



Clean Air  
Parents'  
Network

## Clean Air for Children London Question Time

### Notes from 'break-out sessions'

NB: As break out session discussion were very much led by participants' interests and concerns, the structure of each group's discussion was different and this is reflected in the format of each session's notes.

The notes are intended to only reflect the comments and opinions of those individuals who participated in the breakout sessions. They do not necessarily reflect the work of the Clean Air Parents' Network overall, ClientEarth or the British Lung Foundation.

#### Group 1

#### Increasing support for ULEZ and other measures needed to tackle air pollution

##### Ideas for action

- Think before you drive campaign (similar to smoking campaigns).
- Teach people about the ways in which their lives will improve as a result of the ULEZ – focus on the positives not the negatives.
- Raise positive voices to drown out those who are anti-ULEZ.
- Make it personal – use personal stories, experiences, anecdotes etc. to help people understand why this is an issue.
- Write to MPs, councillors, London Assembly Members etc to ask for scrappage/priority for walkers and cyclists etc.
- Focus on the health messages.
- Build relationships with schools and nurseries to get them teaching children about air quality from a young age.
- Build relationships with local GP surgeries, healthcare centres etc. to ask them to raise awareness of air quality.
- Hold car manufacturers to account – they got us into this mess.
- Accept that everyone is different – don't push blanket solutions that may exclude certain groups or individuals.

#### Group 2

#### Clean transport

- **Local Councils** were identified as a key blocker to measures to shift to cleaner vehicles. There was frustration in particular with how controlled parking zones operate and put people off purchasing bicycles.
  - Key Call: make allocation of space for cycle storage at least as easy to secure as car parking.
  - Who to influence: Local Councils.

- Action to Influence Decision Makers: Use case studies of what has worked to illustrate the business case for action. Hammersmith mentioned as a case study.
- It was agreed that the **motorist lobby** has a disproportionately loud voice in the debate about transport and the role of cars.
  - Key Call: Ensure that the air quality lobby is given the same respect as the motorist lobby.
  - Who to influence: Politicians, auto and motorists' lobby groups including The Society of Motor Manufacturers and Traders (SMMT), Fair Fuel, The Alliance of British Drivers (ABD), and the general public.
  - Action to Influence Decision Makers: Activate parents to collectively discredit petrol and diesel vehicles and bust myths about the virtues of car ownership.
- Despite lots of talk of Electric Vehicle targets from car manufacturers, a **lack of supply of EVs** was agreed as a key barrier to people switching to cleaner forms of transport
  - Key Call: Ensure auto manufacturers are obliged to manufacture a certain number of electric vehicles.
  - Who to influence: national government and auto manufacturers
  - Action to Influence Decision Makers: Activate parents to collectively call for increased supply of EVs from auto manufacturers.

### Group 3

#### Pollution around schools

##### What do we want to change?

- Prioritise children's health in decision making, building on the comment that *the child should be the first and foremost consideration when making decisions* from Question Time panel member, UNICEF's Campaigns Manager, Rebecca Dallison.
- Increase headteachers' awareness of the serious health impacts of air pollution around their schools.
- Accelerate the pace of change – e.g., ensuring school air quality audit measures are implemented and audits rolled out to all schools in pollution hotspots.

##### Who do we want to influence?

- Politicians – the Mayor of London, councillors, Local Authority Mayors and MPs – in order to:
  - make changes at a local level
  - push for changes in legislation at a national level.
- Children, parents and school leaders, both so that they can change their behaviour and call on politicians to take action.

##### What action could we take?

- Action that 'provokes' a response, such as stunts outside schools.
- National day of action, possibly on [Clean Air Day](#) (20 June).
- Co-ordinate action, for example responding to consultations.
- Share information, for example media requests for interviews.
- Use '[Fair Funding For All](#) Schools' as a model for a campaign.

## Group 4: Vehicle idling

### National awareness campaign

- Overwhelmingly the feeling was that there was a need for a national awareness government campaign in the same way that has been done for issues such as smoking. This could be done by Public Health England.
- This was needed to help shift people's perspectives about idling.
- In the absence of action from central government:
  - People could approach advertising companies to do some work for free (e.g. as part of their Corporate Social Responsibility schemes).
  - There could be a campaign by a national NGO backed by the public to get the UK Government to do such a campaign.
  - People could also work with individual schools to run competitions to design anti-idling posters to be displayed around the schools.
  - Pressure could also be put on companies, like utility and delivery companies, that have fleets to stop their drivers from idling. Apparently if you report this to your council they may sometimes follow up with the companies for you.

### Enforcement

- There was discussion about why there isn't more enforcement of idling
  - Councils need more enforcement officers, should traffic wardens be doing more.
  - Is the £20 fine enough of a deterrent?
  - There was a feeling that not enough fines are given out.
  - Are there technological solutions that could help with enforcement?

### Resources

- Some members thought that they would like to understand better what they can ask MPs to do to raise and address these issues.
- [Mums for Lungs](#) have anti-idling flyers that people can use.
- [Vehicle Idling Action](#) is a London-wide behaviour change campaign which is helping to reduce localised air pollution caused by motorists who leave their engines running when parked. They run vehicle idling action events with 18 London boroughs and have a range of downloadable toolkits, posters and leaders.



*The Clean Air Parents' Network is supported by the British Lung Foundation and ClientEarth. We are calling on all levels of government to take action to tackle illegal and harmful levels of air pollution to protect the health of people across the UK [www.cleanairparents.org.uk](http://www.cleanairparents.org.uk)*