

Transportation Advisory Group



Report subject	Anti-Idling Outside Primary Schools Campaign
Meeting date	26 February 2020
Status	Public
Executive summary	<p>To seek approval to develop and run an anti-idling campaign in partnership with Public Health Dorset and a small number of pilot primary schools across the BCP area.</p> <p>To design and produce a toolkit linked to the national curriculum which will be used by teachers and children in the pilot schools to encourage parents to switch off their engines whilst waiting outside the school, thereby reducing Carbon Monoxide, Nitrogen Dioxide and Particulate pollution.</p> <p>To run a behavioural change campaign in the pilot schools with the aim of educating, encouraging and working with parents, but which could ultimately be supported by enforcement action.</p>
Recommendations	<p>The Transport Advisory Group is asked to recommend to Cabinet that:</p> <ul style="list-style-type: none"> a) An Anti-Idling Campaign be undertaken at a small number of primary schools using allocated DEFRA funding b) Appropriate enforcement action be used but as a last resort c) Should the campaign prove successful, it will be rolled out to additional schools across the BCP area in future years
Reason for recommendations	<p>To improve air quality outside of schools, thereby reducing the harmful effects on children.</p> <p>To compliment active travel initiatives, working with those who can't take up active travel but whose actions affect those who do.</p> <p>To support overall air quality objectives and climate emergency initiatives.</p> <p>To comply with DEFRA requirements for the spending of residual monies from the 2018 air quality feasibility study funding.</p>

Portfolio Holder(s):	Cllr Hadley (Transport and Infrastructure) Cllr Dr Rice (Environment and Climate Change) Cllr Moore (Children and Families)
Corporate Director	Bill Cotton, Regeneration & Economy
Service Director	Julian McLaughlin, Growth & Infrastructure
Service Unit Head	Richard Pincroft – Transportation
Contributors	John McVey (Sustainable Transport Policy Manager) Emma Sadiwskyj-Frewer (Senior Transport Planner) Ian Selby (Sustainable Travel Officer) Sarah Sutton (Environmental Protection Officer [Air Quality]) Caroline Fair (Team Manager, Regulatory Services)
Wards	Initially the wards associated with the pilot schools selected to work on the project. If the project is successful, then it could be rolled out gradually to all schools.
Classification	For Decision and Information

Background

1. In 2017/18 Bournemouth Borough Council and Borough of Poole Council received a Ministerial Direction to investigate, and where appropriate, tackle roadside nitrogen dioxide levels on a number of road links based on DEFRA modelled data; the Councils were amongst 33 councils to do so.
2. DEFRA provided £50,000 to each Council to develop a feasibility study to identify measures that could bring forward compliance dates within the shortest possible time. Through the feasibility study each Council used data and further modelling to prove nitrogen dioxide levels were within compliant limits and therefore, there was no need for measures to bring forward compliance.
3. DEFRA allowed each Council to retain residual funding from the feasibility studies but stipulated it be spent on Air Quality measures related to the feasibility study.
4. DEFRA approved Bournemouth Borough Council's plan to spend the residual monies on School anti-idling initiatives, alongside Business Travel Network (BTN) initiatives aimed at commuter travel across the BTN project area. DEFRA also approved the Borough of Poole's plan to spend the residual monies on Schools anti-idling initiatives, together with the purchase of a number of real-time air quality monitors.
5. Comprehensive information about air quality within the conurbation can be located within the Annual Status Reports for each town.

6. Permission is being sought to use the residual monies from the DEFRA funding to run an Anti-Idling campaign in partnership with Public Health Dorset and a number of pilot schools in the BCP Council area.

Project Outline:

7. To develop and run a behavioural change, anti-idling campaign in partnership with Public Health Dorset and a small number of pilot primary schools across the BCP Council area. To design and produce a toolkit linked to the national curriculum which will be used by teachers and children to encourage parents to switch off their engines whilst waiting outside the school.

Project Aim

8. To specifically engage those parents who use the car for the school run, to encourage them to switch off their engines whilst waiting or queuing in the vicinity of the school with the aim of reducing Carbon Monoxide, Nitrogen Dioxide and Particulate pollution.
9. To improve the air quality in the vicinity of schools and hence have a public health benefit for pupils, parents, and staff, as well as those residing in the area.
10. The project does not specifically aim to encourage parents/ pupils to switch to more active travel modes, however it will compliment other active travel initiatives which are already planned/in place.

Project timescales:

11. The project will be developed in partnership with a number of selected pilot schools across the BCP area. Development and production of the toolkit will be carried out in 2019/20 and 2021/22 and the campaign will be launched and delivered in schools during 2020/21 and 2021/22, in line with appropriate school timetabling requirements/restrictions.
12. The toolkit will be designed so as not to be 'date bound' and could therefore, if successful, be rolled out to additional schools over the coming years.

The toolkit:

13. Initially, a small number of schools will be invited to work on the project to develop an anti-idling toolkit to be delivered in Primary schools. Partnership working with the schools will identify where the project links to key national curriculum principles and will encourage buy-in from the schools.
14. The toolkit will be developed through a series of partnership workshops with the selected schools, Public Health Dorset, Local GP surgeries, and the air quality and transport teams from BCP Council.
15. The toolkit will take the form of:
 - i. Lesson/Assembly plans to introduce the principle of air quality and pollution

- ii. Citizen Science Week 1 – to gather baseline data about the number of cars idling outside of the school and any relating citizen science activities carried out by the pupils
- iii. Development and delivery of a communications campaign – designed and delivered by the pupils, using the toolkit, to educate parents about air quality and pollution, and the effect of car idling
- iv. Citizen Science Week 2 – repeat of previous citizen science tests to identify any change
- v. Feedback – Communications campaign designed with the pupils to feedback the results to parents

Schools selection criteria:

16. A small number of schools will be selected for participation in the development of the toolkit and to pilot the delivery of the campaign:

17. Selection of schools will be based on a mix of the following criteria:

- Schools who have completed the School Audit Survey (Bournemouth schools)
- Schools who have completed and are administering a School Travel Plan
- Schools identified as having issues around pick up and drop off times
- Schools identified as having issues for pedestrians/scooters/cyclists accessing the site
- Schools participating in road safety/sustainable school's campaigns (i.e. STEPS / Living Streets / Bikeability Training)
- Modal split – Schools with relatively high car use but who are also working to increase active travel, including those with a high percentage of walkers
- Schools with issues around parking and congestion

Summary of financial implications

18. The project will be completed using residual funding from that issued by DEFRA in 2017/18 to carry out Air Quality Feasibility Studies. This funding was originally received by the former Bournemouth Borough and Borough of Poole Councils; now BCP Council, this funding has been pooled to finance this project, which will also cover Christchurch.

19. The residual DEFRA funding will be used to develop and produce the toolkit and purchase any supporting materials and resources. Staff time used to deliver the campaign will be covered under normal staffing revenue budgets.

Summary of legal implications

20. The council has a legal duty to support Air Quality Strategy (AQS) objectives under Part IV of the Environment Act 1995.

21. Rule 123 of The Highway Code looks at 'The Driver and the Environment', stating that drivers must not leave a parked vehicle unattended with the engine running or leave a vehicle engine running unnecessarily while that vehicle is stationary on a public road.

22. BCP Council will seek to identify relevant legislation through which it can be assigned as a designated authority in order to issue Fixed Penalty Notices (FPNs) in relation to anti-idling. It is important to note that the intention of this project is to educate and encourage drivers to switch off their engines in the first instance, issuing of FPNs will only be considered if a motorist refuses to switch off their engine off when asked to do so by an authorised person following an educational campaign.
23. The use of FPNs is one of many tools which would be used as part of this project to seek compliance of parents in switching off their engines, however, it is intended that this would be used as a last resort.

Summary of human resources implications

24. The project does not require any additional human resource.
25. The project will be delivered by BCP Council officers in partnership with Public Health and Local GP surgeries.
26. Should BCP Council be designated the authority to issue FPNs, relevant officers will require training.

Summary of environmental impact

27. The primary pollutants released from an automobile exhaust pipe are Nitrogen Dioxide (abbreviated NO₂), Carbon Monoxide (CO), particulate matter emissions (primarily the fine particles designated PM_{2.5}), and Volatile Organic Compounds (VOCs), compounds such as formaldehyde and other hydrocarbons. Each of these emissions work both in isolation and in concert with one another to produce several negative human and environmental effects, including but not limited to irritation of asthmatic symptoms, global climate change, and ground-level ozone formation¹.
28. This project seeks to reduce the emissions of Carbon Monoxide, Nitrogen Dioxide and Particulate matter, specifically PM_{2.5}, outside of schools.
29. Whilst the Council does not have an exceedance of the compliance threshold of Nitrogen Dioxide it would be beneficial to reduce this even further, thereby improving air quality.
30. Alongside improvements in air quality the project should see knock-on benefits of reduced noise from engine idling.
31. Whilst the project does not specifically aim to encourage modal shift to more active travel, it is likely to have beneficial knock-on effects as pupils and parents become more aware of sustainable travel options, alongside the improved environment and air quality outside of schools.

¹ UNC Institute for the Environment: Idling Gets You Nowhere: Turn off Your Engine, Spring 2010

32. This project supports the Council's work in line with the recent declaration of a Climate Emergency.

Summary of public health implications

33. The annual health cost to society of the impacts of particulate matter alone in the UK is estimated to be around £16 billion².
34. According to Public Health England, air pollution is the biggest environmental threat to health in the UK, with between 28,000 and 36,000 deaths a year attributed to long-term exposure³
35. Children take in more air than adults per pound of body weight, thus making them particularly susceptible to the dangers of vehicular exhaust⁴.
36. NO_x, CO, PM_{2.5}, and VOCs, work both in isolation and in concert with one another to produce several negative human and environmental effects, including but not limited to irritation of asthmatic symptoms, global climate change, and ground-level ozone formation.
37. Children and adults with respiratory conditions will benefit most.
38. If the project sees a shift to more active travel modes further health benefits could be realised through increased physical activity.
39. Working in partnership with Public Health Dorset will also provide more opportunities for parents to access the LiveWell Dorset service.
40. Local GP's will be invited to take part in promoting the project, strengthening the anti-idling message and improving links within the community.

Summary of equality implications

41. A full Equality Impact Assessment has been carried out and the project has a number of positive equality impacts for a variety of protected characteristics/groups. There are however a small number of possible perceived negative impacts.
42. Improved air quality and health outcomes are identified as positive impacts specifically in relation to the protected characteristics of age, disability, pregnancy and maternity, and socio-economic characteristics.
43. Perceived negative impacts are in relation to certain protected characteristics/groups, specifically the misconception of being targeted by the campaign due to mode of transport. The project will be carefully designed and communicated to ensure the focus is on anti-idling and not mode of transport to

² Defra. Abatement cost guidance for valuing changes in air quality, May 2013

³ Public Health England. Review of interventions to improve outdoor air quality and public health, March 2019

⁴ UNC Institute for the Environment: Idling Gets You Nowhere: Turn off Your Engine, Spring 2010

take into consideration these perceived impacts. The project design and delivery will also take into account where, due to any protected characteristic, there is a need to continue idling.

Summary of risk assessment

- 44. Reputational risk – associated with concern around air quality outside schools which the project may cause if not communicated carefully. The project will be delivered with the support of the Council's Communication Team and the Communication Team from Public Health Dorset.
- 45. Reputational risk of not being able to evidence improvement in air quality when funding is there to do so.
- 46. H&S risks associated with carrying out the campaign. A full risk assessment will be carried out and all those working on the project, including children, will be issued with appropriate PPE and working guidelines, with appropriate supervision at all times.

Background papers

Environment Act 1995- (Published Document)
The Highway Code - (Published Document)
BoP Road Traffic Vehicle Anti-Idling Enforcement – TAG paper 10 January 2019
- (Published Document)
Anti-Idling Outside Primary Schools Campaign EIA

Appendices

There are no appendices