he was happy to switch off
1	Driver said we were angels!	1	Gave leaflet and turned off engine
1	Driver was cold (and wearing a t-shirt)	1	Gave taxi leaflet
1	Driver was on phone. Took leaflet but did not switch off	1	Glass delivery.
1	Driver stood outside car chatting to friend	1	Good friendly service
1	Dropping off kids	1	Good idea - will promote
3	Dropping off passengers	1	Good interaction
1	Electric hybrid bus (elvis - photo taken)	1	Good thing
1	Electric vehicle	1	Guy stopped us and was very passionate about the impact of diesel pollution.
1	Engaged and happy to switch off	1	Had a bit of a debate, driver liked the game.
		1	Had it on because of cold
		1	Had start stop vehicle but hadn't kicked in yet
		1	Had stop start hybrid that hadn't activated
		2	Happy
		1	Happy and compliant
		1	Happy and engaged driver
		1	Happy driver, took a photo and informed us it is company policy to not idle

1	Happy for the service	1	Knew about pollution but only doing it for couple mins
1	Happy to	1	Known!
1	Happy to be proactive but feels that the mayor/council isn't doing enough to clear the roads and keeping traffic moving	1	Lady collecting for charity who asks people to switch off in her spare time
6	Happy to comply	1	Lady driver claimed she was charging her battery (nb myth that an idling engine provides enough power to recharge a car battery?)
1	Happy to engage and to help	1	Lady was aware and always switches off
1	Happy to help and pass on info to kids	1	Lives on st and approves of project
4	Happy to listen	1	Loading bay by station
1	Happy to switch off	1	Location leaflet provided
1	Happy to talk	1	London bus - switched off when asked - very friendly
1	He always switches off	1	Lorry unloading building materials with hydraulic lift powered by engine.
1	He said he normally switched off, but he was taking customer's credit details	1	Male 40s and daughter. Said he turns off normally but would idle to keep warm.
1	He was loading and thought he couldn't switch off as if he did he would be seen as parking up and that isn't allowed!	1	Message received
1	He's already telling everyone to switch off!	1	Mother and daughter, gave info about effects on children
1	Hybrid vehicle	1	Mother with twins walks this road everyday and said a lot of engines are on
1	I always switch off. I'm a bus driver - I know this.	1	Moving in a min
1	I am really sorry. You are right - I should not have it on. Thank you for the info	1	Needed engine for phone
1	I switch off all the time to save money	1	Needed engine to charge pda
1	Idling for heating	1	Nice
1	Ignored and kept the window closed	1	Not interested. More things to worry about
1	Illegally parked so not willing to engage	1	Not very interested in what volunteers were saying
1	It's company policy to not idle	1	Notes catering service, always switches off
1	"job well done"	1	Older cabbie. Left taxi on and stood outside his taxi. Refused to turn off as he said it takes 20 minutes for his engine to start up. Refused any advice
1	Just about to go, so drove off		
1	Just jump started their engine so did not want to switch off incase they could not restart		
1	Just leaving		

1	On a phone in parking bay, said they were moving on	1	Reluctant but did
1	On his phone, could not talk	1	Said engine is low emission because of the adblue additive!!!
4	On phone	1	Said had previously been fined for idling at heathrow for fifty pounds
1	On the phone - did not engage	1	Said he was waiting for someone
1	Person he was waiting for arrived, drove off	1	Said would consider it - suffers from eye and lung problems and still won't outright pledge
1	Person who took leaflet wasn't driver	1	Said he would think about it
1	Pick up	1	Said she was charging up her battery after told it was illegal
2	Picking child up	1	Said thank you for not idling
1	Picking up child	1	Saw city of london "Switch off" sign and switched off before we asked
1	Picking up client, agreed not to idle in future	1	Saw the city of london sign re: idling around barbican centre
1	Picking up passenger, would not idle in future.	2	School run
1	Picking up their children from school	1	Send a letter to the company?
1	Pledged to spread the word	1	She was cold
1	Police	1	Small builders truck trying to find parking space, was waiting at building entrance space
1	Police told to switch off	1	Small school group
1	Polite.	1	Something went wrong with the battery
1	Positive	1	Sorry
1	Positive response from driver	1	Stopped us to ask what we were doing. Concerned about local emissions.
1	Post office van	1	Switched off
1	Private hire taxi - took photo - happy and engaged driver	1	Switched off as approached
1	Private hire taxi for company absolutely. Never idles, very engaged about the subject	1	Switched off but not very willingly
1	Problem with car so need to keep engine running. Need to get it fixed	1	Switched off engine
1	Put sticker in car there and then!	1	Switched off now but in the winter he will probably keep it on for heating
1	Refrigerated van but in this weather no need to keep engine running	3	Switched off when asked
2	Refrigerated vehicle	1	Switched off when asked but not very willing
1	Refused to talk to us		
1	Refused!		

1	Taking calls on mobile phone	1	Wanted car heater on
1	Talked to us but kept engine on	1	Wanted engine on for heating
1	Talking on mobile phone	1	Was about to drive off. "Needed to send an email".
1	Taxi friendly	1	Was about to park but didn't turn off his engine right away...
1	Thank you for the information	1	Was checking maps - about to drive away
1	Thanked us for the job we are doing	1	Was eating sandwich but chose to drive off rather than switch off and finish his sandwich.
1	They added a sticker to their van	1	Was leaving in a minute
1	Thinks he'll get a ticket if he switches off	1	Was on the phone but kept engine going as was going to leave. Promised to take leaflet and pass to company
1	This was a school office, took leaflets to display on notice board	1	Was waiting to collect a guest from the hotel
1	Thought he had permission to idle?	1	We also talked to to the construction site worker in charge of the deliveries!
1	Thought if she left engine running she wouldn't get a ticket	1	What a fantastic idea!
1	To avoid a ticket, left engine running	1	Will ask drivers in the future, breaths polluted air 12 hours a day so is concerned
1	Too cold to switch off	1	Will promote campaign
1	Too many people to comfortably approach	1	Will try to switch off in future
1	Turned off engine	1	Wont switch off, using it to heat car
1	Unaware with any issues with idling	1	Would not speak to us - told us to "Go away"
1	Unengaged	1	Would not switch off straight away but did eventually
1	Unprompted commented on the poor air quality in high street	1	Wouldn't open window
1	Very cold. Eating their lunch. But accepted the argument		
1	Very friendly		
1	Very happy to switch off		
1	Very happy with initiative. Well done islington!		
1	Waiting for a fare		
1	Waiting for parking space.		
1	Waiting for people to come out of hotel as he was talking to his friend in his car. Had the engine going to get the taxi warm		
1	Waiting to pick friend up		