



On the Road to Zero

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East Herts:

- Eastern 1/3 of Herts
- 5 main towns - high vehicle ownership
- 3 AQMA's (33 in Herts)
- AQ Moving up the agenda/local action key
- (very) poor EV charging network/only 2 public
- District Plan on hold
- Sustainable Transport T & F Group



DEFRA AQ Grant

- Only district to gain Defra JAQU 2016/17 funding: £164,000
- EV project
- 2x staff-pool cars
- Public e-car car clubs in Hertford and Stortford
- Booking app scheme
- 5 x dual fast chargers (B/S, Hertford(2), SBW, Ware)
- Rapid Charger



Key Points:

- Link to future projects i.e. e-taxi use
- Academic study with University Herts reviewing project/wider opportunities
- Strong statistical data backed submission
- Match funding via car parks
- Won friends for EV and AQ esp. key members/LT
- CAD activity emerged



Purpose of #KeepItClean campaign:

- raise public awareness of air pollution issues to trigger behavioural changes
- ask people to make small changes to help improve air quality, including **anti-idling**.



Clean Air Day 2017 Key campaign messages

- **National messages**

- Take practical actions
- Target children and schools
- Raise awareness of dangers of in-car pollution
- Encourage people to avoid short trips

- **Local key messages**

- Turn your key, be idle free- aimed at parents
- Walk green, #KeepItClean - aimed at children



Working Together

- Initially only social media:
- 98 posts sent out on twitter and FB in June including daily tips on small changes to help reduce air pollution #KeepItClean
- Focus on AQMA's
- But grew - EHC/HCC teamed-up/ more resources/more impact/clear link with road safety
- Evolving budget of £5k
- Monthly Coordination Meetings – built joint working



Campaign poster/flyer

Turn your key
Be idle free

Don't leave cars idling or "ticking over", especially near schools

#KeepItClean

National CleanAirDay 15 June

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The poster features a blue sky background with a smiling sun. A red car with a family inside is shown with its engine off. In the background, two children are riding a bicycle and a scooter on a path. A pedestrian crossing sign is visible. The car's license plate reads 'CLEAN1'.

Studies show that air pollution can slow the development of children's lungs leading to lifelong consequences.

High pollution has been linked to respiratory conditions, cardiovascular disease, dementia, Alzheimer's and stroke. The elderly and those with existing respiratory and cardiovascular issues are among those most at risk.

We can all make small changes to reduce air pollution:

- Don't leave cars idling or "ticking over", especially near schools
- For short journeys try cycling, scooting or walking on a more scenic route away from busy roads, instead of taking the car
- Use public transport
- Consider electric or hybrid vehicles
- Avoid diesel, especially for shorter journeys

#KeepItClean

National CleanAirDay 15 June

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<http://www.eastherts.gov.uk/CleanAirDay>

This poster is similar to the first one but includes a list of actions to reduce air pollution. It features the same illustration of a red car with a family, children on a path, and a pedestrian crossing sign.

Walk Green

National CleanAirDay 15 June

#KeepItClean

1. Walk in and wear something green to school on June 15th 2017 for Clean Air Day.
2. Write a sentence on this clean air cloud or the large cloud on the back page if you need more space, saying what you are going to do to help cut air pollution e.g. "I'm going to scoot to school at least twice a week" or "My mum will turn her engine off while waiting to collect me from school."
3. Cut out the clean air cloud and pin it on your blue sky display at school.

The poster shows three children walking towards school. A pedestrian crossing sign is on the left. A large, white, cloud-like shape with a dashed blue outline is provided for writing. The car's license plate reads 'CLEAN1'.

Other campaign materials

Adult T shirts “Turn your key, Be idle free, children’s T shirts “Walk green, #KeepItClean”, Clean Air Day cloud keyrings, bobble heads, campaign ribbons, pencils, A4 posters, A5 leaflets (DS), A3 folded leaflets with cut-out cloud templates for school children



Other awareness channels

- Flyers in Herts libraries
- Posters in East Herts car park notice boards
- Digital displays & leaflets in 19 East Herts GP surgeries
- Digital displays on Highways signs across Herts
- Full Information packs to all EH schools; Members; Town Councils+ comms teams across Herts
- Digital packs to schools outside East Herts





Radio Campaign June 9-22

- Bob FM radio adverts ran Monday-Friday at morning and afternoon school run times
- Heart Harlow radio adverts ran Monday -Friday throughout the day
- Two versions – one before & one after Clean Air Day



Primary schools campaign

- 43(83) schools participated in the county, 14(22) in East Herts
- Schools received an assembly about air pollution to show their students
- Schools in East Herts displayed banners outside their schools asking parents to “Turn your key Be idle free”
- Emailed packs to all Herts schools and used beyond e.g. Thurrock/Epping Forest



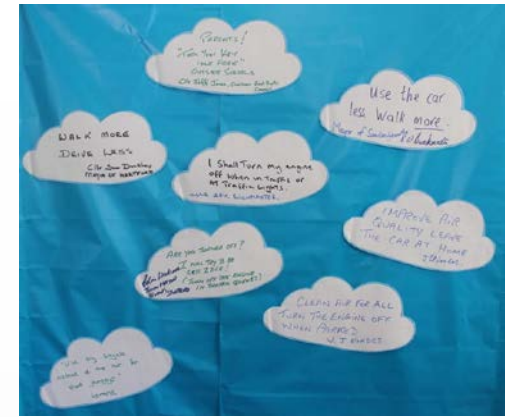
Primary schools campaign

- Children were asked to make a personal pledge on a paper cloud
- On the day children walked to school wearing something green
- School crossing patrol staff across the county wore campaign ribbons



Other Activity on Clean Air week

- Stands at all three county council buildings
- Blue sky pledges made at Hertford and Bishop's Stortford council buildings



Breathe Easy group at Bishop's Stortford



Wallfields reception



Other Activity on Clean Air week

- New Air Quality Action Plan
- A414 subway “wrapping” in Hertford official opening



Walk to Clean Air

Walk to School Week
21st -25th May 2018

Clean Air Day
21st June 2018



Walk to school week activities

- Magnificent Monday**
Ditch the wheels and get your imagination loose for the start of walk to school week. Be a little explorer and see how many different creatures and plants you can see on your way to school.
- Wild for Bees Wednesday**
Bees are an important part of the eco system. Why not plant some Bee friendly flowers to encourage them into your local area. And who doesn't like honey?!
- Hop Skip & Jump for Friend Friday**
Recruit your friends to walk to school and help Buster reach his goals. Even if you have to park & walk, it ends the week by visiting your local park and putting those legs to use.
- Find five fun facts about the Earth Tuesday**
What fun things can you find out about our Planet Earth? How old is it? What percentage of the Earth is water? Name the continents? Where is the largest rainforest?
- The write way to walk Thursday**
While walking, cycling or scooting to school why not think about a poem, song or short story about why you enjoy walking, cycling or scooting to school or why it's important to walk. Maybe you could read out your poem to the class.



Clean Air Day Activities

- Design a banner or poster to put outside your School promoting Clean Air Day. (Do not place on wall)
- Remind your parents to turn the car engine off when parked outside school - the car is pumping out pollutants.
- Write a poem or short story about the environment and read it out in class.
- Investigate extremes of weather or the different types of clouds.
- Complete a pledge card to support Clean Air Day on 21 June 2018 and pop it on the wall poster in class.



Marketing:

Fence Banners



News Story



Assemblies



Schools Grid for Learning

PowerPoint



Herts Catering



Highways



Mayors of Hertfordshire



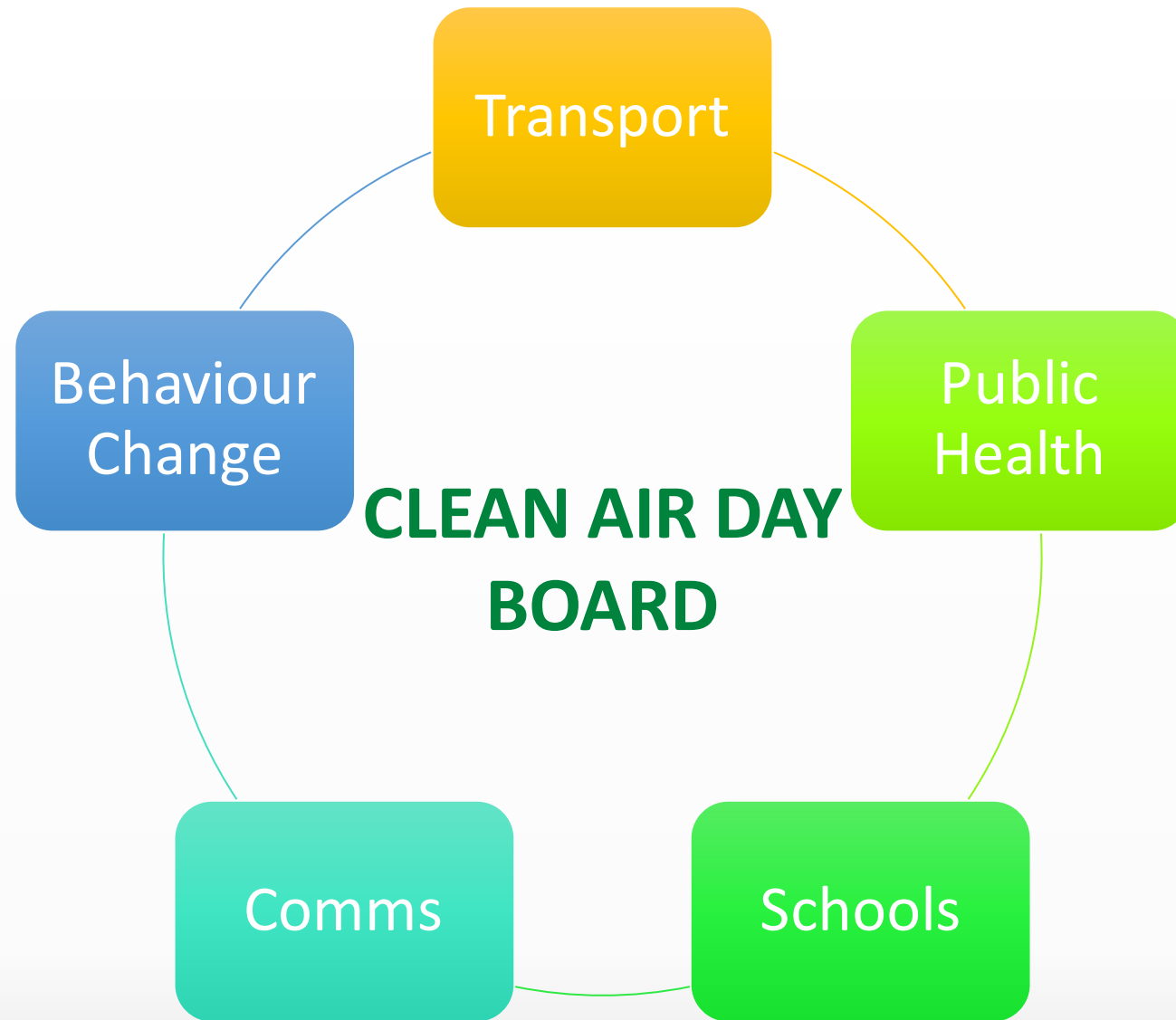
Newsletters



2018 and 2019

- 2018
- Clean Air Day Board with working groups
- Emphasis ongoing behaviour change
- Survey data/measure success
- Keen to broaden to more districts
- 2019
- CAD Every Day
- 3 Month themes





Lessons Learnt

- CAD Board useful, but initially onerous
- A Champion is key
- Low cost worked well
- Slight social media downturn
- Regular bi-weekly media column
- Led to the possibly unexpected



What's Next?

- Herts 2020 EV taxi scheme+ new policy
- Local Energy East/energy constraints
- New CC action plan
- Many more EV
- New Development /S106 – ‘no’ to ICE/Northgate End



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