

**MAYOR OF LONDON**



# **MAYOR'S AIR QUALITY FUND**

**SUPPORTING LOCAL ACTION ON AIR QUALITY  
2013 – 2016**

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Greater London Authority  
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# MAYOR'S AIR QUALITY FUND

SUPPORTING LOCAL ACTION ON AIR QUALITY

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# INTRODUCTION

**The Mayor is committed to providing Londoners with clean safe air. Although air quality in London is improving, the latest research found that nearly 10,000 Londoners die every year because of polluted air. What is more, London does not currently meet the legal requirements for pollutants such as nitrogen dioxide (NO<sub>2</sub>) and in some places it breaches World Health Organisation recommended safe levels of pollutant particles known as PM<sub>10</sub>.**

The Mayor is spearheading a clean air revolution, and will put in place a host of London-wide measures to reduce pollution from vehicles and encourage cycling. However, London's boroughs also have a key role to play in targeting local pollution, and the Mayor is supporting them through the Mayor's Air Quality Fund (MAQF). The MAQF is providing up to £20m over ten years, and this money is helping boroughs take targeted action to reduce local air pollution.

The first round of funding (2013 – 2016) gave nearly £6m to 42 projects. This has been matched by over £10m in other funding found by the boroughs.

## **Projects included:**

- electric vehicles
- anti-idling campaigns
- working with businesses to help them reduce emissions
- parklets, fresh air squares, tree planting and green walls
- consolidation of deliveries
- a new London Low Emission Construction Partnership to cut emissions from construction
- working to reduce pollution around London hospitals like Barts and Great Ormond Street

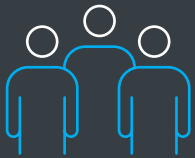
Altogether, 29 London boroughs took part. Many of the projects were run as inter-borough partnerships. Others also worked with businesses, charities, NHS Trusts and academic institutions. This has helped build stronger partnership working and share knowledge. It has also raised the profile of air quality with a range of different groups. The huge increase in awareness of air pollution recently is at least partly due to the success of these MAQF projects.

This report provides a brief summary of the first round of the MAQF. It also highlights some successes and what we've learned from the first three years of the fund.



# SOME OF OUR HIGHLIGHTS

Our projects have reduced vehicle mileage, improved our streets and promoted walking and cycling. Where several projects have provided similar improvements, we've added them up to give a combined impact across London.



**123,011**

people who learned directly (face to face) about how to avoid breathing pollution, and how to avoid contributing to dirty air



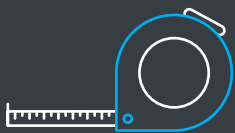
**7 million+**

people have learned more about air pollution via leaflets, adverts, social media etc

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**1,012 m<sup>2</sup>**

of green wall created



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**687**

trees planted across London



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**56**

articles in local, regional and national publications





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**402**

cycle parking stands  
installed



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**1,313**

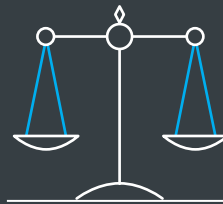
businesses helped to  
reduce emissions and  
save energy



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**£10m**

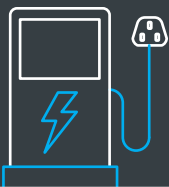
match funding provided  
for projects



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**34**

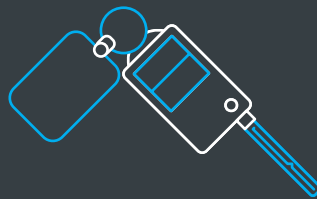
EV charge points  
installed/upgraded



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**1,483**

people asked to stop  
idling vehicles



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**6**

awards received

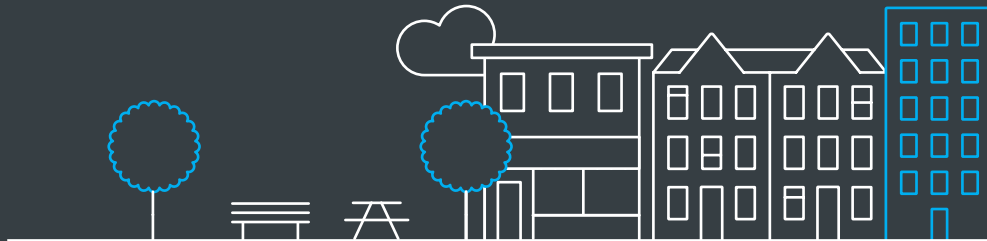


## MAYOR'S AIR QUALITY FUND FIRSTS

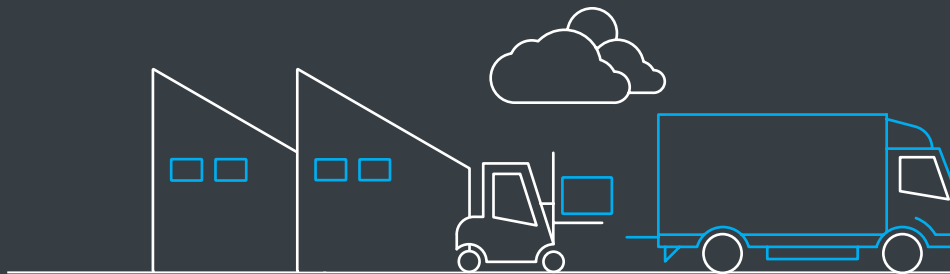
The fund supported a range of innovative projects. It even piloted some brand new approaches which were the first of their kind in the UK.

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**First on street parklet in the UK**  
(Hackney)



**First council freight consolidation centre**  
(Camden)



**First air quality projects with hospitals**  
(Barts and Great Ormond Street)



# PROJECT SHOWCASE

## AIR QUALITY APPRENTICE Haringey

A young apprentice was trained to run a programme of air quality education in local schools. Animated pollution characters helped to inspire the children to get involved.

### Key achievements:

- The project won a Laurie Bunn Road Safety award for Outstanding Achievement. The apprentice was awarded a Haringey Star Award for her excellent work on the project
- One 37.5 m<sup>2</sup> green screen at Holy Trinity School, Tottenham
- One 200 m<sup>2</sup> green screen at Bounds Green Primary School
- One 10 m<sup>2</sup> green screen at Highgate Primary School

[haringey.gov.uk/airquality](http://haringey.gov.uk/airquality)

## AIR QUALITY APPRENTICE Barnet and Harrow

This project has trained up a young apprentice to engage with schools and residents. The aim is to increase walking and cycling and raise awareness of air quality.

### Key achievements:

- 62 schools visited (double the target), 22,000 direct engagements, and a huge increase in awareness and understanding
- Face to face engagement with 35 businesses. Takeaways were given information on correct cooking, and businesses selling heating appliances were given information on smoke control legislation
- Advised 189 drivers of anti-idling at 10 schools over seven days, and stopped 64 instances of idling

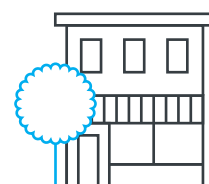
**Please contact the Barnet Air Quality Team for more information about this project.**

**The project won a Laurie Bunn Road Safety award for Outstanding Achievement**



**35**

**businesses took part in face to face engagement**



## ANTI IDLING INITIATIVE

### Lambeth

This project set out to find out why bus, taxi and coach drivers and parents/guardians collecting children from school idle. It included surveys, idling vehicle counts and engaged hundreds of drivers to ask them to switch off.

#### Key achievements:

- Soft enforcement with hundreds of idling drivers to explain why they should switch off
- Development and distribution of factsheets targeted at specific audiences including sheets in French and German for foreign coach drivers, and one for hybrid vehicles
- The research done during the project has helped shape the redesign of the taxi ranks at Waterloo to discourage idling

**Please contact the Lambeth Air Quality Team for more information about this project.**

**Soft enforcement with hundreds of idling drivers to explain why they should switch off**



## BARTS HEALTH NHS TRUST CLEANER AIR PROJECT

### City of London Corporation with Newham, Tower Hamlets and Waltham Forest

This project worked with the trust to emissions and exposure.

#### Key achievements:

- St Bart's Hospital site has cut background air pollution from a three year average of 42.6  $\mu\text{g}/\text{m}^3$  (2012 – 2014) to 37.8  $\mu\text{g}/\text{m}^3$  in 2015, dropping well below the EU limit
- 6,000 Barts Health service users engaged
- 6,000 cleaner air packs given out
- 1,210 patients given a Breathe Better Plan after completing a survey
- 143 fleet staff engaged through letters and an air freshener designed to act as a trigger to action. 60 drivers were trained using an eco-driver simulator
- 300 Barts Health professionals trained
- Recommended approach for NHS in recent 'Every breath we take' report.

**[globalactionplan.org.uk/cleaner-air-with-barts-health](http://globalactionplan.org.uk/cleaner-air-with-barts-health)**

# 6,000

**cleaner air packs given out**



**BREATHE BETTER TOGETHER****Camden (lead), Islington,  
Croydon and Mayor of London**

Breathe Better Together campaign ran from February – May 2015. It aimed to raise awareness of air pollution and notify the public of particulate matter pollution episodes. The airtext alert service was promoted via a poster campaign. The public was informed via emails and social media in the run up to pollution episodes. People were also encouraged to walk or cycle to avoid air pollution with the message that air is cleaner outside a car than inside.

**Key achievements:**

- Featured in Evening Standard, ITV.com, Daily Mail and several other publications
- 12 public events held using 'pollution' floating inside instead of snow to highlight this invisible problem
- Information sent via email and social media in the run up to the two high pollution days during the campaign reached 46,900 people
- Nearly 25,000 unique views of Breathe Better Together webpages on London.gov.uk
- 1,725 new sign ups to airtext (17% of the total number of airtext subscribers since the service launched in 2007)

**[london.gov.uk/press-releases/mayoral/breathe-better-together](http://london.gov.uk/press-releases/mayoral/breathe-better-together)**

**BROCKLEY GREEN TRANSPORT  
CORRIDOR****Lewisham**

This project combined schools engagement and the development of plans for an extensive redesign of the area to enhance walking and cycling.

**Key achievements:**

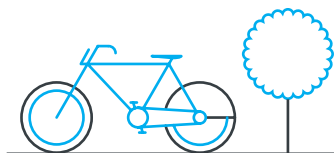
- Education programmes at five schools, including cycle training for 84 children
- Development of air quality art which will be placed on street for Brockley Art Festival
- 180 m<sup>2</sup> green screen installed at Dalmain School
- Design and consultation for £1.7m public space scheme in Crofton Park

**[lewisham.gov.uk/inmyarea/regeneration/Documents/BrockleyCorridorProposals2014.pdf](http://lewisham.gov.uk/inmyarea/regeneration/Documents/BrockleyCorridorProposals2014.pdf)**

**[tompearman.co.uk/brockley-corridor-arts/](http://tompearman.co.uk/brockley-corridor-arts/)**

**84**

**children took part in cycle  
training at five schools**





Breathe Better Together pollution globe © Mayor of London



## **CLEANER AIR 4 MANOR HOUSE AND FINSBURY PARK**

### **Islington, Haringey and Hackney**

Schools and businesses were engaged to encourage walking. This resulted in measured increases in walking at most of the schools involved.

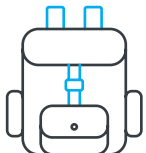
#### **Key achievements:**

- 6% increase in walking at Pakeman School
- 4% increase in walking at Stroud Green School
- Stamford Hill School had a 31% increase in walking in year 5 (participating) students and a 14% increase across the whole school

**[pakemanprimary.co.uk/news/clean-air-project/](http://pakemanprimary.co.uk/news/clean-air-project/)**

# 31%

**increase in walking in year  
5 (participating) students  
at Stamford Hill School**



## **CLEANER AIR BETTER BUSINESS (CABB)**

### **City of London Corporation, Westminster City Council, Camden Council, Hammersmith & Fulham, Islington, Lambeth Council, Southwark Council, RB Kensington & Chelsea and Wandsworth Council**

This project is helping local councils and business improvement district (BID) partners to mitigate pollution from vehicles.

#### **Key achievements:**

- London's first Wellbeing Walk gave pedestrians a sign-posted safer, less polluted and calmer route between Euston and King's Cross. Euston Road is one of London's most polluted, with levels over two and a half times the EU Limit. This new route reduces exposure by around 65% and is used by around 10,000 people daily
- 15,000 bespoke clean air route maps distributed with WeAreWaterloo BID
- 68 Change Makers advised drivers why they should switch off when stationary during Cleaner Air Fortnight in April 2016
- Clean Air Action Days lead to a measurable drop in pollution (according to Kings)
- Route mapping widget on seven BID websites has been visited by roughly 30,000 unique visitors since launching in June 2015

**[crossriverpartnership.org/projects/  
clean-air-better-business/](http://crossriverpartnership.org/projects/clean-air-better-business/)**



Cleaner Air Champion © Mayor of London

## CLEANER GREENER SCHOOLS

### Redbridge

Green infrastructure was installed at three primary schools. There was also a supporting education programme.

#### Key achievements:

- 177 m<sup>2</sup> of green wall installed to protect students in playgrounds from road pollution
- 54 confirmed daily trips shifted from driving to walking
- 37 trees planted
- At Cleveland School the number of students being dropped off outside the school gates fell from 73 to 51. There was also a cut in the number of cars parking on zig zag lines during school start times

**Please contact the Redbridge Air Quality Team for more information about this project.**

## EALING BROADWAY AIR QUALITY EXEMPLAR

### Ealing

This project delivered a range of interventions in the town centre in order to reduce the number of commercial vehicles on the road; increase the use of sustainable transport; promote smarter thinking in terms of travel planning and influence the supply chain; encourage energy efficiency in local businesses; and introduce new green infrastructure to the area.

#### Key achievements:

- 105 businesses joining the Business Improvement District's joint procurement of consolidated waste and pest services scheme, saving 8,650 vehicle trips per year.
- Installation of Plantlocks (planted cycle storage), cycle racks, and a series of large planters into the town centre.

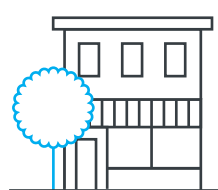
# 177 m<sup>2</sup>

of green wall installed to protect students in playgrounds from road pollution



# 105

businesses joining the business improvement district's joint procurement of consolidated waste and pest services scheme



## ELECTRIC VEHICLE CAR CLUBS

### Westminster

This is the first project in London to provide a network of dedicated EV charging and parking bays for electric car club vehicles. Over 20 charging points were put in to serve 42 car club bays (most EV points were 'double' points, therefore serving two adjacent bays). The project has only just ended so data on use isn't available.

#### Key achievements:

- 23 EV charging points installed serving 42 car club bays
- The car club is servicing these bays with 40 plug-in hybrid vehicles

[westminster.gov.uk/electric-vehicles](http://westminster.gov.uk/electric-vehicles)

## FREIGHT CONSOLIDATION SERVICE FOR CENTRAL AND NORTH LONDON

### Camden, Enfield, Islington

This project involved consolidating externally supplied council goods in London. By reducing order frequencies and bringing orders together, the project has cut 4,258 deliveries in a year.

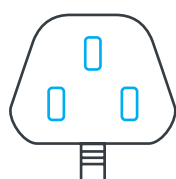
#### Key achievements:

- Maximising capacity: vehicles 87% full to date
- Collection of items to reduce empty running on return trips: in 2016 this happened only 16% of each vehicle trip
- Consolidation of goods from different suppliers to the same address: in 2016, over a quarter of deliveries were of this type
- Cutting CO2/PM/NOx emissions. In 2 years 3 months of running, it reduced nitrogen oxide(NOx) by 50,373 g and particulate matter(PM) 5,342 g.

[lamiloproject.eu](http://lamiloproject.eu)

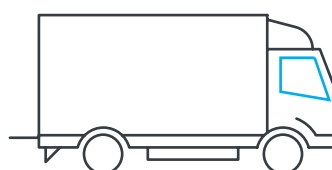
# 23

EV charging points installed  
serving 42 car club bays



# 4,258

deliveries a year cut by  
the project



## GREAT ORMOND STREET HOSPITAL CLEAN AIR ZONE

### Camden

The project worked with this famous children's hospital to reduce pollution nearby. The aim was to reduce the number of idling vehicles around GOSH by 80% through a new 'anti-idling' zone. Patients and visitors were also encouraged to use zero or low emission transport.

#### Key achievements:

- Ambulance drivers no longer idle – previously drivers were idling in 75% of surveys
- Sustainable patient and visitor travel between stations and the hospital has increased from 63% to 78%. Some 38,000 annual patient journeys have made the shift. The percentage of taxis booked through the hospital that are low / zero emission has increased from around 70% to around 91%
- The project won a National Air Quality Award 2015 and was shortlisted for a Sustainable City Award 2015
- Green screening around the Powys Place children's playground
- Street signage signifying the Great Ormond Street 'no idling zone', which are also part of the legacy of the project
- Walking maps for Kings Cross/ St Pancras, Euston and Waterloo
- Creation of a 'travelling to GOSH' area in reception, to promote cleaner travel
- No-idling toolkit pack for ambulance companies (posters, info sheets, window pledge stickers)
- Video encouraging no carbon travel to the hospital shown in the main reception (see it at [www.youtube.com/watch?v=r9kEYY0mFr8](http://www.youtube.com/watch?v=r9kEYY0mFr8))

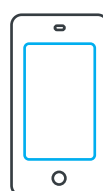
**[coolworldconsulting.co.uk/cleaner-air-at-gosh/4590428969](http://coolworldconsulting.co.uk/cleaner-air-at-gosh/4590428969)**

**The project won a National Air Quality Award 2015 and was shortlisted for a Sustainable City Award 2015**



# 91%

**of taxis booked through the hospital are low or zero emission**



## GREEN ACTION ZONE

### Hackney

The GAZ delivered a range of actions across a number of council teams to increase the impact of the project.

#### Key achievements:

- First on-street parklet in UK (Pitfield Street)
- Over 200 cycle parking spaces on estates
- 22 trees planted
- 2 x car shaped bike ports
- Installing five permanent cycle and pedestrian counters
- Part pedestrianisation of Rivington Street to improve road safety and accessibility
- Supported Drive Now to introduce largest EV car sharing fleet in UK. Detailed monitoring of scheme in Hackney to assess impact of floating car sharing model
- Smarter Travel project on Geffrye Estate, including weekly beginner cyclist training
- Press coverage including an article in the Guardian.

[hackney.gov.uk/air-pollution](https://hackney.gov.uk/air-pollution)

## GREENING THE ELEPHANT

### Southwark

This project applied and tested dust suppressant in this polluted area. Green walls were also installed on a construction hoarding to reduce dust from building works.

#### Key achievements

- Evaluation of the use of Calcium Magnesium Acetate (CMA) in the construction environment (report to be published shortly)
- Evaluation of the use of CristalACTiV™ transparent colloid at the Artwork installation Elephant Road SE1 (report to be published shortly)
- Temporary green wall installed on the One the Elephant construction hoarding to reduce exposure to construction dust

**Please contact the Southwark Air Quality Team for more information.**



## GREEN INFRASTRUCTURE IMPROVEMENTS AND GREEN WALL EVALUATION

### Kensington and Chelsea

This project introduced green screens to a roadside location near the West Cross route and Westway next to a multi-use games pitch. The aim was to reduce the pollution exposure of people (including schools and schoolchildren) using the games area.

The project also assessed the green screen at St Cuthbert and St Matthias School through the Mayor's Schools Clean Air Zones Programme. It found a "marked reduction" in pollution on the school playground side of the screen, and helped inform the design of the new green wall on the Westway.

#### Key achievements:

- 119 m<sup>2</sup> green screen
- Detailed analysis on existing green wall using high precision monitor, with analysis by King's College. The report will be published shortly.

[rbkc.gov.uk/environment/air-quality/air-quality-projects](http://rbkc.gov.uk/environment/air-quality/air-quality-projects)

## GREEN SCREENS FOR SCHOOLS

### Barking and Dagenham

A 30 metre long by 1.8 metre high "green wall" was built along the front of Warren School in Dagenham.

This helped to trap some of the pollution from the roughly 21,000 vehicles which pass the school each day. The project also included a detailed study of the impact of the green wall in reducing pollution. Overall evidence suggests that vegetation screens do reduce measured concentrations of NO<sub>2</sub> compared to areas without screens. In the case of the Warren School green walls, this effect is confined to the warm summer months.

#### Key achievements:

- 54 m<sup>2</sup> green wall at the Warren School
- Green wall monitoring report published

[lbdd.gov.uk/residents/pests-pollution-and-food-hygiene/pollution-and-noise/air-pollution/projects/](http://lbdd.gov.uk/residents/pests-pollution-and-food-hygiene/pollution-and-noise/air-pollution/projects/)

# 119 m<sup>2</sup>

green screen built



Green wall monitoring  
report published







Green wall at the Warren School © Mayor of London

## HARLESDEN TOWN CENTRE – REGENERATION PROJECT

### Brent

The MAQF helped fund this large regeneration project which reduced pollution and enhanced walking and cycling in Harlesden Town Centre. The scheme created safer, more accessible and better connected public space. The gyratory was changed in places from a one-way to a two-way working system. Vehicles were prohibited on the high street at all times except for buses and for servicing between 10am – 4pm.

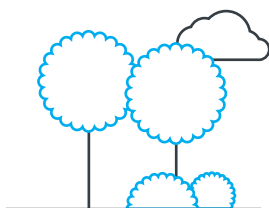
#### Key achievements:

- Wider footways to provide more space for pedestrians and small areas of public space with seating and greenery
- 21 new cycle stands and more accessible bus stops to promote sustainable transport
- Safer and more accessible crossings for pedestrians
- Raising the carriageway to footway level across side roads to assist pedestrians crossing the roads to create a semi-pedestrianised zone
- Reduced resident permit parking on the high street and Craven Park Road. More Pay & Display and loading bays created to free up space for passing trade and short term parking in the day
- 30 new street trees
- 10 bench seats.

**[brent.gov.uk/media/478876/town%20charter%20final%20web%20version%5B1%5D.pdf](http://brent.gov.uk/media/478876/town%20charter%20final%20web%20version%5B1%5D.pdf)**

# 30

new street trees planted



# 10

new bench seats installed



## A HOLISTIC APPROACH TO AIR QUALITY

### Wandsworth

A range of measures were introduced to help reduce pollution on Putney High Street.

#### Key achievements:

- A VIP (Very important Pedestrian Day) held in August 2015. The day helped to raise awareness of the issue and to provide information on the how individuals can help to improve air quality.
- Production of an air quality improvement guide for Putney High Street. This was delivered to 23,000 properties and a further 1,000 leaflets were made available through the businesses in Putney High Street. The evidence of this engagement is clear to see and feedback from members of the public has been received on the guide. The guide has also been added to the council website to make it available to other individuals.
- Delivery of low cost green infrastructure in the Putney High Street – provision of hanging baskets including summer and winter planting.
- Loading and delivery restrictions were introduced on a six month experimental basis on January 2016. From that date all vehicles were prohibited from parking and/or loading and unloading in the high street between 7am and 7pm Monday to Saturday. Anecdotal evidence suggests that the flow of traffic along Putney High Street is much improved; King's College London are undertaking a robust analysis as part of a separate piece of work. The results of this study will be published later this year.
- Air Quality monitoring in focus areas including the provision of a new automatic monitoring station in Clapham Junction.
- Vehicle idling signage – A review of existing vehicle idling signage has been undertaken, new signs have been produced for installation outside school gates.

**[wandsworth.gov.uk/downloads/  
file/11582/putney\\_high\\_street\\_air\\_  
quality\\_improvement\\_guide](https://www.wandsworth.gov.uk/downloads/file/11582/putney_high_street_air_quality_improvement_guide)**



## **IMPROVING PUBLIC HEALTH IN BEDDINGTON INDUSTRIAL AND COMMERCIAL ESTATE**

### **Sutton and Croydon**

This project worked with 200 businesses and 1,750 members of the local school community to boost air quality. It included a range of measures like reducing emissions from transport fleets and air quality education in schools. People were also encouraged to use green transport to travel there.

#### **Key achievements:**

- Wildflower meadow created alongside road verge, 300 trees planted and landscaping to create a better route for walking and cycling
- Dust suppressants were applied to over 1km of road surface. This will continue for a period of 17 weeks during summer. Three businesses with potentially dusty operations by the highway will also apply dust suppressants to their frontages
- New wayfinding and signage designed to address the problem of drivers not being able to find their destination and driving around unnecessarily, increasing emissions

**[opportunitiesutton.org/beddington-programme/](http://opportunitiesutton.org/beddington-programme/)**

## **LONDON LOW EMISSION CONSTRUCTION PARTNERSHIP**

### **Camden, Islington, Lambeth, Lewisham, Hammersmith & Fulham with Kings College London**

The LLECP raises awareness of the impact of construction on air quality, and works with the industry to apply 'best in class' abatement measures.

#### **Key achievements:**

- Outreach programme which has ensured support and participation from a host of large developers and infrastructure projects.
- The website provides information and a platform for disseminating construction site measurements to contractors and local authorities.
- Applied and tested the efficacy of dust suppression in Camden, the effect of diesel fuel additives on black carbon in Islington, the impact of hybrid power generation on ambient PM concentrations in Lambeth. and 'eco-mode' / anti-idling on black carbon emissions from NRMM in Hammersmith & Fulham
- The outreach programme has also worked to ensure that developers are aware of the GLA's low emission zone for NRMM and the NRMM register ([nrmm.london](http://nrmm.london))

**[llecp.org.uk](http://llecp.org.uk)**

## NORTH FINCHLEY CLEAN AIR SCHEME

### Barnet

This project delivered a whole package of interventions to target the high levels of pollution in the area.

#### Key achievements:

- A youth engagement team toured eight schools directly engaging 1,600 secondary pupils through a fun and informative show, part-sponsored by the music industry featuring an up and coming RnB artist. Surveys indicated that 92% of pupils are now committed to improving air quality outside their school, and 87% will make an effort to walk or cycle more for their health. This was so successful, further shows have been commissioned.
- Erection of a 73 m<sup>2</sup> green screen between St Joseph's School and the busy A41, which has 65,000 vehicle movements per day. Air quality concentrations were 84ug/m<sup>3</sup> on the edge of the playground prior to installation of the ivy screens. Diffusion tube monitoring is on-going to assess the air quality impact.
- Creation of a pocket park
- 221 trees planted
- 2 dual electric vehicle charging points
- 23 cycle parking stands (providing 46 spaces)
- 265 pupils provided with cycle training

**Please contact the Barnet Air Quality Team for more information.**

## PILOT AIR QUALITY FOCUS AREAS

### City of London

This wide-ranging package of pollution reducing measures included community and business engagement, anti-idling, timed road closures, and construction best practice.

#### Key achievements:

- Idling engine action days designed to change behaviour: 157 drivers switched their engines off after contact with an Air Quality Warden team. 355 drivers switched off after asked by a representative from a supporting business. 36 businesses pledged to ask drivers in their work or operation to switch off. #noidling was trending on twitter during the action days
- Timed closure on Lime Street cut nitrogen dioxide to below the annual average air quality objective
- Over 100 residents took part in Citizen Science projects to measure air pollution. This has led to ground level support for action to improve air quality
- 18 more businesses engaged around Barbican, leading to development of the Barbican Area Business Guide
- Over one million reached through publicity and communications
- Featured in the Evening Standard
- Featured on BBC Radio London
- Featured on BBC One Show, which has around five million viewers

**[cityoflondon.gov.uk/air](http://cityoflondon.gov.uk/air)**

## REDUCING POLLUTION AT WILLOW LANE

### Merton

Changes at Willow Lane Industrial Estate have benefited the whole area. The measured air quality improvements from this project are currently being analysed by King's College and will be available in the autumn.

#### Key achievements:

- Increase in green planting on the estate - northern access road (64m<sup>2</sup>; 100 plants)
- Better road/gully cleansing regime – removal of over 12 tonnes of dust and debris
- Over one in five businesses on estate directly engaged on issue of air quality
- 37 estate employees given sustainable travel training
- 11 Oyster card (zone 3 and 4) distributed to encourage use of public transport
- Eco driver training sessions for five employees (one business)
- Nine staff trained in cycle maintenance
- 12 employees (two businesses) received compulsory motorcycle training vouchers
- Five Sheffield bike stands installed and pedestrian /cycle path on Northern Access Road improved
- More way-finding signage on the estate to aid navigation

**[lovecleanair.org/what-can-i-do/projects/willow-lane-industrial-estate/#.V0MgQdJVhHw](http://lovecleanair.org/what-can-i-do/projects/willow-lane-industrial-estate/#.V0MgQdJVhHw)**

## REDUCING VEHICLE EMISSIONS

### Hillingdon and Hounslow

Working with major local employers GSK and Heathrow Airport, the project targeted zero emission infrastructure development. It also encouraged integration between workplaces and key transport hubs like Stockley Park, Heathrow and Hanworth to change travel habits.

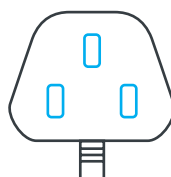
#### Key achievements:

- 9 electric vehicle chargers installed/ upgraded (match funded by Heathrow)
- Cyclist registrations at GSK increased by 9.4%
- Major cycle and pedestrian improvements linking Haworth and Heathrow, and increasing access points to Hillingdon canal. This will be completed in summer 2016.

**Reports will be published in autumn. Please contact the Hillingdon Air Quality Team for more information.**

# 9

**electric vehicle chargers  
installed/upgraded (match  
funded by Heathrow)**





Brunel University © Mayor Of London



## REDUCING VEHICLE USE IN WEST LONDON

**WestTrans – Brent, Ealing,  
Hammersmith & Fulham, Harrow,  
Hillingdon and Hounslow**

This partnership of the six west London boroughs looked to find ways to reduce local car use. Several projects were targeted at specific groups (higher education and faith groups) in order to tailor support to their specific needs.

### **Key achievements:**

- Created an online Delivery and Service Planning Toolkit endorsed by TfL
- 2 faith sites now show live TfL bus information and air quality forecasts on digital screens
- 22 action plans developed and agreed with sites
- Ran a series of cycle training and bike maintenance sessions
- 102 cycle parking spaces installed

**[westtrans.org/wla/wt2.nsf/pages/WT-134](http://westtrans.org/wla/wt2.nsf/pages/WT-134)**

**102**

**cycle parking spaces  
installed**



## ROMFORD AND RAINHAM AIR QUALITY FOCUS AREAS

**Havering**

This project helped improve an air pollution hotspot in the centre of Romford.

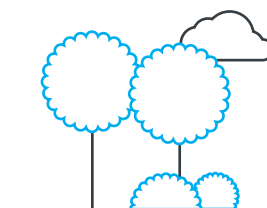
### **Key achievements:**

- 87 trees planted
- Successful redesign of Ludwigshafen roundabout (used by over 10,000 pedestrians daily). It has won a Chairman's Award for the specially designed 'Clean Air' planting
- Planting along the London Riverside BID area – business owners helped with the planting. This not only reduces exposure and emissions but also prevents illegal parking which was taking place on the footways
- 90 m<sup>2</sup> Living Wall installed in Tadworth Parade, Elm Park – effective planting will provide air cleaning qualities, a winter food source for local birds and native species

**[youtu.be/zlYmavUzlsW](https://youtu.be/zlYmavUzlsW)**

**87**

**new trees planted in  
the area**



## SELBOURNE ROAD AIR QUALITY IMPROVEMENTS

### Waltham Forest

This project put in a range of measures to improve air quality in the Selbourne Road Area.

#### Key achievements:

- Segregated cycle lane on southern side of Selborne Rd between Walthamstow Central and Willow Walk
- Raised combined cycle/ped crossings provided at The Mall and entrance to Walthamstow town centre
- 'Rain Garden' introduced to manage surface water run-off. Preparations made for installing a large 'living wall'

**Please contact the Waltham Forest Air Quality Team for more information on this project.**

## SOUTH LONDON SCHOOLS CAMPAIGN

### Wandsworth with Croydon, Merton, Lewisham

This schools education project offered a range of air quality activities and classes across south London.

#### Key achievements:

- 521 students engaged in four schools. Project activities included citizen science, performance and action planning, visual communication and 2 whole school assemblies
- 240 parents responded to travel surveys
- Installation of 72 m<sup>2</sup> of green screen underway

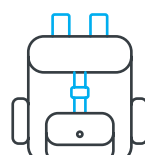
**lovecleanair.org**

**Segregated cycle lane on southern side of Selborne Rd**



# 521

**students engaged in four schools. Project activities included citizen science, performance and action planning**



## **TOWER BRIDGE ANTI IDLING PROJECT**

### **Southwark and Tower Hamlets**

When Tower Bridge lifts vehicles must wait for up to ten minutes. Often drivers have no idea how long they will be waiting. This leads to a large amount of avoidable vehicle engine idling. This project has put up large digital message telling drivers how long they'll be waiting and advising them to switch off. The project was initially delayed due to technical issues and final results will be available in the autumn.

**[southwark.gov.uk/news/article/2096/tower\\_bridge\\_no\\_idling\\_scheme\\_launches](https://southwark.gov.uk/news/article/2096/tower_bridge_no_idling_scheme_launches)**

## **ZERO EMISSIONS NETWORK (ZEN)**

### **Hackney with Islington and Tower Hamlets**

The Zero Emissions Network works with businesses across the City Fringe (Shoreditch/Clerkenwell/Spitalfields). It demonstrates that air quality is an issue that can be best addressed through working together. The project has exceeded targets - both in terms of businesses joined up and how many have changed their behaviour.

#### **Key achievements:**

- Recruited over 850 businesses to the ZEN
- Over 583 pollution reducing measures with ZEN businesses
- Offered grants for active travel (including 10 cargo bikes, 19 showers, 13 cycle storage facilities and 16 pool bikes/e-bikes)
- These and other measures like eco audits have saved around 114.14 kg p/a of nox
- Two national awards – Fleet Heroes and National CSR Awards, runner up in three more
- Featured in Evening Standard and several other publications

**Reports will be published in autumn. Please contact the Hillingdon Air Quality Team for more information.**



Zero Emissions Network © Mayor of London



# WHAT WE'VE LEARNED

**On the whole, boroughs did brilliantly. In many cases, targets were exceeded. Furthermore, far more match funding was provided than initially promised (over £10m in fact).**

The first round of the MAQF included a number of awareness, education and engagement projects. Many of these were featured in local and/or regional press as well as on social media. These projects have had a huge impact on levels of awareness about air pollution in London. Several projects reported that it became easier to get support for projects and policies as air quality got more media exposure and was being talked about. This highlights the important role of engagement and awareness alongside policy and infrastructure measures. The second round has an even stronger focus on measures to reduce emissions and exposure.

A key issue was quantifying the emissions reductions from projects, which is always difficult with air quality projects. This is due to the lack of low cost monitoring equipment and the expense and inaccuracy of modelling using other indicators. Only a small number of the projects were able to quantify reductions in emissions or concentrations. However, the second round of funding includes more projects where emissions benefits are quantifiable, and these will be assessed from the start of the project.

**A key issue was quantifying the emissions reductions from projects, which is always difficult with air quality projects.**

Another barrier to some projects was that there are still technological hurdles to overcome. For example, promotion of electric vehicles is hindered by lack of charging infrastructure and unsuitability of some vehicles on the market (for example, vans).

The ZEN project, for instance, found the main problem for the businesses trialling the electric vans was the size offered. For most businesses, electric vans are currently too small for their needs. The Mayor is working with government, industry and business to increase charging capability in London and ensure that more vehicles are available, as a result a new hybrid zero emission capable black taxi will be available from 2018.

The projects found that the impact of green walls and infrastructure in reducing exposure depends where they are located. This is both in terms of the types of planting used, the location of the plants, and the individual meteorological conditions. However, they were found to have a measurable impact in terms of reductions in particulate matter.

There was an issue with a small number of boroughs not doing parts of their projects. In an even smaller number of cases, the projects didn't happen at all. With some projects there were also incidents of boroughs not keeping City Hall/TfL informed about upcoming events, opportunities, difficulties, underspends, and risks.

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To address this, in round 2 each project will have a named expert lead from City Hall/ TfL. The borough project lead will also be asked to give quarterly progress updates (by email, meeting, or phone) so risks can be identified earlier.

Difficulties that boroughs reported were typical project management problems. They included technical issues and delays, and the challenges of working with many different stakeholders. However, one notable issue that came up was staff changes. Many of these projects were very dependent on one individual leading them. If this person left, the project was in danger of being forgotten or delayed. It is hoped that the increased oversight from City Hall/TfL for round 2 will help to mitigate this.

## NEXT STEPS

**The second round of MAQF grants have been awarded for projects which started in April 2016. They include:**

- an innovative lamppost charging project which will provide affordable and accessible vehicle charging in Hounslow
- a green delivery service which encourages people to walk or cycle to local shops in Walthamstow then have their shopping delivered to their home by cargo bike
- several projects supporting boroughs to reduce the 10% of pollution which comes from construction and construction machinery
- a range of projects to reduce idling and encourage walking and cycling.

In addition, the fund will be supporting a number of Low Emission Neighbourhoods (LENs), with £1m each. LENs will implement a range of measures in a defined area to improve it for walking and cycling, and support the uptake of ultra low emission vehicles. This will, in turn, reduce emissions and exposure.

## Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

Public Liaison Unit  
Greater London Authority  
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### Chinese

如果需要您母語版本的此文件，  
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### Hindi

यदि आप इस दस्तावेज की प्रति अपनी  
भाषा में चाहते हैं, तो कृपया निम्नलिखित  
नंबर पर फोन करें अथवा नीचे दिये गये  
पते पर संपर्क करें

### Vietnamese

Nếu bạn muốn có văn bản tài liệu  
này bằng ngôn ngữ của mình, hãy  
liên hệ theo số điện thoại hoặc địa  
chỉ dưới đây.

### Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি  
(কপি) চান, তা হলে নীচের ফোন নম্বরে  
বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

### Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος  
εγγράφου στη δική σας γλώσσα, παρακαλείστε να  
επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυ-  
δρομικά στην παρακάτω διεύθυνση.

### Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں  
چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر  
پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

### Turkish

Bu belgenin kendi dilinizde  
hazırlanmış bir nüshasını  
edinmek için, lütfen aşağıdaki  
telefon numarasını arayınız  
veya adrese başvurunuz.

### Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى  
الاتصال برقم الهاتف أو مراسلة العنوان  
أدناه

### Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ  
ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ  
ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

### Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં  
જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર  
ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.



