

# DEFRA AQ Community Awareness Campaign: Q1 Outputs and Project Plan

## Contents

Project Overview.....	2
May 2023 – July 2023 delivery outputs .....	4
Social media .....	4
Schools .....	5
July 2023 – May 2024 Proposed Deliverables. ....	9
Air Quality Monitors.....	9
Social Media .....	9
Schools .....	9
Parish Council Engagement.....	10
Workplace Engagement.....	10
Community Group Engagement .....	10
Appendix .....	11



**Breathe Clean**  
in East Herts



## Project Overview

Funding was allocated to improve knowledge and information about air quality and steps that individuals can be taken to reduce air pollution and their exposure to it.

The project will be focused in 3 sites in East Herts

- Bishop's Stortford
- Hertford
- Sawbridgeworth

Each of these areas have been declared as Air Quality Management Areas by DEFRA because of their Nitrogen Dioxide levels.

Communication with the public will be centred around a social media campaign which will use air quality facts, student-led educational videos, and local community champions to increase air quality education and solutions in each area.

The social media campaign will be paired with in-depth engagement to set out active travel behaviour change initiatives, competitions and educational sessions to highlight actions that individuals can take to reduce local air quality and take effective action to protect their health from air pollution.

Targeted groups include schools, residents groups, workplaces, wellbeing groups and those that are vulnerable.

Engagement with schools include air quality educational workshops, student led diffusion tube analysis and student-led idling action workshops to teach children about the local air pollution issue and take ownership over what they and their families can do to contribute to reducing this issue.

Workplace engagement includes implementing behaviour change incentives to create more-shift from the car on their commute to work. This includes identifying active travel champions to promote active travel within their workplaces, setting up cycle to work days, focus groups and surveys to establish current barriers to active travel for the commute, and the creation of a travel plan with recommendations and targets to help create mode-shift within the workplace.

Engagement with community groups includes workshops around the wider benefits of swapping car use for walking on health, as well as working with these groups to set up initiatives such as wellbeing walks.

### Outputs

- Purchase of 3 x air quality monitors
- Delivery of 30 student workshops, reaching a minimum of 450 pupils across 15 schools in East Herts
- Delivery of 150 social media posts across the year
- Engaging 6 workplaces to promote active travel and promote behaviour change
- Households switching to active travel to replace regular school runs will have a positive environmental impact around target schools, e.g. reduce road danger, noise pollution, congestion.
- The delivery of behaviour change incentives will create sustainable and longstanding changes in travel behaviour, and thus improve local air quality in the longer term.

### Target pollutants

<input checked="" type="checkbox"/> NO2	<input checked="" type="checkbox"/> PM 2.5
<input checked="" type="checkbox"/> PM10	<input checked="" type="checkbox"/> Other (please list) <i>co2</i>

### Project Measures

<input checked="" type="checkbox"/> Health Disparities	<input checked="" type="checkbox"/> Monitoring	<input type="checkbox"/> Driver efficiency
<input checked="" type="checkbox"/> Schools	<input checked="" type="checkbox"/> Modelling	<input type="checkbox"/> Traffic Management
<input checked="" type="checkbox"/> Active Travel	<input type="checkbox"/> Remote sensing	<input checked="" type="checkbox"/> Alternatives to private vehicle use
<input checked="" type="checkbox"/> Public Information	<input type="checkbox"/> Domestic combustion	<input type="checkbox"/> Low emission vehicles
<input checked="" type="checkbox"/> Communications	<input type="checkbox"/> Smoke control areas	<input checked="" type="checkbox"/> Public Transport
<input type="checkbox"/> Indoor air quality	<input checked="" type="checkbox"/> Behavioural Change	<input type="checkbox"/> Retrofits/ vehicle electrification
<input checked="" type="checkbox"/> Digital Platforms	<input type="checkbox"/> Enforcement	<input checked="" type="checkbox"/> Other (please list all) Workplaces

### Emission sources that the project will cover

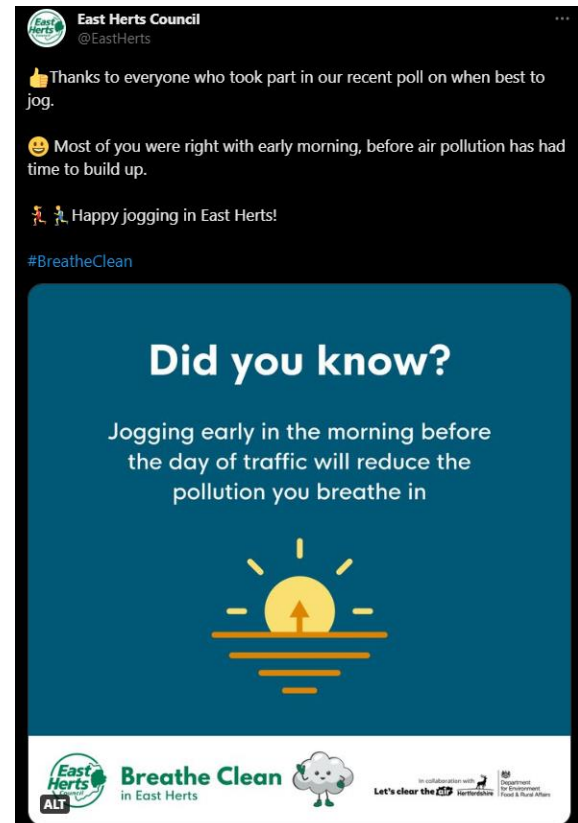
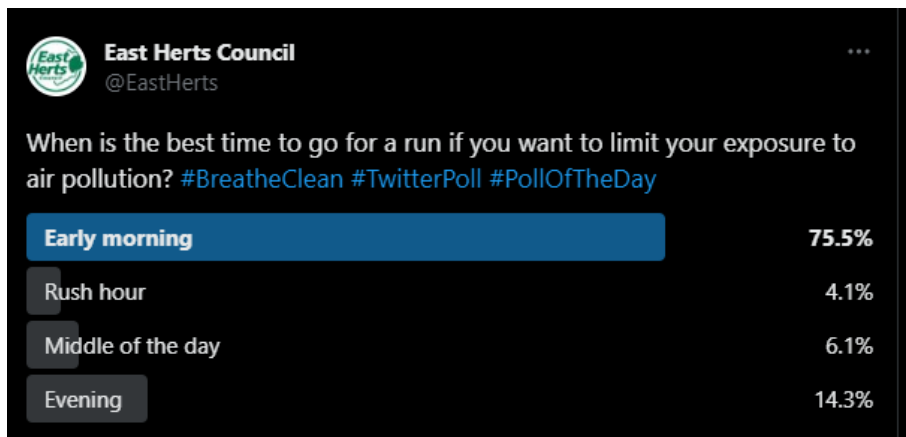
<input checked="" type="checkbox"/> Private cars	<input type="checkbox"/> HGVs	<input type="checkbox"/> Domestic burning
<input checked="" type="checkbox"/> Taxis	<input type="checkbox"/> Non-road mobile machinery (NRMM)	<input type="checkbox"/> Boats and waterways
<input checked="" type="checkbox"/> Buses	<input type="checkbox"/> Industry	<input type="checkbox"/> Biomass
<input checked="" type="checkbox"/> Trains	<input type="checkbox"/> Ports	<input type="checkbox"/> Other (please list all) <i>Type here</i>
<input type="checkbox"/> Delivery freight		

## May 2023 – July 2023 delivery outputs

The below section highlights the delivery outputs by project theme for Q1 (May 2023 – July 2023).

### Social media

- Social media strategy for the year created and posts drafted
- Project specific webpage created (<https://www.eastherts.gov.uk/environmental-health/air-quality/breathe-clean-east-herts>)
- Begun posting weekly posts around different aspects of air quality, raise awareness of the project and increase understanding of air quality. Posts will be tweaked seasonally to increase reach & engagement. We have used interactive content like videos, polls and community champions to maximise engagement. Social media posting in Q1 include:
  - 3 x posts on facebook
  - 4 x posts on twitter
  - 3 x press release articles in local newspapers (across the 3 focus areas)



The table below shows the social media reach & engagement to date.

Inputs	Outputs:	Outtakes:
<b>Facebook</b>		
15/06/2023	Launch of campaign to coincide with Clean Air Day	Reach 517 - Engagement 20
05/07/2023	Did you know?' posts on when best to jog	Reach 651 - Engagement 36
12/07/2023	Abel Smith Year 5 video	Reach 216 - Engagement 31
<b>Twitter</b>		
15/06/2023	Launch of Breathe Clean	Reach 1044 - Engagement 35
05/07/2023	Twitter poll on when best to jog	Reach 578 - Engagement 28
10/07/2023	Results of poll	Reach 692 - Engagement 5
12/07/2023	Abel Smith Y5 video	Reach 1044 - Engagement 65
<b>Totals both platforms</b>	<b>Reach</b>	<b>4,742</b>
	<b>Engagement</b>	<b>220</b>

## Schools

We have had a **medium level of interest** from schools. **11 schools** have agreed to take part in the project.

### Engaged schools

- St Joseph's Catholic Primary (Bishop's Stortford)
- St Michael's CofE Primary (Bishop's Stortford)
- Manor Fields Primary (Bishop's Stortford)
- Windhill 21 (Bishop's Stortford)
- Hollybush Primary (Hertford)
- Abel Smith Primary (Hertford)
- The Sele School (Hertford)
- High Wych CofE Primary (Sawbridgeworth)
- Reedings Junior (Sawbridgeworth)
- Leventhorpe (Sawbridgeworth)
- Priors Wood Primary (Ware)

11 educational workshops have been delivered to 392 children at 4 schools:

- Manor Fields Primary (Bishop's Stortford)
- Hollybush Primary (Hertford)
- Abel Smith Primary (Hertford)
- High Wych CofE Primary (Sawbridgeworth)

We expect that many of these children will have taken the knowledge and messages home to their parents. During the workshops, we also created posters and fact files with the students which their teachers can display around the school to raise awareness among other students and staff.

### Knowledge transfer

- For 212 pupils across 3 schools (Abel Smith Primary School, Hollybush Primary School, High Wych Primary School), perception surveys completed before and after the workshops highlighted the below knowledge transfer:
  - There was a **29% increase** in knowledge of **what air pollution is**.

- There was an **82% increase** in knowledge of the **main cause** of local air pollution, motor vehicles.
- **66% increase** in knowledge of the name of the **most dangerous polluting gas**, Nitrogen Dioxide.
- **61% increase** in knowledge of whether **electric cars** create any pollution.
- There was a **73% increase** in knowledge of the amount of pollution created by **idling cars**

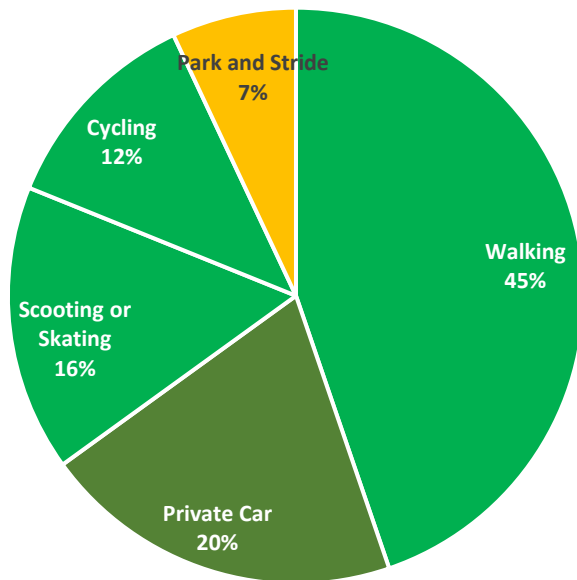
#### *Air quality awareness videos*

Through the educational workshops, we have created 3 student-led air quality awareness videos, with shorter versions for social media. These are engaging, informative and unique resources which we will use throughout the project to engage businesses, community groups and members of the public. An example of the video created by Abel Smith Primary is [here](#).

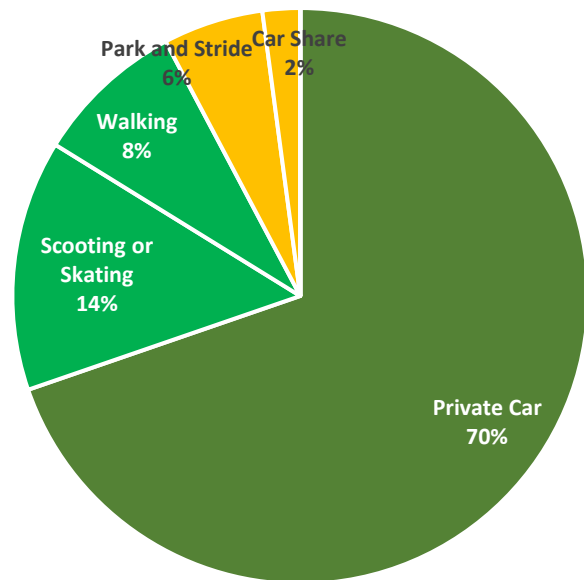


### Travel surveys

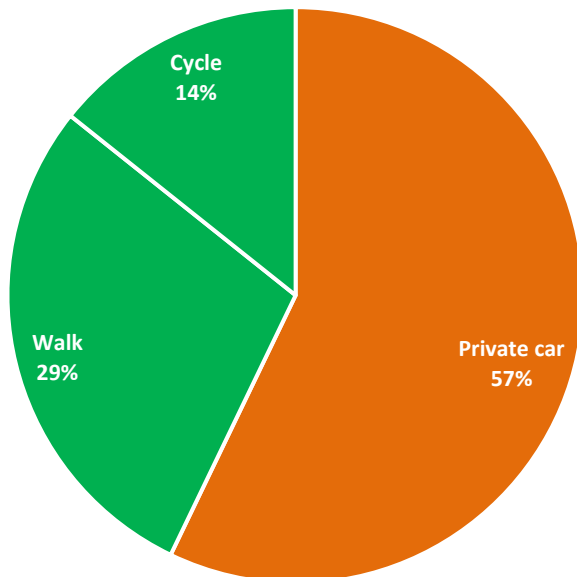
We surveyed staff and students about how they currently travel and how they would prefer to travel to get baseline data on travel habits. We will continue to do this in the Autumn school term and repeat the process in 2024. So far we have surveyed 400 students and 37 members of staff. We have found significant differences in mode split across different schools, which will help us with prioritising schools for engagement.



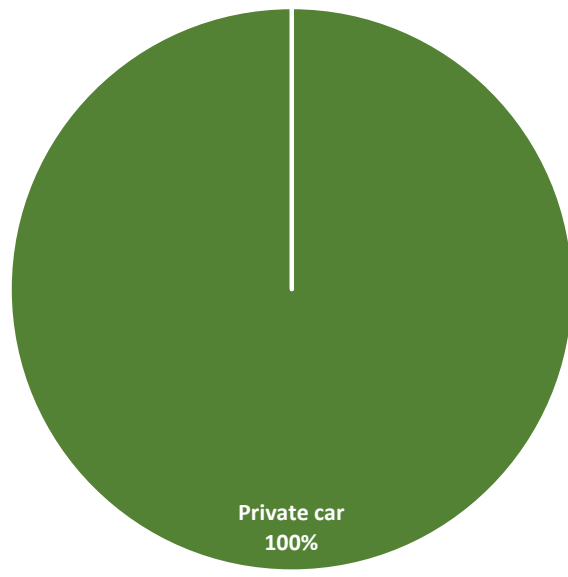
Priors Wood Primary, Ware Pupils



High Wych Primary, Sawbridgeworth Pupils



Priors Wood Primary, Ware Staff



High Wych Primary, Sawbridgeworth Staff



**Student outputs**

The below images show a selection of posters and fact files made by students during workshops.

**ALL ABOUT AIR POLLUTION**

What are the different forms of air pollution?

**Gases:**  
One of the most harmful gases is NO<sub>2</sub>.

**Particulates:**  
Small particles of items such as rubber, dust, metal and plastic could be lurking in the skies.

**parts of the body that are affected:**

**heart:** the pollution in the air can cause heart disease and your heart can't breathe properly.

**brain:** pollution can affect your concentration during lessons.

**lungs:** pollution can irritate your lungs.

**How can we reduce air pollution?**

cars are the main cause of pollution in our area.

Even with electric cars, pollution is still created as the friction and the heat created between the tyres and the road create particles in the air. The engine in the car burns fossil fuels; this can cause pollution.

Start to drive part of a long journey that may be a very long walk then stride the rest of it. If you have to drive a lot of it, consider starting to bike or use an electric car.

**AIR POLLUTION**

**SOLUTIONS:**

- walk
- cycle
- public transport
- car share
- park & stride
- not idling
- electric cars
- walk quieter routes
- plant trees & plants

**Don't burn down trees**

**Turn off your engine when waiting**

Transport pollution

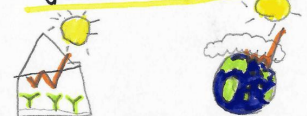


Public and Private transport are part of pollution as most vehicles release gas out of the exhaust pipes at the rear of the vehicle. Even electric cars, which are better than diesel and petrol, still cause friction between the tyres and the road, sending microscopic particles into the air. This also includes aeroplanes, the most trains and trucks.

Air Pollution

Air Pollution is a source of dangerous gases, ~~some are~~ man-made and natural

Greenhouse gases



Greenhouse gases are based on the name; they work a bit like a greenhouse. In a greenhouse, the sun goes in through the glass, but can't escape. When the gas is let out, it forms a pretend layer of glass.

Ellie



## July 2023 – May 2024 Proposed Deliverables.

The below actions are to be delivered July 2023-May 2024.

### Air Quality Monitors

Iknai AirScan monitors implemented in three locations (detailed below).

<b>East Herts Monitors: Proposed Road/Junction</b>	<b>Hertfordshire County Council Monitors in place</b>	<b>Location</b>
Dumnow Road- there's a lamppost outside 14B which is in line with façade which would be very representative.	1. A1060 at the Hockerill junction (outside of Café Masala)	Bishop's Stortford
There are some lamp columns on the A414 adjacent to castle street along Gascoyne way which may be a good location.	1. B158 2. Pegs Lane outside of the Bentley House care home 3. Opposite Richard Hale School	Hertford
London Road, perhaps outside of Leventhorpe School.		Sawbridgeworth

### Actions

- MPST to purchase three monitors
- Baseline data to be gathered prior to launch of social media
- MPST to review and analyse monthly readings and compile into a monitoring report
- MPST to use results for engagement with key stakeholders (schools, parish councils, workplaces, community groups)
- MPST to analyse all data and summarise in end of project report in April 2024

### Social Media

Continuation of engaging social media content in line with social media strategy. Posts will highlight community champions, air quality facts, impacts, solutions, and promotion of active travel.

### Schools

- Continuation of school competition guidance
- Collection of staff and student perception surveys and level of air quality knowledge transfer
- Collection of staff and student mode of travel data
- Delivery of 15 idling action and air quality workshops & idling action banner creation at schools across Bishops Stortford, Sawbridgeworth, Hertford
- Delivery of 15 walking map workshops and the creation of 15 low pollution walking maps to schools across Bishops Stortford, Sawbridgeworth,

### Parish Council Engagement

- Attendance at Parish Council meetings to explain the project to wider parish council members and ask for input around key issues, target areas, key workplaces, schools, and groups. Display
- Involvement within project as required throughout project delivery.

### Workplace Engagement

Engagement with 3 businesses (1 in each of Bishops Stortford, Sawbridgeworth, Hertford).

- Baseline travel survey creation, collection, analysis and interviews with staff
- Creation of travel plan based on survey and interview results, with recommendations and targets
- Work with workplace to implement travel plan actions and help them take ownership over the active travel initiatives going forward

### Community Group Engagement

Engagement with 3 groups (1 in each of Bishops Stortford, Sawbridgeworth, Hertford).

- Help them to set up new projects, or support them in delivering their current promotion in line with our project objectives
- Baseline survey and end of project survey created and collected to measure delivery and impact

## Appendix

### Appendix 1 – key schools based on current engagement levels

Name of School	Location	Modeshift STARS
Avanti Meadows Primary	Bishop's Stortford	Accredited
Bengeo Primary	Hertford	Accredited
Fawbert & Barnard Infants'	Sawbridgeworth	Accredited
High Wych C of E Primary	Sawbridgeworth	Accredited
Hillmead Primary	Bishop's Stortford	Accredited
Hollybush Primary	Hertford	Accredited
Leventhorpe	Sawbridgeworth	Accredited
Mandeville Primary (Sawbridgeworth)	Sawbridgeworth	Accredited
Reedings Junior	Sawbridgeworth	Accredited
Sele (The)	Hertford	Accredited
Spellbrook Primary	Bishop's Stortford	Accredited
St Joseph's Catholic Primary (Bishop's Stortford)	Bishop's Stortford	Accredited
St Joseph's Catholic Primary (Hertford)	Hertford	Accredited
St Michael's C of E VA Primary (Bishop's Stortford)	Bishop's Stortford	Accredited
Thorn Grove Primary	Bishop's Stortford	Accredited
Birchwood High	Bishop's Stortford	Engaged
Richard Whittington Primary	Bishop's Stortford	Engaged

### Appendix 2 – further schools for engagement if required.

Name of School	Location	Modeshift STARS
Windhill 21	Bishop's Stortford	Not Engaged
Northgate Primary	Bishop's Stortford	Not Engaged
Hockerhill Anglo- European College	Bishop's Stortford	Not Engaged
Hertfordshire & Essex High School and Science College	Bishop's Stortford	Not Engaged
All Saints C of E Primary & Nursery School	Bishop's Stortford	Not Engaged
Birchwood High School	Bishop's Stortford	Not Engaged
Manor Fields	Bishop's Stortford	Not Engaged
Richard Whittington Primary	Bishop's Stortford	Not Engaged
Thorley Hill Primary	Bishop's Stortford	Not Engaged
Richard Hale	Hertford	Not Engaged
Mill Mead	Hertford	Not Engaged
Abel Smith	Hertford	Not Engaged
Simon Balle All-through	Hertford	Not Engaged
Morgans Primary	Hertford	Not Engaged
Hertford St Andrew C of E Primary	Hertford	Not Engaged
Wheatcroft Primary	Hertford	Not Engaged
Hertford Heath	Hertford	Not Engaged
Hertingfordbury Cowper C of E VA Primary	Hertford	Not Engaged
Chauncy School	Hertford	Not Engaged

Reedings Junior	Sawbridgeworth	Not Engaged
Bishops Stortford High School	Sawbridgeworth	Not Engaged

### Appendix 3 – target parish councils

Parish Council	Location
Bengeo Rural Parish Council	Hertford
Bishop’s Stortford Town Council	Bishop's Stortford
Hertford Heath Parish Council	Hertford
Hertford Town Centre	Hertford
Hertingfordbury Parish Council	Hertford
High Wych	Sawbridgeworth
Sawbridgeworth Town Council	Sawbridgeworth
Thorley Parish Council	Bishop's Stortford

### Appendix 4 – target sustainability groups

Sustainability Groups
Sustainable Sawbridgeworth
Sustainable Hertford Heath
HEART Community Group
Hertfordshire Climate Change and Sustainability Partnership
East Herts Environmental and Climate Forum
Bishop's Stortford Climate Group
Hertford and our Changing Climate (HACC)

### Appendix 5 – target health & wellbeing community groups

Health and Wellbeing Groups
Hertswise Dementia
Broxbourne and East Herts Community Alliance
Local Patient Participation representation – Patient to GP feedback
Hertfordshire Health Walks
East Herts District Councillors Ward and Executive Member for Health
Herts Fire and Rescue Service
Alzheimers Society
Circle and Clarion Housing Associations
Wodson Park Sports Centre and Community Sport
Herts Mind Network and Mind in Mid Herts – local mental health charity groups
Community Development Action
Citizens Advice East Herts
Age UK Hertfordshire
Ethnically Diverse Community representation
Herts County Council Public Health team
Future Living – Domestic Abuse Recovery

Wise About Nutrition – local CEC addressing health eating and nutrition approaches
Herts County Council Community Wellbeing
Community Garden
Arts Centre and combined Arts and Culture venue