

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA150321-8297

29 April 2021

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 13 March 2021, following on from an earlier request of 20 February 2021 (reference MGLA220221-6554). Your request has been considered under the Freedom of Information Act 2000. Please accept my apologies for the late response.

You requested:

*Please can you supply me with details of the services supplied for the payments below, please itemise the breakdown of services and costs*

*07/12/2011 London Cycling Campaign £23,530  
17/04/2013 Sustrans £34,597*

Please find below and attached the information we hold within the scope of your request.

## **London Cycling Campaign**

The figure of £23,530 was payment for the delivery of the Skyride led ride programme. The GLA does hold additional information related to the services that were provided and the costs. Please see attached documents – invoice and payment schedule, breakdown of costs, specification document.

## **Sustrans**

Please see attached the final report from the Cleaner Air Champions pilot project. A breakdown of the project spend is provided on p. 27. This amounts to £32,496 with the remaining £2,101 left over from the pilot being rolled into a subsequent Cleaner Air Champions project delivered in Islington.

We have withheld a small amount of information – the names of staff throughout the documents and the names and images of participants in the Cleaner Air Champions report. This information is exempt from disclosure under s.40 (Personal information) of the Freedom of Information Act. This information could potentially identify specific individuals and as such constitutes personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner in relation to the data subject.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA150321-8297.

Yours sincerely



**Information Governance Officer**

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

## EVENTS FOR LONDON SPECIFICATION

### SKY RIDE LED RIDES

#### 1. Led rides 2011 - Introduction

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In summer 2011 we plan to deliver the 5<sup>th</sup> annual mass participation cycling event in central London with 2 outer London borough events in Hillingdon and Barking & Dagenham.

We are seeking a partner for the Led Ride programme at all 3 events. Suppliers will be required to demonstrate that they have the capacity and access to resource in order to deliver an intensive programme of rides.

The dates of the event are as follows:

Hillingdon	July 31 <sup>st</sup>
Barking & Dagenham	August 21 <sup>st</sup>
Central London	September 4 <sup>th</sup>

**Suppliers must be prepared and able to deliver a programme of rides commencing July 31<sup>st</sup>.**

#### 2. Led ride requirements

The following are the activities which a supplier will be required to provide:

1. 54 Led Rides across London into the central Route on Sunday September 4<sup>th</sup> with capacity to deliver another 10 rides should sign up to rides become oversubscribed. Total Led Rides 64.
2. 3 Led Rides from each of the neighbouring boroughs to Hillingdon on July 31<sup>st</sup> with capacity to deliver another 3 rides should sign up to rides become oversubscribed including the option to bring rides in from outside of London. Total Led Rides 6.
3. 5 Led Rides from each of the neighbouring boroughs to Barking & Dagenham on August 21<sup>st</sup> with capacity to deliver another 3 rides should sign up to rides become oversubscribed. Total Led Rides 8.

Aside from route formulation and delivery of the led rides, the supplier will be asked to provide a report once the programme is complete which would include feedback from marshals, lessons learnt and recommendations in the form of a short written report and 2 hour debrief meeting with key stakeholders.

### 3 Led ride Programme Details

1. Led Rides for Sky Ride London should start in the following boroughs:

*The figures below are based on the most popular boroughs for 2010.*

Barking and Dagenham (1)
Barnet (2)
Bexley (1)
Brent (1)
Brent (2)
Bromley (1)
Bromley (2)
Camden (1)
Camden (1)
Croydon (1)
Ealing (1)
Ealing (2)
Enfield (1) Slow
Enfield (2) Fast
Greenwich (Cutty Sark) (1)
Greenwich (2)
Greenwich (3)
Hackney (1)
Hackney (2)
Hammersmith and Fulham (1+2)
Hammersmith and Fulham (1+2)
Haringey (1)
Haringey (2)
Harrow (1)
Havering (1)
Havering (2)
Hillingdon (1)
Hounslow (1)
Islington (1)
Islington (2)

Kingston (1)
Lambeth (1)
Lambeth (2)
Lewisham (1)
Lewisham (2)
Merton (1)
Merton (2)
Mitcham (1)
Newham (1)
Redbridge (1)
Richmond (1)
Richmond (2)
Southwark (1+2)
Southwark (1+2)
Sutton (1)
Sutton (2)
Tower Hamlets (1+2)
Tower Hamlets (1+2)
Waltham Forest (1)
Waltham Forest (2)
Wandsworth (1)

2. Led Rides for Sky Ride Hillingdon should start in each of the following boroughs with the possibility of rides from the county adjacent to Hillingdon to be discussed between the successful supplier and key stakeholders.

- Harrow
- Ealing
- Hounslow

3. Led Rides for Sky Ride Barking & Dagenham should start in each of the following boroughs:

- Havering
- Redbridge
- Newham
- Greenwich
- Bexley

#### 4. Supplier activity

##### Logistics of delivering rides will include:

- Recruiting Lead Rider and Support Lead Rider to deliver each Led Ride
- Ensuring all Lead Rider and Support Lead Rider are trained to lead rides to an appropriate standard
- Arrange for payment of all Lead Rider and Support Lead Rider
- Provide an estimate of the time required to ride the routes, as a group, and provide us with the start time to advertise for each route
- Provide Timetables for the led rides (start, finish points, arrival/departure from 'collection' points) will be published on the Sky ride website
- Provide details of all led ride route start and finish times and Led Ride contact no later than
  - i. **June 17<sup>th</sup> for Hillingdon**
  - ii. **July 8<sup>th</sup> for Barking & Dagenham**
  - iii. **July 15<sup>th</sup> for central London.**
- Liaise with the event production company Limelight Sports to ensure that where possible Led Ride routes follow the existing 'Feeder Routes' into central route.

##### Lead Riders responsibilities on rides will include:

- Lead all participants safely to the destination
- Co-ordinate Volunteer Marshals assigned to the ride.
- Ensure all participants bikes are checked before hand and are roadworthy
- Ensure all Lead Riders and Volunteers are wearing high visibility vests provided.
- Ensure all participants are registered
- Speak to all participants before the ride to access the level of support required
- Help participants who need it plot a route to their final destination if this differs from the ride end point
- Ensure all participants who have indicated a drop of point are informed when the ride gets there
- Warn or stop traffic as appropriate to the ride
- Keep the ride together, ensuring a pace which allows slower riders to keep up
- Ensuring ride leaves on time
- Briefing all participants before starting ride
- Referring participants to TfL maps, cycle training and other appropriate support as required.
- Testing their planned route and reporting any concerns to the GLA/TfL.
- Support staff members at all led ride start points to incorporate branded Sky ride flag and bibs for all participants.

## 5 Tender Responses

Responses should include a detailed breakdown of costs including management fees, expenses and VAT. Those submitting tender responses are advised to work within the budget parameters of £22,000.

When submitting your tender please note any additional infrastructure or services that the key stakeholders are expected to provide and provide a copy of your Public Liability Insurance.

**Tender responses should be returned by close of play on Wednesday 1 June with a decision by Friday 3 June.**

Please return your responses to [REDACTED]@london.gov.uk who can also be contacted should you have any queries regarding the specification.

*Please be aware that any questions and answers will be circulated to all tenderers to comply with our procurement policies.*

## 6 Evaluation Criteria

Tenders will be assessed on the basis of both quality and price.

Please ensure that you provide relevant information to show how you meet elements of the criteria listed below.

Criteria	Scoring
<b>Experience and track record</b> Respondents demonstrate an understanding of the specification. Respondents will be evaluated on their relevant experience in delivering programmes to a high standard.	10
<b>Response to Specification/Project Management</b> Respondents should respond to all elements of the brief demonstrating their ability to manage both planning and delivery phases of the Led Rides programme using example of previous projects to illustrate this. Respondents should also indicate a degree of flexibility to deliver a product which may evolve in the run up to each event.	25
<b>Ability to deliver in a timely manner</b> Respondents should demonstrate that they have the required resources to deliver the project and provide a clear timeline for delivery with evidence or examples of their ability to meet the timeline.	25
<b>Value for Money</b> Appointed supplier demonstrates value for money and has demonstrated an ability to deliver the led rides programme within the allocated budget of £22,000	20
<b>Health and Safety</b> Respondents should demonstrate their ability and qualifications for providing assessments of roadworthiness of participants' bikes,	20

accessing a suitable route for less confident cyclists and leading rides suitable for the audience. <i>Respondents might wish to touch on the qualifications and experience of those they would like to see recruited.</i>	
<b>TOTAL</b>	<b>100%</b>

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## **Additional Information**

### **Key Stakeholders**

Sky Ride is staged by Sky, Transport for London and the Greater London Authority who have engaged Limelight Sports as their event production company.

### **Volunteer Marshal Programme**

The GLA/TfL will begin an active recruitment drive for volunteer marshals from May 2011. These marshals will be managed via the website. Marshals will have the option to choose the led ride of their choice and highlight preferences for 2<sup>nd</sup> and 3<sup>rd</sup> options.

All participants, on registering on the Sky ride website will be asked, if they are a confident cyclist, to consider registering as a volunteer marshal instead.

We are aiming to operate an allocation of 1 marshal per 10 participants (please see below for last year's figures).

Marshals will receive 4 emails for each Sky ride they sign up for. See attached details communication schedule with volunteer marshals.

1. Thank you for signing up to Become a Marshal
2. Training Email
3. Logistics Email
4. Thank you

A clause of signing up as a marshal will ensure their information can be passed to the provider before the event so that lead riders have contact details for their team. Ride Leaders will also make their mobile phone number available to marshals on the day.

### **Capacity of Led Rides**

We will, in conjunction with the supplier be setting a capacity for each Led Ride which will be included on the website. Each participant MUST book in advance to join a Led Ride. Once the ride is full and if demand is sufficiently high we will be looking to call off the extra rides as outlined above.

### **Initial Capacity Figures Estimated**

The figures below are based on 2010 rides and therefore subject to change. Capacities and routes will be discussed in further detail on appointment of a supplier.

<b>No.</b>	<b>Borough</b>	<b>Start Point</b>	<b>Capacity</b>	<b>Marshals Req</b>
1	Barking and Dagenham (1)	Barking Station, Station	30	3



		Parade		
2	Barnet (1)	Tally Ho Corner , A1000 x A598	50	5
3	Bexley (1)	The Pier at Erith (by Morrisons)	30	3
4	Brent (1)	Kingsbury Station	50	5
5	Brent (2)	Kingsbury Station	50	5
6	Bromley (1)	Bromley South Stn	50	5
7	Bromley (2)	Crystal Palace Park Cafe	50	5
8	Camden (1)	Hampstead Theatre	40	4
9	Camden (2)	Hampstead Theatre	40	4
10	Croydon (1)	Central Croydon, Queens Gardens	30	3
11	Ealing (1)	Ealing Town Hall	100	10
12	Ealing (2)	Ealing Town Hall	100	10
13	Enfield (1)	Edmonton Leisure Centre	40	4
14	Enfield (2)	Enfield Civic Centre, Silver Street	40	4
15	Greenwich (Cutty Sark) (1)	Cutty Sark gardens,	100	10
16	Greenwich (Cutty Sark) (1)	FirePower Café, Woolwich	100	10
17	Greenwich (2)	Well Hall Cinema, Well Hall Road	60	6
18	Greenwich (3)	Town Hall Mare Street E8	60	6
19	Hackney (1)	Town Hall Mare Street	30	3
20	Hackney (2)	Ravenscourt Park, Main Entrance, South Side	30	3
21	Hammersmith and Fulham (1)	Ravenscourt Park, Main Entrance, South Side	40	4
22	Hammersmith and Fulham (2)	Haringey Civic Centre, High Road, Wood Green,	40	4
23	Haringey (1)	Haringey Civic Centre, High Road, Wood Green,	30	3
24	Haringey (2)	Harrow and Wealdstone Station.	30	3
25	Harrow (1)	Gidea Park Station	40	4
26	Havering (1)	Elm Park	20	2
27	Havering (2)	Ickenham Pump, High Road	20	2
28	Hillingdon (1)	Hounslow Central Sation	40	4
29	Hounslow (1)	Higbury Fields	30	3
30	Islington (1)	Higbury Fields	50	5
31	Islington (2)	Kingston Market Place	50	5
32	Kingston (1)	Kingston Market Place	80	8
33	Lambeth (1)	behind Streatham Hill Station	50	5
34	Lambeth (2)	Clapham Common Bandstand	50	5
35	Lewisham (1)	Bell Green, Sainsbury's	30	3
36	Lewisham (2)	Ladywell Fields, Ladywell Road	30	3
37	Merton (1)	Wimbledon Raquets and Fitness Club	40	4
38	Merton (2)	Queens Road, Wimbledon, opps Police Station	40	4
39	Pollards Hill CR4 1LT	Library on South Lodge Avenue	40	4
40	Newham (1)	Stratford Station Clock	20	2
41	Newham (2)	Stratford Station Clock	20	2

42	Redbridge (1)	Aldersbrook Garage, Aldersbrook Road	50	5
43	Redbridge (2)	Ilford Town Hall	50	5
44	Richmond (1)	The Little Green, Richmond	40	4
45	Richmond (2)	The Little Green, Richmond	40	4
46	Southwark (1)	Peckham Rye Park	100	10
47	Southwark (2)	Peckham Rye Park	100	10
48	Sutton (1)	Manor Park (Greyhound Road)	20	2
49	Sutton (2)	Westcroft Leisure Centre	20	2
50	Tower Hamlets (1)	Green Bridge, Mile End	20	2
51	Tower Hamlets (2)	Green Bridge, Mile End	20	2
52	Waltham Forest (1)	Walthamstow Central Library, High St	40	40
53	Wandsworth (1)	Tooting High St (behind Sainsbury's)	30	3
54	Wandsworth (2)	Wandle Recreation Centre, King George's Park	30	3
			<b>2430</b>	<b>279</b>

### **Communication Plan with Volunteer Marshals**

Marshals will sign up via the main website. On signing they will be able to choose their preference of Led Ride. If we have reached capacity of marshals on that ride they will immediately be offered an alternative.

### **Further information**

The Sky Ride website is now live at [www.goskyride.com](http://www.goskyride.com)

[REDACTED]  
Events for London  
External Affairs  
Greater London Authority  
The Queen's Walk  
London SE1 2AA



27 July 2011

2 Newhams Row  
London SE1 3UZ

T\_020 7234 9310  
F\_020 7234 9319  
E\_info@lcc.org.uk  
[www.lcc.org.uk](http://www.lcc.org.uk)

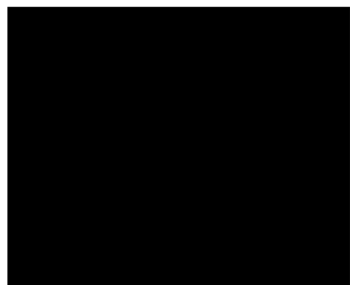
Dear [REDACTED]

**Ref: LCC Sky Ride led ride programme**

Further to our recent communication please find attached an invoice for the delivery of a Sky ride Led ride programme. As agreed the invoice doesn't contain a PO number as I understand that you are still awaiting this. I enclose a copy of the payment schedule for future payment dates.

I look forward to working with to deliver the rides. If I can be of any further assistance please don't hesitate to contact me.

All the best



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for a  
cycling city

## 2011 LCC Led ride Payment Schedule

Date	Payment	%		Measurable
22.6.11	Payment 1	50%	£10,265.00	Local routes to be provided to GLA team include times meeting points/ pickup points and all key final information for the routes
22.08.11	Payment 2	25%	£ 5,132.50	Led rides to have been delivered at Skyride Hillingdon and at B&D, Leaders recruited and training. Marshals contacted and briefed.
3.10.11	Payment 3 - Balance including extra rides (return & additional rides)	25%	£ 5,132.50	Rides delivered and feedback on Skyrides to have been provided to the GLA
3.10.11	Extras - return rides @ 30 x £100 or 16 additional led ride in @ £160 up to £2560		£ 3,000.00	Number of additional rides provided
	Total ex VAT		£23,530.00	

LCC Bank Details for BACS payments:

Sort code: [REDACTED]

Account no.: [REDACTED]

Invoice

Invoice number: [REDACTED]

Invoice date : 01/08/2011

Greater London Authority  
Events for London  
External Affairs  
City Hall  
The Queens Walk  
London SE1 2AA



2 Newhams Row  
London SE1 3UZ

T\_020 7234 9310  
F\_020 7234 9319  
E\_info@lcc.org.uk  
www.lcc.org.uk

Purchase order number:

Quantity Details

1.00 Delivery of Skyride Led Ride programme

Unit Price	Net Amount	VAT Rate	VAT
23,530.00	23,530.00	20.00	4,706.00

Total Net Amount	23,530.00
Carriage Net	0.00
Total VAT Amount	4,706.00
Invoice Total	28,236.00

Payment terms are 30 days on receipt of this invoice.  
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Event	Skyride
Client	GLA
Project ref	SKR10
Date	1.06.11
PM	
EO	



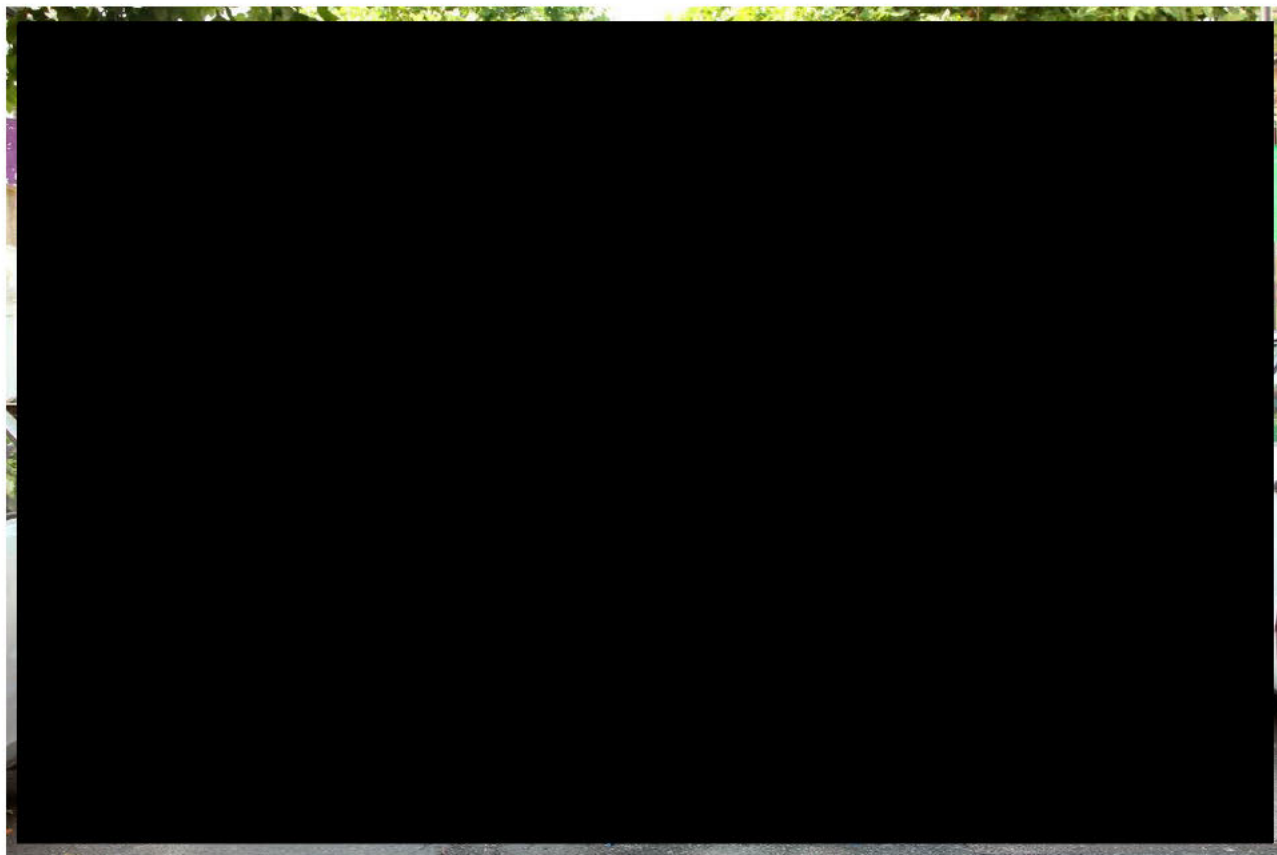
<b>Delivery of led rides</b>			
	2 x leaders, route planning/ checking, identification of start points/ negotiation of start points,		
Cost per ride		£160	
<b>Scheduled rides</b>	riders	no. of rides	cost
Hillingdon - 31.7.11	225	3	£ 480
Barking & Dagenham - 21.8.11	375	5	£ 800
Central - 4.9.11	2430	54	£ 8,640
	3030	Sub total	£ 9,920
<b>Additional capacity rides</b>			
Hillingdon - 31.7.11	225	3	£ 480
Barking & Dagenham - 21.8.11	225	3	£ 480
Central - 4.9.11	750	10	£ 1,600
	1200	Sub total	£ 2,560
<b>Administration of rides</b>			
Event officer LCC hour rate		£45	
Project Manager rate		£60	
<b>Barking &amp; Dagenham</b>		Hours allocated	
route planning / plotting,		6	£ 270
leader recruitment		4	£ 180
leader training		4	£ 180
communication / co-ordination		5	£ 225
On day event HQ co-ordination		10	£ 450
post day wrap up / reporting		4	£ 180
		Sub total	£ 1,485
<b>Hillingdon</b>			
route planning / plotting,		10	£ 450
leader recruitment		5	£ 225
leader training		4	£ 180
communication / co-ordination		6	£ 270
On day event HQ co-ordination		10	£ 450
post day wrap up / reporting		4	£ 180
		Sub total	£ 1,755
<b>Central</b>			
route checking (using 2010 routes but some amends, checking will be required)		15	£ 675
leader recruitment (54 leaders)		15	£ 675
leader training		18	£ 810
communication / co-ordination		30	£ 1,350
On day event HQ co-ordination		10	£ 450
post day wrap up / reporting (leader de-brief and final report)		14	£ 630
client meetings (5 meetings)		10	£ 600
Project Manager (4 days supervision)		28	£ 1,680
Disbursements			£ 500
		Sub total	£ 7,370
		<b>Total</b>	<b>£ 20,530</b>
		<b>Total inc VAT</b>	<b>£ 24,636</b>
		cost per rider	£ 7

# Cleaner Air Champions

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## Pilot Project Report

January 2014



**CLEANERAIR**  
FOR LONDON



## About Sustrans

Sustrans makes smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

It's time we all began making smarter travel choices. Make your move and support Sustrans today.  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

Head Office  
Sustrans  
2 Cathedral Square  
College Green  
Bristol  
BS1 5DD

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Registered Charity No. 326550 (England and Wales) SC039263 (Scotland)  
VAT Registration No. 416740656



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# 1 Executive Summary

To support the Mayor of London's ongoing work to manage and improve air quality in London and respond to increasing concern about the issue, Sustrans developed a volunteer project, Cleaner Air Champions, to tackle air quality issues at a local level. Cleaner Air Champions empowers volunteers within the local community to take action with an emphasis on raising awareness and understanding of the problems around air quality as well as promoting a range of achievable activities that individuals can take to improve air quality in their area,

Building on our Active Travel Champions programme, Sustrans developed the complementary clean air project to react to the ongoing concerns about poor air quality in London. Active Travel Champions was an overwhelmingly successful national Sustrans volunteer project funded by DEFRA that has had a long-lasting impact on the volunteer programme that Sustrans offers. It widened the range of people volunteering at Sustrans and the breadth of our volunteering activity. The champions programme offered a comprehensive approach to engaging with a wide range of communities and empowered volunteers to take action around a particular issue, in this case promoting cycling and walking for active, healthier lifestyles. Training, resources and expertise were developed, forming the basis for an engaging volunteer project that was ready to be rolled out as part of cleaner air champions.

We successfully implemented a programme structure with an emphasis on facilitation and community-led initiatives around raising awareness about air quality and positive actions people can take to help improve local air quality. We provided the tools, training, and contacts to enable volunteers to tackle the problems they identified, maximising community ownership. This has been demonstrated particularly well in the borough of Hackney where we had the most success in recruiting champions and initiating a range of activities and events.

The boroughs selected to take part in this pilot demonstrated a spread across inner and outer London, with a specific focus on East London, after the legacy of the Olympics. Each also had significant Air Quality Management Areas along with an Air Quality borough officer in place to help support the project. Sustrans also looked to work in areas where we had a strong working relationship with the borough and other complementary schemes in place, for example the new Ingrebourne way cycle route in Havering. With this in mind initial discussions took place with Hackney, Havering and Redbridge and all three were interested in supporting and taking the project on as part of the pilot.

Over the 6 month project in Hackney, Havering and Redbridge, Sustrans was able to recruit, train and support 21 cleaner air champions who carried out over 60 activities and engaged with nearly 1800 local residents across these three boroughs.

## 1.1 Achieved Outputs

Expected Outputs	Actual										
Recruit approximately 10 volunteer champions in 3 communities identified as Hackney, Havering and Redbridge	<table> <tr> <th>Borough</th><th>Champions</th></tr> <tr> <td>Hackney</td><td>11</td></tr> <tr> <td>Havering</td><td>5</td></tr> <tr> <td>Redbridge</td><td>5</td></tr> <tr> <td><b>Total</b></td><td><b>21</b></td></tr> </table>	Borough	Champions	Hackney	11	Havering	5	Redbridge	5	<b>Total</b>	<b>21</b>
Borough	Champions										
Hackney	11										
Havering	5										
Redbridge	5										
<b>Total</b>	<b>21</b>										
Engage with 2,250 beneficiaries (30 champions engaging with 75 beneficiaries each)	1743 beneficiaries engaged with (each champion engaged an average of 83 beneficiaries)										
All champions attend induction training and one further training session	<p>100% of champions attended induction</p> <p>33% of champions attended a further training session</p>										
Regular activity reporting from champions demonstrating range of activities and hours	15 champions recorded 61 separate activities recorded with just over 238 volunteer hours contributed.										
Case studies of successful champion stories made available	2 case studies of champions work are public and have been incorporated into a project video which will be made available through Sustrans and GLA website.										
Celebration event	Event at City Hall on 14 <sup>th</sup> November 2013 to celebrate pilot project, showcasing and celebrating champions work										

## **2 Original Objectives**

From the project proposal a set of project aims, outputs and outcomes were agreed and set forward in the project plan as outlined below;

### **2.1 Project aim:**

The project will engage, enable and support volunteers to:

- Raise awareness of the local causes and impacts of poor air quality in defined areas.
- Support mitigation of poor air quality in their local areas.
- Support adaptation by helping beneficiaries in high NO<sub>2</sub> areas to reduce their exposure.

### **2.2 Outputs**

- Recruit approximately 10 volunteer champions in 3 communities identified as Hackney, Havering and Redbridge
- Engage with 2,250 beneficiaries (based on 75 per champion)
- Train and support the champions to raise awareness of local air quality issues within their communities, and the positive steps locals can take. All champions are expected to take induction and one further training module.
- Share case studies and bottom-up methods for effecting change to local air quality through a launch event and follow-up forum.

### **2.3 Outcomes:**

1. Raise awareness of air pollution risks and health impacts via advocacy and promotion
2. Support mitigation by leading on initiatives around active travel, energy efficiency and other impactful actions
3. Promote adaptation through information, advice and promotional actions

## 2.4 Summary of monitoring arrangements:

Outcomes	Intended Outcomes	Evaluation methodology	Specific reportables
<b>Outcome 1 - Raise awareness of air pollution risks and health impacts via advocacy and promotion</b>	champions and beneficiaries have increased knowledge of air pollution risks and health impacts	Focus groups. The group will be selected from one of the three boroughs. The focus groups are likely to run at the start of July.	Qualitative data on people's understanding of air quality issues
<b>Outcome 2 - Support mitigation by leading on initiatives around active travel, energy efficiency and other impactful actions</b>	champions organise activities to help people cycle and walk more and improve home energy	champions report via website  Focus group	champions report on: Type of activity Activity Setting Time spent Beneficiaries (new and existing)  Qualitative data from champions and beneficiaries on champion activities and the perceived impacts
<b>Outcome 3 - Promote adaptation through information, advice and promotional actions</b>	champions organise initiatives that promote adaptation activities	champions report via website  Focus group	champions report on: Type of activity Activity Setting Time spent Beneficiaries (new and existing)  Qualitative data from champions and beneficiaries on activities that link to adaptation behaviours

## 3 Outcomes achieved

### 3.1 Raise awareness of air pollution risks and health impacts via advocacy and promotion

A focus group was held in July with pupils from St Monica's RC Primary School in Hackney (See Appendix A for full report). The school has been engaged with [REDACTED] as part of her anti-idling campaign around Hoxton Square.

Overall this focus group identified that the project has raised awareness of air quality in their local area, in particular the issues around people leaving their engine's running. During the project they were involved in discussions, watched videos, wrote letters and made posters with their champion. They particularly enjoyed the activity of drawing posters and then going round to local businesses to talk about the issue and asked them to display their posters.

The children who participated had started to become aware of the issue and impacts of poor air quality as a direct result of talking part in this project

*"Beneficiary A. described the activities she had engaged in as a great idea and recognised the impacts air quality can have on the respiratory system, especially for young children and the elderly. Beneficiary B. agreed, also highlighting the health issues air quality can bring and how limiting it can be on people with poor health such as asthma and lung cancer. The beneficiaries were able to explain the environmental impacts of engine idling, particularly in the business district where their school was located"*

As part of this project they visited eleven businesses around the square to speak to them personally and hand out information packs that included the posters they had drawn

*'The beneficiaries felt that as school councillors they played an important role and it could be used as a platform to promote their cleaner air work. Beneficiary B. said, "It makes me feel good because we can actually make a change in Hoxton and places around London". Beneficiary A described feeling more confident, as it gave the beneficiaries a chance to discuss ideas, enabling Beneficiary A to gain confidence in sharing ideas and speaking to groups of people.'*

Through an integrated approach with local businesses, the school and the community [REDACTED] has demonstrated that an effective local campaign can have a positive impact for the whole community. The school saw the benefit of the project and wish to continue with this project expanding across the whole school. The head teacher stated:

*"The Cleaner Air Champions project fits in with the school ethos and is something we are looking to build upon. The school aims to be deeply involved with the local community and the Cleaner Air Champions project is one way in which the school has been able to engage with the community".*

Following this session the school included a piece in their end of year newsletter which was sent out with an anti-idling air freshener for every family.

#### Impact assessment with businesses around Hoxton Square

In October further informal interviews with the businesses around Hoxton Square were carried out:



12 businesses were visited over one day. 7 of those had been visited with the class from St Monica's in July and a further 5 that had been visited by the champion.

### **Businesses visited by St Monica's**

At three businesses visited none of the staff there at the time were on duty when the children came round and were not aware of what had happened following with the information given out. All three of these businesses are chains where staff work in shifts.

Of the remaining 4 only one business only one had not had a look at the information given to them by the children, the other three had read through the information and reviewed the material. As a result Hoxton Cars have asked all their drivers not to idle when waiting in the square and KK Gallery put up the children's poster on the door for a month following the visit.

As a result of the children's visit the most engaged were small independent businesses with a stable staff base as they all remembered the children's visit and half of them went on to promote the message further.

### **Businesses visited by Cleaner Air Champion**

Of the five businesses sampled that the champions visited separately three did not recall receiving the information but two were interested in finding out more. The other two businesses had looked at the information, one had not taken any further action as they did not see the relevance to their business but The Red Lion pub had displayed the children's poster in the pack for a few weeks after.

Again independent businesses were more receptive to the information either taking action after receiving the pack or interested in finding out more if they did not recall the original visit by the champion.

## **3.2 Support mitigation by leading on initiatives around active travel, energy efficiency and other impactful actions**

Of the 21 champions, 15 recorded activities through the website. They reported that they had carried out 61 activities and contributed over 238 hours of volunteer time and reached 1743 beneficiaries. There was a tendency for champions to neglect to report on activities or under report, for example by identifying some relevant activities, especially those involving close friends and family, as falling outside the remit of their voluntary role. This was expected as across Sustrans we know that volunteers tend to underreport or see admin as a barrier to their volunteer time. This is mitigated by regular contact with the project officer and ongoing encouragement to report activities.

The most popular activities were based around either active travel initiatives or promoting adaptation through information and advice. The activities carried out have been split across the two objectives and described by borough:

**The following outlines those activities undertaken by champions in each borough based around active travel:**

### **Hackney**

Of the eleven champions recruited in Hackney, five carried out initiatives promoting active travel.

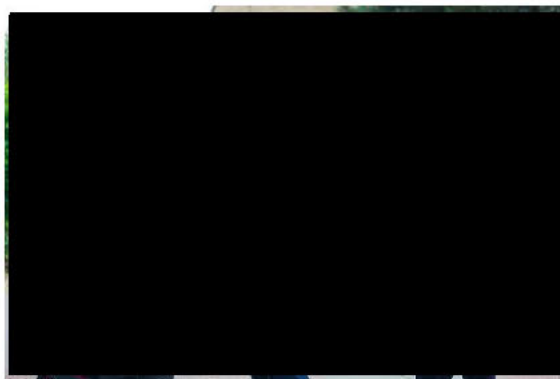
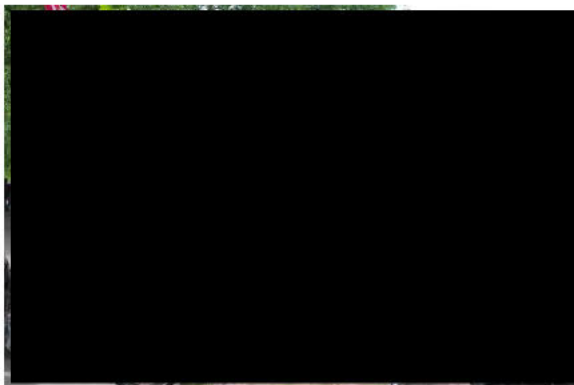
Activities promoting active travel included:

- Parent cycle training scheme launched at Jubilee Primary School
- Cargo Bike workshops for businesses
- Cycle Showcase day at London Fields
- Bike breakfast events

## **Funded Activities**

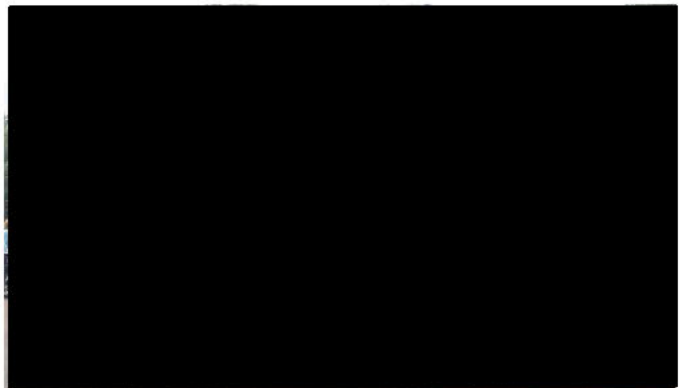
### **Cycle Showcase Day at London Fields**

In partnership with Hackney Cyclists, [REDACTED] worked to host a cycle showcase day at London Fields. They invited a number of local cycling organisations including; London Cycle Kitchen, Le Beu Velo and Cycling Yoga. Heavy rain did put a dampener on the event but due to the great location several hundred people were engaged.



### **Cargo Bike Workshops and events**

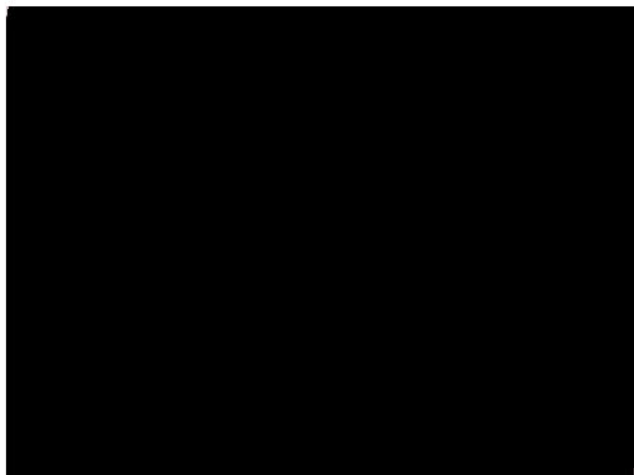
[REDACTED] attended several events in Hackney, including at London Fields where she had cargo bikes for people to try out. In partnership with Cycle Logistics she also set up two workshops for local businesses to try out cargo bikes and find out viable options for using them in as part of their everyday working practices.





## Parent Training scheme

██████ and ██████ are teachers based at Jubilee Primary School. Using ██████'s skills as a trained cycle instructor they have set up a parent and child training scheme that will start in September. Using the fund they purchased two adult and two children bikes and launched the scheme at the school summer fair and have signed up four parents so far. The scheme will be a long running programme that will increase parent's confidence in cycling and open up cycling to school as a viable option.



### Future planned activities are:

- Continuation of the parent training scheme and to include their children as well at Jubilee Primary School

### Impact Assessment of parent cycle training

Three parents are currently taking the training programme that last for 8 weeks. They have all completed 5 weeks of lessons and their children receive cycle training in the afternoon.

All three parents started not being able to cycle are now able to cycle without being physically supported by the instructor. All three parents feel more confident and they are all looking forward to cycling to the school and around the local area.

Parent A expressed that she was more confident and fitter as a direct result of the training. Her son has also been receiving lessons in the afternoon and wakes up on a Thursday morning excited about the lessons.

While the parents didn't recognise air pollution as a specific problem when asked directly they did recognise that cars around the school, especially at drop off and pick up times, were a big problem and impact the health of children.

## Havering

All five champions in Havering supported initiatives around active travel

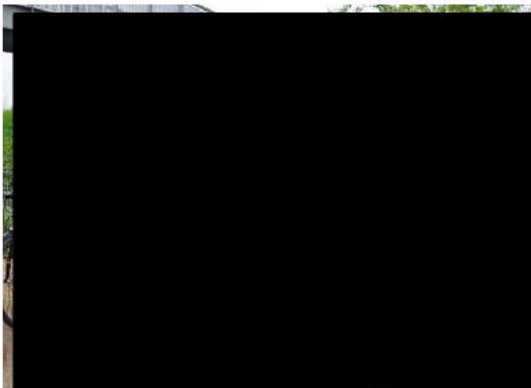
Activities based around active travel included:

- Setting up local walks with Thames Chase Community Forest

Two of our champions, [REDACTED] and [REDACTED] in partnership with Thames Chase Community Forest have set up a regular guided walk, which show people the local area. [REDACTED] and [REDACTED] both attended the organising and leading guided walks training session and helped lead the first walk which took place on 13<sup>th</sup> July. These walks will continue through to the winter.

- Leading local cycle rides and promoting local cycle routes.

Three of our champions have been involved in leading local cycle rides along the new Ingrebourne way route, including leading in feeder rides to the opening of this new cycle route. They also helped gather feedback from local residents about their views on the cycle route through a community session at the local school and have been actively promoting cycling at local events.



#### **Future planned activities are:**

- Continuation of walks with Thames Chase Community Forest

#### **Redbridge**

All active champions based their activities around providing information and advice. Details of these activities can be found in the next section.

Going forward ideas that champions would like to do around active travel initiatives:

- Bike recycling scheme with the Salvation Army.

### **3.3 Promote adaptation through information, advice and promotional actions**

The following outlines those activities undertaken by champions in each borough based around information, advice and promotional activities:

#### **Hackney**

Three champions carried out activities around providing advice and promoting change. Initiatives included:

- Anti-idling campaign around Hoxton Square
- Play Out days on Roding Road
- Sound mapping of interviews in Hackney



- Promotion of issues and positive actions people can take at local events

### **Play Out Days**

████ set up a series of playing out days as part of a scheme launched by the local council to close residential roads to traffic to allow families to play out in the road, perceiving and using their local space differently. To encourage cycling as a further activity █████ had a Dr Bike along and a smoothie bike.



### **Anti-Idling Campaign**

One of our champions initiated a local anti-idling campaign involving the local school, businesses and the local council. █████ designed and printed postcards and air fresheners as a way to spread a clear message about local air quality in a non-confrontational way.

### **Future planned activities are:**

- St Monica's continuing cleaner air activities with the whole school
- Promotion of issues and positive actions people can take at local events

### **Havering**

Five champions carried out activities that promoted adaptation through giving out information and raising awareness, working on activities including:

- School air monitoring project with Upminster Junior School
- Attending local events to promote cycling and walking and raise awareness of air quality

Three of our champions are keen cyclists and have attended numerous local events with an information stand including a regular stand at Romford Market and Harold Hill festival.

### **Funded Activities**

#### **School monitoring project**

One of our champions worked with Upminster Junior School and their EcoCouncil to carry out monitoring around the school. Using air diffusion tubes around the school the pupils placed the tubes, collected them and presented the results to their school. Sustrans t-shirts



were presented to the pupils who took part; a short summary of the project can be found on the school website - <http://www.upminster-jun.havering.sch.uk/Eco-Council>

### **Future plans include:**

- Continuation of regular stall at Romford Market
- Attending local events including Thames Chase Health & Wellbeing Day on 14<sup>th</sup> September

Organisations in the area that have expressed an interest in being involved in the future include:

- RSPB Rainham Marshes
- National Trust – Rainham Hall
- Wennington Village Association

### **Redbridge**

Of the five champions recruited four champions carried out activities with two main strands of activity taking place:

- Attending local events to promote cycling and walking and raise awareness of air quality - including Music at Wanstead Park and Fairlop Fair
- Campaigning locally to raise awareness of local air quality issues  
[http://www.ilfordrecorder.co.uk/news/news/community\\_group\\_barkingside\\_21\\_calls\\_on\\_redbridge\\_councillors\\_to\\_back\\_cleaner\\_air\\_policies\\_1\\_2207602](http://www.ilfordrecorder.co.uk/news/news/community_group_barkingside_21_calls_on_redbridge_councillors_to_back_cleaner_air_policies_1_2207602)

### **Funded Activities**

#### **Stall at Wanstead Music in the Park Event**

Two champions hosted a stall at this local event. They hired two smoothie bikes to attract people over to the stall and engage their audience with cycling in a fun way.

### **Future planned activities:**

Going forward, ideas that champions would like to do include:

- Setting up a Geocaching trail with information on air quality.

## 4 Legacy

This six month project has been successful in setting up a model for engaging with, recruiting and supporting volunteers in running local initiatives around the issue of air quality. Most importantly the focus groups and further impact assessments demonstrate that the project has been successful in promoting awareness of air quality issues, and has empowered local people to be able to address these issues in their local communities.

Champions that are a part of this project are keen to continue volunteering and taking forward further ideas, several have expressed that they have just got to grips with the project and the confidence to take forward activities and would not like to stop now *“all reported that they had found the project rewarding and enjoyable.... are keen to try to expand the reach of their influence, and widen the impact of their work.”*

Across the three boroughs Hackney was the most responsive in terms of recruitment and carrying out a range of activities and initiatives. Both Havering and Redbridge needed more time to recruit volunteers and greater encouragement and support to take ideas forward. As a general note there were several enquiries from potential volunteers in boroughs other than Hackney, Havering and Redbridge, mostly from Lewisham and Islington.

### Identified Barriers

Given the timescales for this project champions have expressed to the project officer that they haven't been given enough time to carry out their activities or current commitments and personal circumstances have limited their opportunity to be involved, of the 21 champions recruited 18 carried out at least one activity.

*“due to it being a relatively short project, several felt that they had not really had time to achieve anything substantial, and would have liked to have more time to develop ideas for engagement.”*

The main barrier to getting this project off the ground was in the initial recruitment stage. Air quality was not recognised widely by the general public as an issue *“They think that they're not affected and therefore that they don't have to do anything. It's very difficult to demonstrate to people that they are affected, that their lung capacity and things are affected. And that's why I think it's very difficult to get them on board. They will listen to you but unless it's affecting them directly...”* A certain level of education and raising awareness needed to occur in the first place to engage people with the project and to come on as volunteers.

Another barrier was building the confidence of volunteers to take action as air quality is seen as a massive overwhelming issue, out of the control of an individual. It took time for champions to understand the issues and find actions they found manageable. In some cases champions are still formulating ideas to take forward *“that having more time, and perhaps more opportunities to work with other champions could enhance their ability to have an impact on air quality in their local communities.”*

Champions have identified the following as barriers to being involved in the project:

- Timescale of the project to complete activities with other current commitments.
- Some Champions felt they did not have the energy and time to organise events, preferring to have a more supportive, rather than a main coordinating, role. A large proportion felt that working with another Champion would be more fun and sharing tasks would help with time-management. Building up a local group of champions was a key factor in motivating champions, this caused a delay in some champions taking action at the beginning of the project.

- Admin requirements including activity reporting and paperwork around the funding applications. *“they felt that having to record their activities and times into the online database was too much work as they were giving up their time for free and for many of them around day jobs. They expressed that it was nice to be thanked for the time they spent, but that working towards the reward system for champions<sup>1</sup> was not worth the effort taken to record activities.”*

## Recommendations

### Extension to pilot project:

- To continue to support existing Cleaner Air Champions and encourage activities and events building on those initiatives that have already been put into place as well as new ideas that are generated.
- To measure the impact of champion initiatives on a regular basis, at least annually.

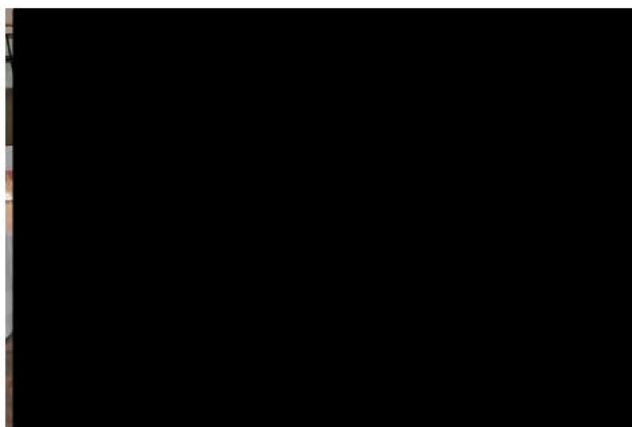
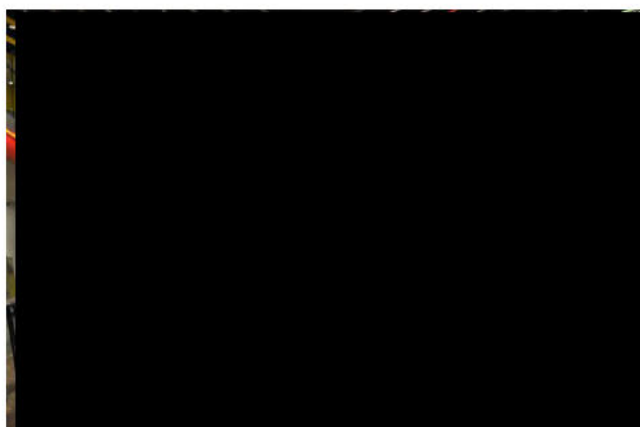
### Future projects:

- A minimum 2 year project – allowing for recruitment, training and support of champions as well as time to establish regular activities and measure the success and impact of their activities.
- Awareness campaign to take place in the first two months of the project to engage and encourage people to want to take action.

## Celebration

On Thursday 14<sup>th</sup> November 2013 Sustrans and the GLA hosted a celebration of the project at City Hall. Boroughs, champions and participants all came together to recognise the commitment and achievements of the champions involved and to showcase the fantastic work they did during the pilot.

██████████, Senior Advisor to the Mayor on Environment and Energy introduced the evening and ██████████, Director of Public Health, Havering gave the key note address. Video's, displays and a chance to try Geocaching gave a snapshot of the amazing impact the project had.





## 5 Case Studies

### 5.1 [REDACTED] Hackney – anti idling campaign

[REDACTED] hearing about this project, from a local newsletter, she got in contact with us looking to take action on the problem of idling around Hoxton Square, where she is a resident.

[REDACTED] had noticed that a number of the restaurants and businesses around the square had regular delivery drivers leaving their engines running and even falling asleep for several hours with the car still on.

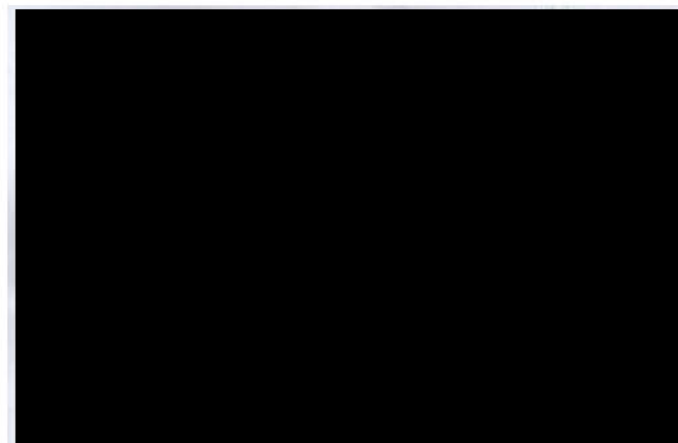
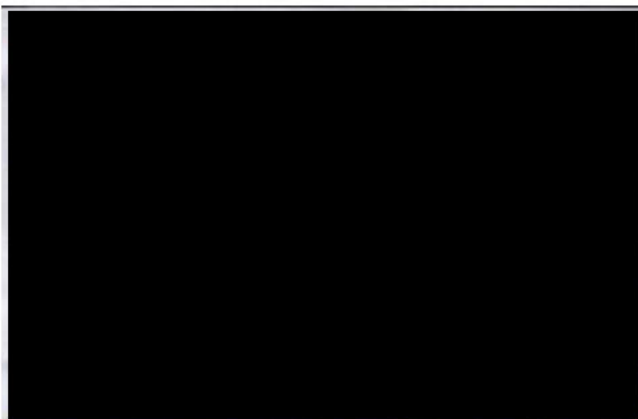
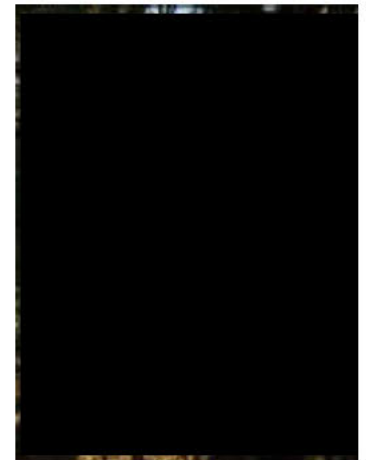
Working with the local council, school and businesses [REDACTED] has taken forward a number of initiatives to specifically combat this issue of idling around the square.

To start with [REDACTED] worked with the Borough Officer from London Borough of Hackney as part of their Zero Emissions Network initiative to get several anti-idling signs put up around the square and spoke to the parking enforcement officers to ask them to point them out to people. Following this she designed an information leaflet on the cons of idling as well as air fresheners to give out as a friendly reminder to those she came across who were idling and also to give out to the local businesses.

In conjunction with the local school, a class of pupils wrote letters and posters on the issue. This class then delivered their letters along with a pack of information of easy steps to help improve local air quality to all the restaurant and business owners around the square. The owners and managers responded positively by promising to speak to their delivery drivers and also to display the posters on their premises.

By providing an integrated approach with all users of the square [REDACTED] has managed to bring together a range of people to become aware of the issue and take the first steps to make a change.

[REDACTED] has recently been short listed for a Cleaner & Greener Team London Award for her work as a volunteer.



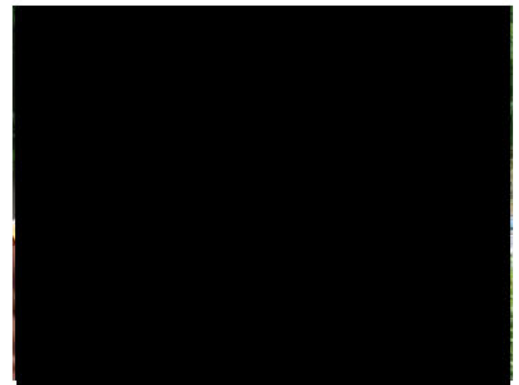
## 5.2 [REDACTED] and [REDACTED] Hackney – cycle training for parents and children

[REDACTED] first heard of Cleaner Air Champions at the sustainable schools forum in Hackney. Her concern for the health implications for children was a main motivation and she soon convinced her husband [REDACTED] to join the project too. Both identified car traffic around the school, especially at drop off and pick up times, as a contributor to poor air quality in the area.

As a trained cycle instructor [REDACTED] offered to run an 8 week programme of cycle training with weekly sessions with parents in the morning and their children in the afternoon. Currently 3 parents and their children are taking part in the cycle training and all three parents have gone from not being able to cycle at all to cycling by themselves in the school grounds. They all look forward to being able to cycle to school and around the local area.

One parent in particular, with a special needs son, said that the cycle training has made her fitter and more confident and her son wakes up on a Thursday morning excited about his cycling lessons.

The success of their cycle training programme has inspired [REDACTED] to look into setting up a clean air forum for the area which will include other local schools and community groups.





## **6 Acknowledgements**

Sustrans would like to thank the following for their support with this project:

Greater London Authority

London Borough of Havering

London Borough of Hackney

London Borough of Redbridge

St Monica's Roman Catholic Primary School

Jubilee Primary School

Upminster Junior School

Cycle Logistics

Barkingside 21

## 7 Appendix

### 7.1 Appendix A: Beneficiaries Focus group- Research & Monitoring report

# Cleaner Air Champions, London

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## Introduction

The purpose of this report is to summarise the monitoring results of the Cleaner Air Champions project, to inform and support wider project reporting. It does not include information on project background or the wider context, as these are included in the project report.

This report presents the findings of focus groups conducted to assess the outcomes of the project. Two focus groups were delivered, one with Champions and one with school pupils who sat on the school council, who had benefited from a Champion helping them to run an air quality awareness campaign.

## Focus group: children

A focus group was conducted with six cleaner air project beneficiaries at St Monica's RC Primary School in Hackney on 17 July 2013. The aim was to get a better understanding of participants' experiences and the impacts of the project. The children were aged between five and nine years old and had been engaged with the project for approximately one month before the focus group. The focus group was run by two members of staff from Sustrans Research & Monitoring Unit (RMU) and, though the school head teacher was present, she was an observer only. The Head did provide a comment after the focus group. Participants had been working with their local Cleaner Air Champion to understand the air quality issues in their area and to engage local businesses through creating posters, letters and discussion. All sensitive personal information has been rendered anonymous.

### How engaging is air quality as an issue and what were the attitudes toward air quality?

The beneficiaries showed a keen interest in air quality and were eager to discuss their thoughts on the issue. Beneficiary A. described the activities she had engaged in as a great idea and recognised the impacts air quality can have on the respiratory system, especially for young children and the elderly. Beneficiary B. agreed, also highlighting the health issues air quality can bring and how limiting it can be on people with poor health such as asthma and lung cancer. The beneficiaries were able to explain the environmental impacts of engine idling, particularly in the business district where their school was located. They discussed how a number of trucks making deliveries to nearby businesses leave their engines idling, so the project provided a good opportunity to engage with the local businesses and discuss possible solutions.

For most of the beneficiaries, they had started to think more about the impacts of air quality since participating in the project. Discussing the air quality in the area, the beneficiaries thought the air was cleaner on the side of the school where there was no main road. When Beneficiary B. walks to school there are cars waiting on the road on one side of the school with their engines running, which she said polluted the air meaning the air was not as clean by the roadside. Beneficiary C. agreed saying that due to the one way road system there was a build up of traffic which reduced the air quality. However, the beneficiaries felt that when they were at school the air was clean, particularly in the surroundings of the school eco garden. An area which they all thought had poor air quality was the busy area of Dalston.

### Involvement in the project

The beneficiaries had been engaged with the project through their champion for a month before the focus group. The beneficiaries who participated in the focus group were on the school council and to date other pupils had not been involved in the activities but it was hoped that they would be able to involve the rest of the school in the future.

### **Project activities**

During the time they had been engaged with the project, Beneficiary C. said they had been involved in discussions, watched videos, wrote letters and made posters with their champion. One activity which Beneficiary D. particularly enjoyed was watching a pre-produced video with their champion as D. felt it was important to hear others' views and opinions on air quality. Beneficiary F. also agreed that the video had been useful saying

“the children had their own opinions about how pollution can be bad for you and how it can affect your lungs and body”.

The beneficiaries all talked about the ‘signs’, which were posters and drawings which they had made during some of their cleaner air activities. Beneficiary C. described the signs as being similar to no smoking signs which can be found in public places such as train stations. The beneficiaries had adapted these signs to include cars with running engines and a stop sign, depicting a clear message to turn vehicle engines off when waiting. The beneficiaries delivered the posters and letters they had written to the local businesses, to ask them to turn their engines off when delivering/waiting. Reflecting on this activity Beneficiary B. thought the posters were a good way to make people aware of ways in which they can help keep the air clean.

The beneficiaries demonstrated good engagement and understanding of the activity, explaining that while some people were aware of air quality issues, others weren't so it was a good opportunity to explain some of the ways in which cleaner air can be achieved. Beneficiary D. also gave an example of someone who they had been talking to while delivering their posters. They discussed anti-idling with her and she recognised the problems running engines could cause, fully supporting the cleaner air activities they were engaging in, evidencing the positive reaction they had received. Beneficiary A. enjoyed the discussions, particularly with businesses and the public when they were delivering the posters. This was important to A. as it allowed the group to share their ideas, with the hope of ‘spreading the word’ on reducing pollution.

The beneficiaries unanimously agreed the poster activity had been enjoyable. For Beneficiary D., E. and F. they also enjoyed the activity as they liked showing their drawings to others. An interesting benefit which also came from delivering the posters and letter was community cohesion. The pupils had been able to visit their old school which was now a restaurant, something which they didn't think they would have been able to do had they not been delivering the posters. The school has also started to sell products such as fruit and vegetables grown in the children's eco garden to the restaurant, all of which aids in building strong relationships with the community.

### **Project impacts and travel behaviour**

The beneficiaries felt that as school councillors they played an important role that could be used as a platform to promote their cleaner air work. Beneficiary B. said, “It makes me feel good because we can actually make a change in Hoxton and places around London”. Beneficiary A. described feeling more confident, as it gave the beneficiaries a chance to discuss ideas, enabling Beneficiary A. to gain confidence in sharing ideas and speaking to groups of people.

For most beneficiaries, travelling to school involved a bus journey. However, the beneficiaries often travelled home differently depending upon factors such as who was picking them up and where they were going (i.e. if they went to a child minders first). For the three beneficiaries who had said they travelled by car, when asked whether they preferred taking the bus/cycling/walking or taking the car, two preferred to travel by car. The predominant reason for this was because of the distance the

beneficiaries lived from the school. Beneficiary A.'s main method of travelling to and from school was by bus but had tried walking half way then taking the bus and had also cycled to school recently. When thinking about how cycling compared, Beneficiary A. thought cycling was a good way to travel as it saves on emissions and reduces air pollution but it was also recognised that cycling and walking is a healthy option. After cycling to school once, it was an alternative that Beneficiary A. would consider doing again. For Beneficiary F. when comparing travelling by bus to travelling by car, the bus was the preferred method as it was an opportunity to talk to friends on the bus as well as one of the school teachers. Beneficiary B. walked to and from school and enjoyed it as she lived nearby and it meant she didn't have to get on any public transport. She also identified it as a healthier alternative. Beneficiary E. usually walked to school then walked or took the bus home however, when running late in a morning E. would get to school by car. Beneficiary C. walked or cycled to school, but in winter would sometimes take the car. When asked which method of travel was preferred, Beneficiary C. enjoyed cycling or walking to school the most as it is more fun.

### **Other points of interest**

The school had only been working with their champion one month before the focus group however, the school planned to pick up on the work in the new term. Whilst only the school councillors had been working with the champion, there were plans to engage more pupils and once they had built upon this the school were planning to engage parents and more of the community. Before the project, the school had already engaged in 'green' activities through their eco-gardener who visited the school weekly, spending an hour with each class in the eco garden. The fruit and vegetables grown here were sold to the restaurant next door and any profits were put back into the garden to buy more seeds and tools etc. This further evidenced the school's commitment to a cleaner environment whilst engaging with the community.

After the focus group, the head teacher discussed the project and said how the pupils thought it had been great for someone from the community (their champion) to approach them and ask for their help as it boosted their confidence and it was great that their thoughts and opinions had been considered. Finally, the project had enhanced learning and was described as fitting in to the school curriculum with the head teacher saying,

"The Cleaner Air Champions project fits in with the school ethos and is something we are looking to build upon. The school aims to be deeply involved with the local community and the Cleaner Air Champions project is one way in which the school has been able to engage with the community".

## **Focus group: Champions**

A focus group was conducted with seven Cleaner Air Champions on 9 September 2013 in order to get a better understanding of champions' experiences and the impacts of the project. The champions had had differing levels of involvement in the project due to other time commitments, but the group included a range of those who had done a lot of activities, and some who had only done a small number. The focus group was run by a member of staff from Sustrans RMU. The use of a neutral staff member, who was familiar with but not involved in the project, was to encourage honesty in champion feedback and opinions. All identifiable personal information has been made anonymous.

### **Motivations, and coming to the project**

The champions in the focus group all said that they came to the project because they were aware that there were issues with air quality in their local area. They said they were not experts in air quality and later discussed that they had learned a lot about the facts and figures behind air quality, and how and why it was monitored by the London Boroughs. Some had involvement in other groups, including the London Cycling Campaign, and as a youth group leader, which influenced their joining,

while others worked professionally in a related field. One champion was actively looking for a voluntary role to be involved in.

### **How engaging is air quality as an issue and what were the attitudes toward air quality?**

The champions all agreed that air quality was an issue in London, but that the level of general public awareness of the issues varied widely across the population. The group thought that the local areas were being negatively affected, particularly because of traffic pollution, but that also on a national scale traffic was less of a contributing factor. They thought globally London was not as bad as some other cities (examples given were Shanghai and Mexico City). One champion commented that a lot of people they engaged with said that as the air looked clean, with no visible smog as in some cities, and in London in the past, then it must be clean and not a problem. In addition, they recognised that they themselves, while being aware to some degree that there was an issue, were not in full possession of facts regarding air pollution levels. They commented that having those statistics and that knowledge helped them to feel confident and able to talk about air quality with other people. Their own knowledge of air quality issues increased as a result of the project.

The champions experienced some scepticism from the people they engaged with.

“At the events we had, giving out leaflets people were like this guy’s mad! I can breathe! As long as they can breathe and not cough up black then they think the air is clean. There’s a lot of apathy there.”

“I would say that there’s a low knowledge among most people about air quality because you can’t see it. You can’t see the pollution. I think it’s different in different areas, [...] but, generally people think it’s ok.”

Several, but not all, champions felt that they had raised awareness of the issues, but that it was difficult to ensure it was a priority for people’s concern.

“They think that they’re not affected and therefore that they don’t have to do anything. It’s very difficult to demonstrate to people that they are affected, that their lung capacity and things are affected. And that’s why I think it’s very difficult to get them on board. They will listen to you but unless it’s affecting them directly...”

In one of the areas that the champions worked in, there was a barrier in terms of getting people motivated to change, as a large part of the traffic related air quality issues were down to the fact that the A12 ran through the area. They felt that this posed a challenge as even if they engaged the local population and raised awareness of the issues of poor air quality, the fact that the majority of drivers using this road were travelling from outside London. To effectively tackle this, they would have to work on a much larger scale than the scope of a volunteer-led project allowed.

The existing character of the target areas influenced how the messages from the champions were received. In the areas around Church Street, Hackney where one champion worked, local residents tended to be aware of environmental issues. In contrast, the area around Hoxton Square, Hackney, where one champion tackled pollution caused by engine idling and worked with local school to promote this, there seemed to be less awareness of the issues, particularly by those people causing the problem.

### **Project activities**

Not all of the champions had done equal levels of engagement with their local communities. The activities they had delivered ranged between promotion work at larger events, dedicated promotion in their target area, and in depth engagement with local schools. A large part of these engagement activities were trying to promote steps to improve air quality, particularly through walking and cycling.

In addition, they also discussed having done work with local businesses, and learning about the ways that the community has adapted to the problems of poor air quality. One champion recounted that a café owner had to clean the outside of his shop every day, because of the accumulation of particulate pollution, and they mentioned that a flower shop also had issues with the air quality affecting the flowers kept outside. The champions were in agreement that they personally would not sit outside at cafes or restaurants as they were aware of how unclean the air was, and one said that they had spoken to parents of young children, who said that they would never sit outside on a busy road in order to protect the children from the harmful effects of the air.

Several of the champions had been in contact with the London Borough Councils for their areas to try to develop a relationship with them, though not all felt that this had been successful. Some of the champions had had the opportunity to work together on some of the activities. Of those who had not, there was a strong sense that they would have benefited from doing so. One champion who had not been able to spare as much time for the project as they would have liked said that if there had been an opportunity to work with other champions it might have been a better starting point. There would have been less pressure to devote time and energy to coming up with fresh new ideas for engagement.

### **Project impacts and travel behaviour**

All of the champions were already regularly travelling by walking or cycling, and several of them would describe themselves as being quite physically active before taking part in the project. None of them felt that the project had a significant impact on their levels of walking and cycling, but that it did have an impact on their awareness of the issues, and made them think more about their travel choices.

The champions had mixed responses as to whether walking and cycling could effectively tackle issues of poor air quality. There was consensus that replacing short motorised trips with active modes could help to reduce car use, but due to the small scale of the project and the fact that so many people travel from further afield, they were sceptical about whether they could have an actual impact on the air pollution. One champion even pointed out that “cars behave like a gas: they expand to fill the available space”.

This led to an extensive discussion about whether they as individuals could have a significant impact, and that the project could not work in isolation if it wanted to achieve tangible change. There was a lot of discussion about the need to have leadership from local government across the boroughs, from elected officials, and perhaps even with steer from the Mayor of London. They questioned whether it was realistic that a grass roots campaign could affect change of the scale needed. Several agreed that they felt that their work would have a much greater impact if they were feeding into a wider campaign in line with other policy measures to help take a holistic approach to tackle the problem.

The champions reflected that these limitations were in part caused by the short timescale of the project, and that given more time to engage with a wider audience, they would have time to contact people in local government to try to increase awareness and influence at that level.

“My ultimate intention is to lobby councillors. And get them to do something about traffic calming. Because I think air pollution is a symptom of a wider problem that people think that energy is just something they have a god given right to use whether that’s for heating their home or driving their car at 60 in a 30, and using unnecessarily large amounts of energy, so I think I might stand up in front of my councillors.”

### **Feedback from Champions**

One of the champions said that one of the most difficult aspects of the project was actually stopping people to talk to them about the issues at community events. This champion also highlighted the



difference between engagement in different settings, stating that it was a lot easier in a park where passers by were more relaxed, than on a street where they were more likely to be in a hurry.

The champions were all very keen to stress the importance of having the support of the champions' coordinator, and the wider organisation behind that. They expressed some concerns over not having much impact as individuals, and felt that the bigger the scale and the wider the influence of the supporting organisation, the more their contribution could have an effect on their communities. There was consensus among champions that the project could be successfully expanded, but expressed that in addition to their activities they would be helped by having more influence at a policy level, and support from the London Boroughs (as explained above).

The champions also fed back more generally that they liked being part of a project that was making a difference, and had ideas about how to extend the reach of the project through getting wider support from a higher level. However, they felt that having to record their activities and times into the online database was too much work as they were giving up their time for free and for many of them around day jobs. They expressed that it was nice to be thanked for the time they spent, but that working towards the reward system for champions<sup>2</sup> was not worth the effort taken to record activities.

In addition, they reported that it would have been nice to have some sort of branding, for example a Sustrans t-shirt, especially when speaking to people in their community, as this would have helped them to feel more 'official'. There also was some discussion about the impact of the timescales: due to it being a relatively short project, several felt that they had not really had time to achieve anything substantial, and would have liked to have more time to develop ideas for engagement. One champion also highlighted that the bulk of their work being during the busy summer period meant that they had a reduced potential audience as many people will have taken holidays during this time.

However, these were relatively minor points, and the champions reported that on the whole they found the project very worthwhile and rewarding.

## Overall summary

The project has been successful in promoting awareness of air quality issues, and has empowered local people to be able to address these issues in their local communities.

Air quality as an issue was interesting to Champions, and the project enabled them to find out a lot more. The focus groups show that air quality was very engaging for the school pupils, and champions spoke of parents of young children being easier to engage through air quality than other adults.

Walking and cycling have proven a good framework to structure the promotion of poor local air quality and the influence of transport, and vice versa: air quality was sometimes a good way to introduce cycling and walking to those who would not have been otherwise interested. This enabled the champions to tailor their approach based on the audience and their interests. The focus on local rather than national or international issues was definitely preferable. The champions were unsure whether they will have changed the travel mode choice of any of their participants within the timescale of the project.

In terms of adaptation, champions engaged with local businesses who found that they had to adapt to the air quality by doing additional cleaning. They also reported that parents with young children avoided sitting outside cafés on busy roads to avoid children being exposed to poor quality air.

There was some frustration about not being able to tackle air quality issues on a wider scale within their local community, due to the processes and priorities of local government. However many of the champions were aware of the routes to go through local government in order to raise awareness at

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<sup>2</sup> Sustrans' Active Travel Champions are rewarded with Bronze, Silver or Gold rewards based on their hours contributed to the project

that level, and intended to address the issues with local councillors in the future (none had yet done so). Although they felt passionately that it would further extend the reach of the project to have this support, they did not seem to think negatively about the influence they had already had, and all reported that they had found the project rewarding and enjoyable.

In addition, champions stated that the timescales of the project had limited what they felt they were able to achieve, and that having more time, and perhaps more opportunities to work with other champions could enhance their ability to have an impact on air quality in their local communities. If the project continues, the volunteers are keen to try to expand the reach of their influence, and widen the impact of their work.

## **7.2 Appendix B: Champions activity record – as attachment**



## 7.3 Appendix C: Full project spend report

Item		0.4FTE for 6 months	Notes
£			
<b>Champion Co-ordinator salary, management/support costs:</b>			
	Actual	Budget	
Salary cost	12,797	8,510	Match funding by Sustrans
Officer costs	3863	2,210	Match funding by Sustrans
Equipment		-	
<b>Sub-total</b>	<b>16660</b>	<b>10,720</b>	
<b>Fund management</b>			
Officer costs	717	717	
<b>Sub-total</b>	<b>717</b>	<b>717</b>	
<b>Champion Co-ordinator working budget</b>			
Recruitment support	2160	2080	8 days project assistant support
Induction session cost		100	
Induction material	50	50	
Training development - Air Quality module	1,721	1700	6x staff days (3x project officer 3x vol coordinator)
Training cost	88	80	
Development of action toolkit	900	960	3x staff days
Action toolkit design and printing	100	800	In house printing saved on costs
Air Quality Monitoring training costs	0	0	
Air quality monitoring equipment	814	600	Additional equipment needed for use with air diffusion tubes
Volunteer expenses	103	1800	
One stall/banners for use by volunteers	250	200	
Promotional t-shirts	0	50	used existing stock
Ride/walk leader jackets	0	40	
Monitoring and evaluation	6,800	4500	
<b>Sub-total</b>	<b>12986</b>	<b>12,960</b>	
<b>Total</b>	<b>30363</b>	<b>£24,597</b>	<b>Excluding VAT</b>
Champions Fund	2133	10,000	

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