



**Mayor's Air Quality Fund Round Three
2019/20 – 2021/22 Bidding Guidance**

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1 Background

- 1.1 Tackling London's toxic air is a priority for the Mayor. He has doubled TfL's spend on air quality and is delivering an ambitious programme of hard hitting measures to slash air pollution and protect public health, including introducing the world's first Ultra Low Emission Zone.
- 1.2 London boroughs have a key role to play in addressing air pollution. They must meet their statutory London Local Air Quality Management (LLAQM) requirements and designate Air Quality Management Areas (AQMAs), with corresponding Air Quality Action Plans (AQAPs).
- 1.3 They have a critical role to play in delivering local improvements to reduce emissions and human exposure in pollution hotspots. London boroughs control of a number of levers for addressing air pollution such as provision of electric charging points and on street secure cycle storage; working with Public Health Departments and local health organisations; reducing exposure at schools; working with businesses and residents to reduce motorised deliveries; using parking charges and restrictions to influence driving and vehicle choices, taking action against engine idling; supporting electric vehicle car clubs; and ensuring effective use of the Planning process and full enforcement of the Mayor's air quality requirements outlined in the London Plan and the Sustainable Design and Construction and Control of Dust and Emissions from Construction Supplementary Planning Guidance (SPG). The Mayors Air Quality Fund (MAQF) is designed to assist the boroughs with the delivery of evidence-based effective local measures to cut pollution and exposure to pollution

Strategic Alignment

- 1.4 The MAQF relates directly to the air quality policies set out both in the Mayor's Transport Strategy (MTS) and the London Environment Strategy (LES).
- 1.5 **The MTS**, published in March 2018, includes a number of different policies and proposals that aim to improve air quality and the environment. The policies that are most relevant to the MAQF are documented below:
 - Policy 5 - Prioritise space efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods
 - Policy 6 – Take action to reduce emissions – in particular diesel emissions – from vehicles on London's streets, to improve air quality and support London reaching compliance with UK and EU legal limits as soon as possible

- Policy 7 – Seek to make London’s transport network zero emission by 2050, contributing towards the creation of a zero carbon city, and also to deliver further improvements in air quality to help meet tighter air quality standards, including achieving a health-based target of 10µg/m³ for PM_{2.5} by 2030. London’s streets and transport infrastructure will be transformed to enable zero emission operation, and the switch to ultra low and zero emission technologies will be supported and accelerated.
- 1.6 The MAQF is directly covered by Proposal 27 of the MTS, focused on tackling air quality hotspots.
- 1.7 The MAQF aligns well with the Healthy Streets Approach underpinning the MTS, which provides a framework for putting human health and experience at the heart of planning. Clean air is one of the ten indicators within the Healthy Streets framework and seeks to improve air quality to deliver benefits for everyone and reduce health inequalities.
- 1.8 **The LES** contains a number of specific policies and proposals that aim to improve air quality and the environment. The policies that are most relevant to boroughs and the MAQF are documented below:
- Policy 4.1.1 Make sure that London and its communities, particularly the most disadvantaged and those in priority locations, are empowered to reduce their exposure to poor air quality
 - Proposal 4.1.1a The Mayor will provide better information about air quality, especially during high and very high pollution episodes, and use emergency measures where appropriate
 - Proposal 4.1.1b The Mayor will aim to do more to protect London’s young and disadvantaged people by reducing their exposure to poor air quality, including at schools, nurseries, other educational establishments, care homes, and hospitals
 - Proposal 4.1.1c The London Plan will encourage new developments to take into account local air quality so they are suitable for their use and location
 - Proposal 4.1.2b The Mayor will work with boroughs to safeguard the existing air quality monitoring network, and enhance it by exploiting new technologies and approaches such as personal and localised monitoring
 - Proposal 4.2.1e The Mayor aims to reduce emissions from freight through encouraging a switch to lower emission vehicles, adopting

smarter practices and reducing freight movements through better use of consolidated trips

- Proposal 4.2.3a The Mayor will work with government, Transport for London (TfL), the London boroughs, the construction industry and other users of Non-Road Mobile Machinery (NRMM), such as event organisers, to prevent or reduce NRMM emissions
- Proposal 4.2.4a The Mayor will use the London Local Air Quality Management (LLAQM) framework to assist boroughs and require them to exercise their statutory duties to improve air quality in accordance with that framework, and will exercise statutory powers as required
- Proposal 4.3.2c The Mayor, working with government, TfL, the London boroughs and industry will aim for London's entire transport system to be zero emission by 2050, with work towards this including using regulatory and pricing incentives to support the transition to the usage of Ultra Low Emission Vehicles
- Proposal 4.3.2d The Mayor, through TfL and the boroughs, and working with government, will implement local zero emission zones in town centres from 2020 and aim to deliver a central London zero emission zone from 2025, as well as broader congestion reduction measures, to pave the way to larger zero emission zones in inner London by 2040 and then London-wide by 2050 at the latest
- Proposal 4.3.3c The Mayor, working with London's boroughs and other partners, will seek to reduce emissions from wood and other solid fuel burning in London.

1.9 **Zero Emission Zones (ZEZ):** The MTS and LES set out proposals for ZEZs as part of the road map to Zero Emission Road Transport. This includes local and town centre zero emission zones from 2020, with larger scale zero emission zones being rolled out from 2025, starting in central London, with all of London expected to be a zero emission zone by 2050.

1.10 Some boroughs have already started to develop local ZEZs and there is need to agree a consistent approach to these zones. Therefore, TfL will be issuing draft detailed guidance on the implementation of local ZEZs later this year.

1.11 However, MAQF bids for feasibility and implementation of a ZEZ that support the objectives of the MAQF will be considered. The purpose of a ZEZ in the short term is to support the uptake of ULEVs and encourage modal shift. As such proposals for ZEZs do not necessarily need to be located within the list of

suggested LEN areas in Appendix 3. If boroughs wish to discuss their ideas for a ZEZ ahead of the draft ZEZ guidance being issued later this year TfL would welcome this discussion. Please refer to the key contacts in section 5.

Objectives

1.12 The objectives of the MAQF are:

- To support boroughs to reduce PM and NO₂ concentrations across London
- To support projects that will help to deliver against some of the Mayor's key priorities
- To maximise investment by securing match funding from boroughs and other sources
- To provide a clear understanding of the impact of different measures through robust monitoring and knowledge share

1.13 To deliver these objectives, the Mayor and TfL are providing a further instalment of the MAQF that will provide circa £6 million over three years (April 2019-2022) to London boroughs that are determined to make a difference and implement innovative transport related air quality measures. The level of funding awarded to each borough will be in accordance with the quality of their submission and suitability against the criteria detailed in this document.



2 Evaluation criteria & bidding process

Funding limits and requirements

- 2.1 The maximum amount that can be provided for any one Low Emission Neighbourhood (LEN) through the MAQF is £500,000.
- 2.2 The maximum that can be provided for any other type of project delivered by/within any single borough is £200,000.
- 2.3 The maximum that can be provided for any joint/pan-borough project is £500,000. However, if you have an exceptional idea for a pan-London project (such as a London-wide approach to car free days), which would require more funding then please consult the GLA and TfL (contacts can be found at the end of this document) as this may be considered in exceptional circumstances.
- 2.4 A LEN will need to consist of an ambitious package of measures and produce quantifiable reductions in air pollution concentrations or emissions. They will also require significant match funding. More details are available in the LEN Guidance Note in Appendix 2.
- 2.5 Boroughs are expected to secure match-funding for their bids through LIPs, BIDs, S106, parking revenues, EU funding, Defra funding, private investment and other sources. Match funding will be one of the key assessment criteria. Boroughs should not cross match funding between separate schemes where TfL administers the funding (with the exception of LIPS). For example, separate funding from schemes such as Neighbourhoods of the Future (NoF), Liveable Neighbourhoods (LN) or Go Ultra Low City Scheme (GULCS) should not be used to match fund MAQF and vice a versa.
- 2.6 Staff costs cannot be claimed for from the MAQF and no “management fees” are permitted. All staff costs must be provided as part of any match funding contribution. The only exception to this is the case of LENs where a 0.5 FTE project manager can be appointed to the LEN and included as part of the MAQF funding.



Areas of focus for applications

2.7 The categories under which we will accept applications are:

- **Idling** – we are keen to support an idling project but in order to ensure a consistent approach to branding and delivery we cannot accept individual applications from boroughs. Any idling application must be one unified project covering all of London (or as many boroughs that wish to participate), and boroughs are encouraged to work together to develop this application (with one borough taking the lead). Any idling engagement/awareness project should include commitment to idling enforcement within the participating boroughs. Westminster, City of London and Islington (amongst others) currently follow this combined approach.
- **Low Emission Neighbourhoods** - Guidance for LENs has been included in Appendix 2. Suggested locations for LEN applications have been set out in Appendix 3, although boroughs are able to propose alternative areas that are in areas exceeding legal air pollution limits and/or areas with the ability to influence emissions from a significant number of sources. Subject to the receipt of enough suitable applications, we plan to allocate funding to support four new LENs (£2m in total).
- **Pedestrianisation, road closures and car free days** - boroughs are invited to submit – individually or in partnership with other boroughs – applications for pedestrianisation/road closure schemes and car free days. These should be projects which will have lasting benefits for addressing air quality. i.e. projects which will focus on closure of polluted roads and/or closures which are predicted to have a lasting impact on behaviour change and modal shift. Proposals are encouraged to coincide with international car free day 2019 and 2020, and/or applications for regular and ongoing car free areas, and applications for iconic locations, are also very strongly encouraged.
- **Supporting the uptake of Ultra Low Emission Vehicles (ULEVs), and supporting businesses to reduce emissions** - such as delivery of ULEV streets/parking and loading bays/Zero Emission Zones, Zero Emission Networks, joint procurement and micro consolidation.
- **Exceptional projects** - we will consider applications for exceptional projects that do not fall under the above headings. However, in order to save boroughs time in developing applications that are not suitable,

boroughs should consult the GLA and TfL about any proposed projects that fall outside of the above categories, to check if there is value in proceeding with the application. If we recommend that you go ahead with the application that is not a guarantee of its success, it is simply a guarantee that it will be considered along with all other applications. Please note that due to other funding being available applications for greening schemes or schools' interventions, these types of projects are unlikely to be accepted (although some greening and schools' interventions may be included as part of a LEN). We will prioritise consideration of applications for exceptional projects which target PM_{2.5}. If you have an idea for an exceptional project please email the GLA and TfL contacts (listed at the end of this document) by 29th October 2018 with brief bulleted summaries under the following headings; Project title and summary of scope; Expected outcomes; Partners; Funding required; Match funding expected.

Please note that we are planning to ring fence £500,000 for a London-wide NRMM enforcement scheme led by Merton, subject to mutual agreement of KPIs, match funding, and project scope. All boroughs are expected to join and provide active participation in the NRMM scheme (including providing £4,000 match funding per year per borough). Active participation in the NRMM project will be a requirement for obtaining Cleaner Air Borough status.

Number of applications permitted per borough

- 2.8 Boroughs are invited to submit the following applications (this is the maximum possible for one borough):
- One LEN application
 - One standard project application
 - Participation in one joint idling scheme
 - Participation in a maximum of two other joint applications, excluding the NRMM project which will not be subject to an "application", but will need to provide an agreed outline of the project, and associated documents, which Merton will lead on and all boroughs sign up to.

Project Delivery

- 2.9 Boroughs are ultimately accountable for the delivery of their schemes with TfL and the GLA supporting as and when required.
- 2.10 Where appropriate, London boroughs can utilise the technical assistance of external delivery partners for the implementation and monitoring of projects (particularly where this would provide economies of scale). These may include

academic institutions, consultancies, schools, community groups, Business Improvement Districts and workplaces. It will be the responsibility of the boroughs to ensure that procurement rules (both their own and EU rules) are fully adhered to.

Criteria and information to include in applications

2.11 Boroughs are encouraged to submit an adequate level of information about their proposed projects to enable bids to be fully evaluated.

2.12 Whilst air quality monitoring is required to effectively evaluate projects, the costs for this should be proportionate to the overall project costs.

2.13 Boroughs are requested to include the following information for each project using the Application Form templates provided (one for standard projects and one for LENSs), against which the project will be assessed:

- A project description and the evidence base underpinning the proposed initiatives (using data from local AQAPs, the LES and monitoring sources)
- Where projects are location-specific a strategy map should be included to highlight where interventions will take place and to demonstrate a coordinated view of other schemes that are underway in the area, which may overlap with the objectives of MAQF.
- Key project deliverables/outputs
- Expected outcomes and/or expected impact on borough air quality and human exposure (ideally this should be quantified in terms of emissions but proxy measures can be used where this is not possible), showing how the project adds value, including, where possible the likely number of beneficiaries
- Whether the project or findings will be applicable to other locations in London, and if so, appropriate plans to share the outcomes and experience with other boroughs
- Details of how the project will be resourced, and the proposed delivery partners
- Details of cross-departmental working within the borough between air quality, transport and public health teams
- How the success of the project will be monitored and evaluated. Monitoring is crucially important and so submission of an adequate monitoring strategy is a key criterion for a successful application
- Details of match funding – boroughs should not cross match funding between separate schemes where funding is administered by TfL. For example, separate funding from schemes such as Neighbourhoods of the Future (NoF), Liveable Neighbourhoods (LN) or Go Ultra Low City Scheme (GULCS) should not be used to match fund MAQF and vice versa. However, match funding with LIP allocation is acceptable.

- Estimated total cost and a breakdown of costs per measure/deliverable. Sound demonstration that the project offers good value for money and will deliver measurable benefits beyond existing programmes of activity.

Attachments to be included with your proposal:

- A delivery programme with start and end dates, delivery milestones for design, implementation and monitoring, with their associated spend profile

An assessment of risks to the project, and measures that will be taken to minimise these

Low Emission Neighbourhoods

2.14 If you are applying for a LEN you are asked to submit the following information (in addition to the information required above), using the LEN-specific application form:

- Confirmation that the project has the support of all relevant Teams, Cabinet Members and ward councillors
- Any evidence you have of local support for the proposals
- A summary of the current air quality and transport situation in the proposed LEN area
- An outline of the measures that will be delivered in the LEN and an estimation of the expected air pollution impacts of these interventions (in terms of emissions and exposure reductions or other metrics).
- Evidence that at least equal match funding will be provided – boroughs should not cross match funding between separate schemes where funding is administered by TfL. For example, separate funding from schemes such as Neighbourhoods of the Future (NoF), Liveable Neighbourhoods (LN) or Go Ultra Low City Scheme (GULCS) should not be used to match fund MAQF and vice versa. However, match funding with LIP allocation is acceptable.
- Visionary sketches of the LEN

A Low Emission Neighbourhoods Guidance Note can be found in Appendix 2

Monitoring

2.15 There is no one size fits all approach to monitoring and each bid will be assessed on an individual/ site by site basis. The aim of the fund is to finance projects that will have a measurable improvement in local air quality and it would therefore be beneficial for the evaluation programme to include appropriate on-street air quality monitoring alongside a range of proxy metrics such as % increases in walking and cycling.

2.16 Consideration should be given to the scale of the overall project and the expected air quality outcomes when choosing the appropriate evaluation equipment and methodology. It is expected that the cost of monitoring should be in reasonable proportion to the overall project cost.

2.17 Evaluation could include: monitoring, modelling, surveys, counts or other data collection methods with a view to improving understanding of how local measures can change activity, attitudes and behaviours and reduce human exposure to poor air quality areas.

Bidding process and funding allocation

2.18 For each bid received, the following process shall apply:

- The approval board (consisting of representatives from TfL and the GLA) will review the bid then either:
 - Approve;
 - Request alterations;
 - Request further information; or
 - Reject.
- Funding will be approved for 2019/20, with *indicative* funding provided for 2020/21 and 2021/22.
- Whilst separate to LIP funding provided by TfL to the London boroughs, the governance and payments processes will be similar. Funding will be allocated and managed through the Borough Portal, with payments made in arrears as soon as boroughs have provided information to show that the work has been completed.
- Funding for the project monitoring and evaluation will only be released once the 'evaluation' project milestone has been realised (i.e. once monitoring has been completed and the project evaluated).
- Any request to change or roll over funding should follow the TfL change control process.
- TfL reserves the right to audit any partner or supplier invoices in relation to this funding.

3 Monitoring, communication and other requirements for selected projects

Project delivery

- 3.1 TfL and GLA will support boroughs on the delivery of MAQF schemes. However, boroughs are ultimately accountable for the delivery of their schemes and they will need to ensure a degree of structure around their delivery, including the interfaces with stakeholders from TfL and GLA, along with the monitoring and reporting processes. This is in order to:
- Ensure all issues are properly dealt with to facilitate a rapid scheme approval by TfL
 - Ensure that financial and programme risks are fully identified and mitigated and TfL assurance requirements are met
 - Provide confidence to key stakeholders that progress is being made towards developing a scheme that meets the objectives outlined and that achieves the expected benefits set out for the MAQF programme according to the scope set out in the successful bid
 - Enable TfL to assist boroughs when they encounter problems

Change Control

- 3.2 In order to accommodate variations to the schemes during delivery, TfL will set up a change control mechanism and a programme change log as part of the MAQF delivery process. Boroughs will need to use this mechanism to agree with TfL variations to schemes.
- 3.3 Change control should be used to seek approval for variations on:
- Timescale for scheme delivery
 - Cost / budget per scheme (including the TfL funding amount)
 - Scope of works and expected benefits
- 3.4 The change control mechanism will require clear explanation of the proposed variation to the scheme, as well as explanation of impacts on the scheme deliverables, costs/budgets, scope of works and future risks. A template and guidance will be provided to boroughs by TfL as part of the confirmation of successful bids.

Reporting

- 3.5 Boroughs will be required to complete a MAQF project progress report annually, and failure to submit this when requested may result in funding for the following year being withheld, and withdrawal of Cleaner Air Borough accreditation.
- 3.6 Boroughs will also be required to submit brief quarterly progress updates.
- 3.7 Throughout this round of the MAQF there will be both end of year and ad hoc requests for specific information and reporting from TfL and GLA. This should be provided in a timely manner; failure to do so may result in the borough being disqualified from the qualification process of the Clean Air Borough Award.

Monitoring

- 3.8 Monitoring and evaluation will need to be undertaken on an ongoing basis, in line with the monitoring outline provided at application stage. This will need to be reported against annually as well as in the final end of project report.

Communications Requirements

- 3.9 All successful projects must:
- Send all press releases related to MAQF projects to TfL and the GLA for approval and a quote from the Deputy Mayor at least 1 week prior to their release.
 - Notify TfL and the GLA about all planned media and communications activity and events at least 2 weeks prior to the activity. Participate in and support any GLA / TfL promotional activity about the MAQF.

Failure to do this may result in funding being withdrawn.

Branding Guidelines

- 3.10 Any publicity and promotional material utilising the Mayor's Air Quality Fund must include the "Supported by the Mayor of London" logo, and all marketing materials must be submitted to the GLA for approval prior to dissemination.

Other requirements

- 3.11 It will be the responsibility of the local authorities to ensure that ALL projects will:

- Seek planning, highways, and other statutory permissions where required
- Commit resources to monitoring and evaluation

- Assign Intellectual Property Rights to TfL for any tools, trials or outputs developed under the programme.

4 Timelines

27 th September	Fund opens for applications
2 nd October	Workshop for borough air quality & transport officers on MAQF and LENSs. TfL will send separate invites and details.
29 th October 2018	Deadline for summaries of “Exceptional” projects and proposals for alternative LEN locations
5pm 11 th January 2019	Deadline for project applications
March/April 2019	Announcement of successful projects, and delivery of funding outcome letters to applicants
April 2020	First interim report required
April 2021	Second interim report required
April 2022	Final report required

5 Key contacts

Key contacts for the MAQF are:

- Suzanne Godsell at TfL: SuzanneGodsell@tfl.gov.uk
- Poppy Lyle at the GLA: Poppy.Lyle@london.gov.uk

Appendix 1 Example case studies

Case study 1: Waltham Forest – Zero Emission Courier Scheme

The Zero Emission Courier Scheme offers a delivery service to local businesses, organisations and charities using zero emission modes, such as cargo bikes and electric vans, to benefit air quality and the local economy.

The scheme started with a pilot in December 2016 called 'Christmas Courier', which allowed residents to have their goods delivered to them free of charge using cargo bikes and an electric/hydrogen van.

The key achievements of the pilot included;

- 20 businesses engaged in the scheme

- 1,000 packages were delivered in 515 journeys
- 43 deliveries were undertaken on average each day
- 2,636km were cycled in total, with each courier travelling 45 km a day on average
- Emissions savings:
 - 2288.14g/km of NO_x
 - 81.72g/km of PM₁₀
 - 18.45g/km of NO₂
 - 404.55kgCO_{2e} of CO₂

Following the successful pilot the scheme then undertook a procurement process in spring 2017 to bring on an experienced courier company to operate the scheme alongside Waltham Forest Council. Outspoken! Delivery, were selected due to their knowledge and expertise in the area having already set up successful zero emissions courier schemes in Cambridge, Norwich and Glasgow.

The service was branded and named ZED (Zero Emissions Delivery) ZED was launched on 28

September 2017 and has been operating across the borough ever since. Operations are based in a railway arch, which has proved to be a convenient location for local businesses, whilst also providing a micro consolidation hub for deliveries. The ZED team consists of an operations manager and four part time riders who have been employed from the local area.

The team began with four cargo bikes and since then an electric Nissan e-NV200 van has been added to the fleet, along with an additional Icen Cargo Trike and an Urban Arrow.

Business engagement has been undertaken via social media, door-to-door meetings and word of mouth from existing customers. As an incentive, businesses are offered £100 of delivery credits to trial the service and subsequent delivery rates are tailored to the customer's

specific requirements. Free deliveries were also offered to independent businesses borough-wide as part of the Council's Small Business Saturday initiative on 2 December.

Between September and December 2017, ZED;

- Delivered 1,219 packages
- Cycled 1,257km
- Saved an estimated 359kgCO_{2e} of CO₂ emissions

Feedback received from business users so far has been wholly positive;

"It is good, reliable, honest, and eco-friendly" - Theatre of Wine, Leytonstone

"Professional service with friendly customer service and good

reporting system" – Waltham Forest Echo

"No need for deliveries by car or impromptu trips to waste management. The service is genuinely good and ideal for small growing businesses to expand in an efficient manner" – Perky Blenders

The service has recently been shortlisted for two awards; the 'Contribution to Sustainable Transport Award' at the London Transport Awards and the 'Best Business Cycling Initiative' at the Waltham Forest Love Your Borough Awards. The results of both will be announced in March.



Case study 2: Measures and interventions from the Low Emission Neighbourhoods

Round 2 of the MAQF has included 5 Low Emission Neighbourhoods or LENSs. The 5 LENSs are:

- City of London – Barbican LEN
- Greenwich LEN
- Hackney, Islington and Tower Hamlets - City Fringe LEN
- Redbridge and Newham – Ilford LEN
- Westminster – Marylebone LEN

Below are some of the measures at each LEN

They have focussed on implementing a number of different measures across different categories including,

- Behaviour change initiatives

- Urban realm improvements
- Integrating green infrastructure
- Freight related measures
- Measures that will facilitate a mode shift to cycling, walking and electric vehicles.

City of London - Barbican LEN

1. Air Quality Champions business grant – Local businesses that have secured the grant have implemented projects such as the installation of electric vehicle charging points, new cycle parking, greening in their location and installing a new air pollution monitoring station
2. A ULEV street
3. The LEN has created an action plan to reduce freight traffic in peak hours. In addition they have undertaken a survey of all on-street loading and unloading activities in the area and developed delivery and servicing plan (DSP) case

- studies for eight key organisations.
4. Micro-consolidation and bicycle last mile delivery service. In December 2018 a free cargo bike delivery scheme was launched for use by the traders and local businesses for a 4 week pilot period. The scheme was free for businesses and occurred in the run up to Christmas; this was then extended with the intention of going out to tender to establish a 3 year scheme.
5. Resident electric vehicle charging. The LEN project is delivering the first phase of EV charge point roll out. The EV charging point scheme will see thirty electric vehicle charging bays installed in five car parks.
6. Greening in the area. As part of the City in Bloom (Clean and Green for Seventeen challenge) the LEN Project Team has been working with Friends of City Gardens to support the installation of over

30 pop up air quality gardens in the public realm.

7. Cycle parking improvements. Phase 1 of cycle parking improvements funded by the LEN have included the installation of 100 secure cycle parking spaces

Hackney City Fringe LEN

1. Urban realm improvements - A number of streets and junctions in the LEN area have either been dramatically redesigned or improved in order to prioritise pedestrians and cyclists and to make the areas less dominated by vehicles.
2. Parklets are parking spaces, which are converted to public spaces containing green infrastructure. 4 parklets will be installed. This has been achieved through obtaining TMOs
3. Gateways. The Gateways are signifiers that you are entering

the LEN area. They consist of a mixture of wayfinding, greening and lighting.

4. Cycle parking. Installed 10 on-street cycle parking spaces in the LEN area and one cycle hangar. The team have worked with ofo to develop a new type of cycle parking which caters for dockless bikes as well as standard bikes. One of these hubs has been placed in the LEN area.
5. EV Infrastructure - A total of three on-street rapid chargers have been delivered in the LEN area. The team will also locate further chargers in the north of the LEN area.
6. Behaviour change – Car free days, anti -idling campaigns and business engagement.

Greenwich LEN

1. Public ebike loan scheme. Delivery of month-long ebike loan scheme using fleet of 16 ebikes.

2. Behaviour change. Launched free Better Points app for LEN residents and employees, which rewards them for walking and cycling.
3. Supporting schools to undertake activities that will improve localised air quality.
4. Organised car free days across 3 of the main streets in the LEN area (Greenwich Town Centre)
5. An electric vehicle car club providing 6 electric vehicles.
6. EV infrastructure. 15 new EV charge points.
7. Urban realm. Improvement measures along main corridor road in LEN. Measures include mandatory cycle lanes, wider and continuous footways, no loading during morning and afternoon peaks & 24 hour bus lane.
8. Green infrastructure. Gateways, pocket parks and other greening improvements to encourage walking.

Marylebone LEN

1. Behaviour change. Anti idling campaigns, between April and November 2017 anti-idling marshals engaged with 5,400 motorists.
2. Diesel surcharges have been implemented on metered parking.
3. 32 sensors have been placed at taxi ranks to prevent over ranking and improve demand management
4. Freight - Over 200 businesses have been engaged with, to help them reduce their deliveries and servicing impact. 50 of those businesses have received tailored recommendations specific to the type and size of their operations.
5. The school engagement program in the LEN has engaged over 200 children in air quality lessons, with 2 air quality videos being produced and further information disseminated in assemblies.
6. EV infrastructure - 14 EV charge points have been installed in the LEN, with a

further 24 charge points installed in Q Parks car parks in the LEN area.

7. Green infrastructure – A design competition was held for 2 parklets, the winning designs are being taken forward.

Iford Garden Junction LEN

Major improvements to this junction to improve walking and cycling including: greening, lighting, lane narrowing and corner sharpening to improve safety and prepare for a cycle lane through the junction.

Case study 3: Islington - Archway Zero Emission Network (ZEN)

The Archway ZEN is aims to make Archway a cleaner, healthier place to work and do business by improving local air quality, supporting active travel and reducing business energy and transport costs.

The ZEN seeks to achieve these aims by improving awareness of the issue, offering advice and services to help businesses switch to lower emission energy and travel options, whilst also saving them money.

The ZEN area is made up of a community of 200 businesses, the scheme has directly engaged with 135 businesses and 75 businesses have been formally recruited to the ZEN. 30 businesses have already taken action and taken up a ZEN offer or implemented a permanent change.

The advice and services that the ZEN is currently offering include:

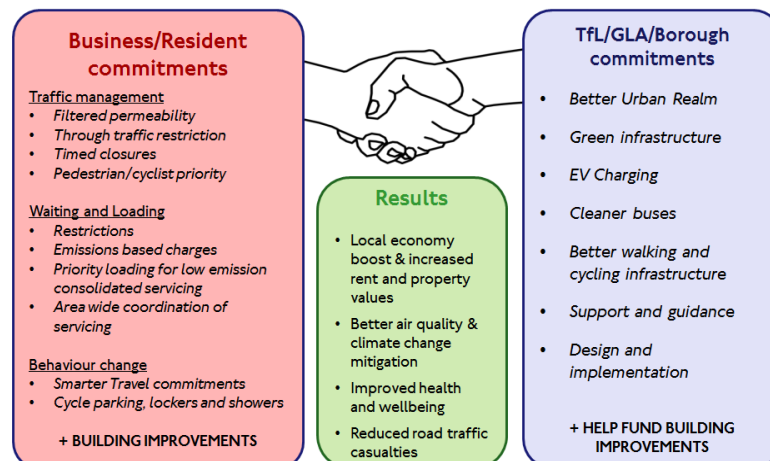
- Free trials of electric cars and vans
- Free building energy audits
- Free cycle training and bicycle check ups
- Link to organisations that can assist with freight consolidation
- Lifetime membership to car sharing service 'DriveNow'
- Scooter switch to electric models
- Cargo bike trials
- Business grant - 11 businesses have successfully applied to the ZEN business grant including:
 - Support for a school to expand their 'walk to school' campaign with new promotional banners and high-vis jackets for school children. Additional

- plans to install a new cycle parking stand.
- Green wall for a local gift shop
- Cargo bike grant for a local outdoor market to offer home deliveries
- Grant for an estate agents to support EV purchase.
- An Oriental food store applied for the scooter switch grant of £200 and bought an electric bicycle for zero emissions deliveries.
- Business membership to Zipcar
- Assistance and advice to find the cheapest energy tariffs

Appendix 2 Low Emission Neighbourhoods Guidance Note

1. INTRODUCTION

- 1.1 This note summarises TfL’s current thinking regarding LENs. The LEN concept has been updated for round 3. This is primarily to reflect the lower level of funding available for LENs in this round.
- 1.2 A LEN is an area based scheme that includes a package of measures focused on reducing emissions. They are delivered by a borough with support from TfL, the GLA and the local community.
- 1.3 The term “neighbourhoods” is used to highlight the need for local community (residents, businesses and regular visitors) involvement and ‘buy-in’ in developing a LEN and helping ensure it is successful. LENs are a partnership between the local communities and businesses and the local authorities under a common set of goals.
- 1.4 LENs must be designed as a package of measures with measurable impact on transport emissions. They can incorporate a wide range of measures to achieve this and suggestions are provided later in this document. They should not be used to fund existing business as usual work.
- 1.5 The case for investment in a LEN should be supported by benefits such as the economic uplift of the urban realm transformation. The investment in upgrading urban realm facilities is effectively the “reward” for the area’s commitments to reducing transport emissions. Such benefits are also likely to play an important part in increasing local support for changes proposed as part of a LEN.
- 1.6 The figure below illustrates the point that some changes can be difficult for communities to adopt, (such as traffic restrictions or reduction in parking provision). However they are often essential to unlock the space for urban realm transformations and ultimately realising benefits such as improvements in air quality and local economic uplift.



2. OBJECTIVES

LENs have the following objectives:

- Reduced transport emissions, leading to improved air quality and climate change mitigation, and reduced negative impact on health
- Increased levels of active, sustainable travel
- Reduced road traffic casualties through overall reduction in vehicle kilometres and alterations to traffic management
- More efficient use of limited road space, urban regeneration and improved local economy.

In order to meet these objectives LENs require action in the following areas: reducing overall vehicle kilometres, encouraging the uptake of low-emission vehicles, improvements to the urban realm

The following four key principles of LENs are considered important for success:

- **Transformational:** LENs must be visibly transformative with sufficient investment in designing and implementing measures. They must include funding for urban realm improvements, enabled by a reduction in motor vehicle dominance.
- **Evidence-based:** Measures must be designed on a detailed understanding of how an area currently operates. This includes the land use, ownership and governance, delivery and servicing activity and travel behaviour
- **Effective:** There must be a measurable impact on emissions using the best available evidence in assessment of their impact
- **Acceptable:** The need for bold measures must be understood and supported by the local community so that tangible improvements in air

quality can be realised and additional private sector investment can be attracted.

3. BENEFITS

- 3.1 The LEN concept complements existing TfL and borough measures by providing a coherent framework and ensures TfL funding and other support is focussed in the areas of most need. It can also help identify opportunities for better coordination of measures and make it easier to engage with the public on a single concept, which includes the various elements of work.
- 3.2 Most importantly, the LEN concept is intended to ensure that the investment made results in tangible emissions reductions by providing a framework for developing schemes with effective measures. This instead of a just providing measures which could reasonably be argued to contribute to emissions reduction or improve air quality (e.g. planting a tree or providing some cycle parking) but which on their own do not have a measurable impact.
- 3.3 There are several benefits of a LEN to the area. There is a significant body of evidence linking public realm improvements with increases in retail property values and increased footfall. The urban realm improvements help attract investment and support for the difficult changes and a more efficient use of space enables better public realm improvements
- 3.4 Increasing the number of pedestrians and cyclists in an area improves the economic vitality. In London town centres in 2011, pedestrians spent £147 more per month than those travelling by car.
- 3.5 Businesses could benefit from potential cost savings from consolidated deliveries and lower fleet mileage.
- 3.6 Active involvement in a LEN is good public relations for businesses. 96 per cent of respondents to a TfL survey undertaken in 2014 thought more should be done to tackle pollution. Proactive steps by business to improve local air quality can improve reputation.
- 3.7 TfL 'healthy streets' research indicates correlation between perceptions of cleaner air and overall positive perceptions of a street. An area with lower emission may encourage more pedestrians and cyclists.

4. AREA SELECTION

- 4.1 The principles through which areas should be selected are:
 - High NO₂ concentrations
 - High levels of exposure
 - Potential for interventions

- Evidence of support from the local community
- 4.2 Please refer to Appendix 3 for suggested areas, although boroughs may wish to choose alternative locations as appropriate.
- 4.3 Suggested resources to support the selection of an area include:
- LLAQM bespoke borough by borough 2013 air quality modelling and data - <https://data.london.gov.uk/dataset/llaqm-bespoke-borough-by-borough-air-quality-modelling-and-data>
 - December 2016 update focus areas - <https://data.london.gov.uk/dataset/laei-2013-london-focus-areas>

5. POTENTIAL ELEMENTS OF A LOW EMISSION NEIGHBOURHOOD

- 5.1 LENSs need to be tailored to individual circumstances. An understanding of the existing demands for travel and how the area currently operates is important in this.
- 5.2 Measures involved in a LEN work in one of two ways. They can affect how traffic moves on a road, which turn can affect whether people decide to drive on that road, or walk, cycle, use other modes of transport, or avoid it altogether. These measures can include filtered permeability, with restricted access, widening or narrowing lanes, changing parking, introducing dedicated cycle lanes, or shared road space. A LEN can also affect the decisions that people who live and work in the area make. This can include businesses using procurement or travel planning, etc. to reduce emissions from deliveries or staff transport, community engagement on air quality issues, community travel planning, and working with schools.
- 5.3 The most effective measures will vary between LENSs depending on the local area, such as the proportion of different activities, e.g. retail, industrial, offices and residential, and the types of roads and traffic in the area.
- 5.4 Many types of measures will be universal, applicable to all types of roads, but may be implemented in different ways or to a different extent. For example, traffic management can produce emissions benefits in all cases, but the most effective type of traffic management may vary between road types and locations.
- 5.5 Suggested interventions include the following:

Neighbourhood and local authority commitments: Neighbourhood areas would need to commit to traffic management/restriction and behaviour change programmes which could include those listed below. To support a

LEN, it is vital that the local authority provides infrastructure, financial support and guidance to ensure that there are wider benefits and reduce any perceptions that they are entirely focussed on disincentives without any incentives.

A Zero Emission Zone: A street or set of streets where access is limited, at least part of the time, to only the cleanest vehicles. Please note TfL will be issuing guidance on local Zero Emission Zones later this year and that these can also be delivered outside of LENs.

Healthy Streets: LENs should involve changes to highway infrastructure to improve conditions for walking and cycling using a Healthy Streets approach. The traffic management measures mentioned previously will contribute to this, but improvements to the urban realm will bring additional benefits to the local economy and encourage local support for LENs.

Traffic management: Introducing measures to remove through traffic from roads. These could include filtered permeability schemes, timed closures of roads to all motorised traffic and permitted vehicle only roads that restrict access to residents and vehicles for loading and servicing only.

Parking management: Introducing smarter parking charging. This could include introducing a variable charge for residential permits according to emissions, with surcharges for older more polluting diesel vehicles. On street parking charges could also vary according to vehicle emissions, with banding based on NOx emissions. There is also potential to vary charging according to parking demand, using on street sensors.

Freight and servicing: Introducing measures to reduce the impact of freight and servicing in the neighbourhood (if freight is a significant issue in the local area). This could include the following:

- **Freight planning:** A neighbourhood-wide delivery and servicing plan to reduce overall freight movements and emissions. This would enable both a reduction in the individual freight and servicing requirements for each premise, but also allow for consolidation of deliveries across multiple premises. As part of this, premises could sign up to a neighbourhood wide green procurement code, ensuring suppliers use best practice and low emission vehicles
- **Priority loading:** This could be either the implementation of a booking system for delivery and servicing trips, or provision of restricted loading bays. Parking sensors could be utilised to monitor and enforce the use of these. For restricted loading bays, exclusive use would be given to low or zero emission commercial vehicles, or vehicles undertaking consolidated deliveries serving multiple premises. A

booking system would allow a reduction in overall capacity for loading and servicing by encouraging the most efficient use of the remaining capacity. Priority booking could be given to low emission vehicles or consolidated delivery vehicles to encourage uptake

- **Micro-consolidation:** Introducing micro-consolidation would greatly benefit low emission neighbourhoods. Use of electric vehicles or cycle freight for the last leg of the journey would enable zero emission restrictions to be introduced whilst allowing for freight deliveries. Monitoring to ensure that there are overall benefits to consolidation and that emissions are not simply displaced will need to be undertaken.

Travel planning: Engagement with employers and schools within a LEN is important to its success. Targeted travel planning, with a focus on reducing emissions can help educate and engage the community as well as influencing behaviour.

Green infrastructure: Green infrastructure, such as green walls, pop up parks or photocatalytic materials could be installed as part of a LEN. Whilst the direct emissions impact that this has is minor, there are benefits in using this to raise awareness as part of a package of measures.

Infrastructure for ULEVs: Infrastructure to support the uptake of electric vehicles, particularly freight vehicles and taxis would be required for a LEN. Wireless charging plates or rapid chargers could be installed in the priority loading bays to further support the use of electric freight vehicles.

6. DEVELOPING A LEN

- 6.1 Once a potential area for a LEN has been identified it is necessary to understand in as much detail as practicably possible what currently happens within that area, or how it may function in the case of development area, especially how and why people travel. Identifying the size of different fleets, and their associations with businesses and people living in the LEN, will allow the most appropriate measures to be selected. Although the ambition or magnitude of these measures will depend on the local fleets and associated businesses and residents, this process can identify the maximum realistic level of transformation and impact on emissions, urban realm and other elements such as road safety.
- 6.2 As different LEN measures affect different fleets and trip types, it is useful to get as much detail as possible in the local traffic trips and purposes. In an ideal world, the following trip information would be available, along with any further detail on trips associated with specific large organisations and destinations:

- HGV – through traffic
- HGV – with destination or original in LEN - owned/operated by businesses in LEN
- HGV – with destination or original in LEN – suppliers
- Vehicles on trunk roads
- Commercial fleet – LGV - owned/operated by businesses in LEN
- Commercial fleet – LGV - suppliers)
- Commercial fleet – cars
- Local traffic travelling for work
- Local traffic travelling for school
- Local traffic travelling for shopping
- Local traffic travelling for other reasons (& if a significant cause, what they are)
- Unencumbered Trips <5 miles (to establish maximum cycling modal share
- Taxis
- Private hire vehicles
- TfL Buses
- Coaches, minibuses and any non-TfL buses

6.3 As well as gaining and detail understanding of motor vehicle trips it is also important to understand:

Pedestrian movement

Cycling levels and routes

Public transport connections and use

Parking and loading activity

Each businesses approach to delivery and servicing and the level flexibility

6.4 In summary, the measures included in a LEN will be tailored to each area and understanding how an area functions a whole is critical to being able to design the most effective solutions. The table below summarises the steps that might be taken to develop a LEN.

7. MEASURING AND MONITORING IMPACT

7.1 It is anticipated that LEN's will have the following benefits.

- Reduced transport emissions, leading to improved air quality and climate change mitigation, and reduced negative impact on health.
- Increased human physical activity and health, through encouragement of more walking and cycling
- Reduced road traffic casualties through overall reduction in vehicle km and alterations to traffic management
- More efficient use of limited road space and urban regeneration and improved local economy.

7.2 A robust strategy to measure and monitor the impacts of the LEN measures is crucial to building the case for additional LENs. In addition to the use of air quality monitors, robust data collection and modelling of the impact of the measures on vehicle speeds, km and fleet composition will be needed to evaluate which LEN measures have proved effective and provide valuable lessons learned for future projects.

7.3 Monitoring the popularity of the LEN measures and the impact on the local economy is also important to ensure that LENs are measures that have local support and buy-in and are viewed as a positive contribution to the area rather than an imposition.

7.4 Dedicated surveys should be undertaken to establish baseline and allow modelling of interventions. However, TfL have some data available that can be used to make high level assessments.

7.5 Post implementation monitoring should also be undertaken to ensure that benefits are realised and feed information into the next round of LENs.

7.6 Where physical changes to road space are proposed the appropriate level of traffic modelling as set out in TfL modelling guidance should be undertaken. Where a LEN impacts on the TLRN or SRN, the Traffic Management Act Notification Procedure will need to be undertaken.

7.7 As well as traffic data the following should be collected to develop a robust view on additional benefits

- Healthy streets indicator surveys
- PERS surveys
- Numbers of pedestrians and cyclists
- Rateable property values
- Residential property value

Measuring emissions benefits

- 7.8 Boroughs should where possible provide a robust estimate of likely emissions impacts from the LEN interventions.
- 7.9 Data from the LAEI and the borough toolkit developed by TfL should be used as the baseline for assessing emissions.
- 7.10 If the likely changes to traffic flow and fleet composition can be identified the Defra emissions factor toolkit can be used to calculate the impacts of LEN interventions. In assessing physical interventions, the assessment should consider the likely impact on traffic flow and speed within the LEN area.
- 7.11 For assessing behavioural measures the assessment should consider the following
- Which trip types and vehicle types will be affected as a proportion of total traffic in the area, or the current emissions impact of these trips
 - Identify what the impact will be – i.e. reduction in trips or change in vehicle type
 - Identify the likely uptake of measures – assumptions based on previous case studies and whether measures are compulsory or voluntary can be made.

Measuring other benefits

- 7.12 As well as traffic and vehicle standards data, the following should be collected to develop a robust view on additional benefits:
- Healthy streets indicator surveys
 - Collision statistics for roads within the ZEZ
 - Pedestrians and cyclist surveys and counts
 - Changes in attitude surveys

Appendix 3 – Suggested locations for LEN applications

The following locations have been identified as potential areas suitable for a LEN, although boroughs are able to identify alternative appropriate locations for a LEN bid.

Borough	Location	Highest concentration (2021)	Justification
Barking & Dagenham	Whalebone Lane South	66	<ul style="list-style-type: none"> • Concentrations still projected to be very high • Most exceedances in B & D are on the A road, this is mostly A road but single lane with large pavements so potential for interventions • In AQFA
Barnet	Whetstone town centre	49	Not the highest concentrations in the borough, but there are already a large number of AQFAs, lots of these are on busy A roads where interventions might be difficult, this road has shops and restaurants to high exposure and wide pavements so possible space for intervention.
Bexley	Bexley town centre	42	<ul style="list-style-type: none"> • Town centre with high exposure • In the very outer part of London
Brent	Harlesden town centre	56	<ul style="list-style-type: none"> • Large areas of non-compliance • Near audited primary school and monitoring station • Inside AQFA
Bromley	Beckenham town centre	43	<ul style="list-style-type: none"> • Town centre with shops, high exposure

Borough	Location	Highest concentration (2021)	Justification
			<ul style="list-style-type: none"> Bromley only has 2 small AQFAs so may be good to identify a third location to focus on
Camden	Streets surrounding Royal Free Hospital	58	<ul style="list-style-type: none"> One of London's leading hospitals, many visitors will be vulnerable to the effects of air pollution. Train station and shops and café's so public exposure is high
City	London Wall	63	<ul style="list-style-type: none"> High exposure during the week (office workers_ Links two big stations, high profile Possibility for walking routes City already has a number of AQFAs with plans, this could provide an additional area to work on
Croydon	South Norwood	43	<ul style="list-style-type: none"> Not currently air quality focus area Shop, restaurants and train station so high exposure Large school just of high street (Harris Academy South Norwood)
Ealing	Hangar Lane	84	This is already an air quality focus area. There are shops and a tube station located on one of London's busiest gyratory. LENS may not be able to reduce

Borough	Location	Highest concentration (2021)	Justification
			concentrations by implementations to reduce exposure are needed.
Enfield	Enfield town centre	50	<ul style="list-style-type: none"> • Current AQFA • High exposure (shops, restaurants, train station)
Greenwich	Eltham High Street	46	<ul style="list-style-type: none"> • In current AQFA, Greenwich has many • An area in the outer part of the borough • Wide high street with potential for interventions
Hackney	Stoke Newington High Street	45	<ul style="list-style-type: none"> • Not in current AQMA • 3 primary schools on the road • High footfall/ exposure (many shops and restaurants)
Hammersmith & Fulham	North End Road	47	<ul style="list-style-type: none"> • Hosts street market every day, high footfall high exposure • Large primary school just off road (Fulham Primary School) • Is partially existing AQFA
Haringey	White Hart Lane	47	<ul style="list-style-type: none"> • High footfall (shops, restaurants, train station) • Iconic location, could tie in with redevelopment or White Hart Lane stadium, potential to link to sport/ Tottenham Hotspur • Number of primary schools in surrounding area

Borough	Location	Highest concentration (2021)	Justification
			<ul style="list-style-type: none"> • Not currently AQFA
Harrow	Stanmore town centre	50	<ul style="list-style-type: none"> • High exposure (shops, restaurants, station) • Towards the outer edge of London • Current AQFA
Havering	Romford town centre/ Queen's hospital	53	<ul style="list-style-type: none"> • High exposure (shops, restaurants) • Vulnerable people (hospital) • Inside two current AQFA
Hillingdon	Ruislip High Street	48	<ul style="list-style-type: none"> • High exposure (shops, restaurant's, station) • In existing AQFA • Two sports clubs (Wealdstone Football Club and Ruislip Rugby Football Club) at one end
Hounslow	Feltham	47	<ul style="list-style-type: none"> • Existing AQFA • Near to Heathrow
Islington	Upper street/ Essex Road/ Pentonville Road	66	<ul style="list-style-type: none"> • High profile area • High footfall (station, shops, restaurants) • Schools in the vicinity
Kensington & Chelsea	High Street Kensington	53	<ul style="list-style-type: none"> • High exposure (shops, restaurant, station) • Area of potential non-compliance in 2025
Kingston	Tolworth High Street	52	<ul style="list-style-type: none"> • High exposure (shops restaurants) • Kingston does not have many AQFAs so good to add additional area for improvement • On outer edge of GLA area
Lambeth	Brixton Road	57	<ul style="list-style-type: none"> • Iconic location, high exposure • High BAME population

Borough	Location	Highest concentration (2021)	Justification
			<ul style="list-style-type: none"> • In existing AQFA • Accompany LEBZ
Lewisham	New Cross Gate (inside expanded ULEZ)	66	<ul style="list-style-type: none"> • University, high exposure • High BAME population
	Sydenham (outside ULEZ)	47	<ul style="list-style-type: none"> • Town centre, high footfall
Merton	Wimbledon high street	50	<ul style="list-style-type: none"> • Iconic, high exposure • Many primary schools in surrounding area
Newham	East Ham High Street	43	<ul style="list-style-type: none"> • Intersects existing AQFA • Busy high street with high footfall • Borough road so good potential for action
Redbridge	South Woodford	36	Not highest concentrations in borough but good potential for action. Best location would be Ilford but already has LEN
Richmond	St Margaret's High Street	43	<ul style="list-style-type: none"> • Busy high street, train station (high exposure)
Southwark	Camberwell	55	<ul style="list-style-type: none"> • High exposure • Large BAME population • Accompany LEBZ
Sutton	Wallington High Street	47	<ul style="list-style-type: none"> • Inside current AQFA • High exposure (busy high street with shops)
Tower Hamlets	Whitechapel	47	<ul style="list-style-type: none"> • High exposure, in current AQFA • Daily market with potential to consolidate/ vary deliver times

Borough	Location	Highest concentration (2021)	Justification
			<ul style="list-style-type: none"> • Opposite hospital
Waltham Forest	Leyton High Road	62	<ul style="list-style-type: none"> • High exposure (shops, restaurants etc.) • Inside existing AQFA
Wandsworth	Battersea Park Road	65	<ul style="list-style-type: none"> • Area with a lot of regeneration going on, northern line extension • Near two of the audited primary schools • Not currently AQFA
Westminster	Maida Hill (Harrow Road)	50	<ul style="list-style-type: none"> • High exposure (high street with shops) • Nearby primary schools • In outer more deprived area of borough