

# Air quality in territorial strategies

- 1. Kent County Council: Energy and Low Emissions Strategy*
- 2. Pas-de-Calais County Council – Air, Energy and Climate strategy*

# **Energy and Low Emissions Strategy**

**Carolyn McKenzie**

# Strategic Framework

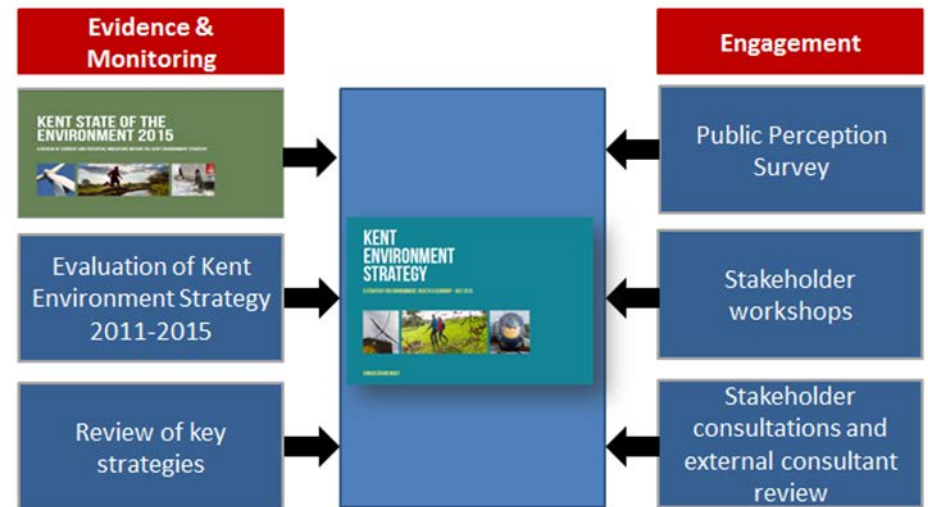


## Setting the direction for the county

- Strategic Context and Framework
- High level priorities
- Partnership
- Significant opportunity or challenge

## Why work in partnership?

- Cross boundary issues
- Resources/expertise
- Funding
- Greater impact and better outcomes



# Rapid rise up the agenda...

## Air pollution responsible for more deaths than smoking, study says

'EU lagging a long way behind' in tackling toxic air, say researchers as study shows pollution deaths double previous estimates

Alex Matthews-King Health Correspondent | Tuesday 12 March 2019 10:45 |

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### Air pollution: the new asbestos?

Written by: Matthew Holder, Head of Campaigns | British Safety Council | Posted On: 5th June 2019

We need to act now or we will look back, as we do with the carnage wrought by asbestos, and think why we didn't act on air pollution, says Matthew Holder, Head of Campaigns at the British Safety Council.



## Ella Kissi-Debrah: new inquest granted into 'air pollution' death

Nine-year-old from London died after asthma attack possibly linked to pollution



▲ Ella Kissi-Debrah died in February 2011.

CLEAN AIR FOR ALL  
**Failure to cut air pollution could land politicians in court, warns UN health expert**





### 25 YEAR ENVIRONMENT PLAN

Aims to deliver cleaner air and water; thriving plants and animals; connect people with the environment; and secure the environment for future generations.



### SUSTAINABLE DEVELOPMENT GOALS

Adopted by all United Nations Member States, the goals provide a shared blueprint for peace and prosperity for people and the planet, now and into the future.



### CLEAN AIR STRATEGY

Focuses on reducing industrial and transport emissions. It also aims to reduce particulate matter emissions from solid fuel used in homes. It also aims to tackle rising agricultural emissions.



### INDUSTRIAL STRATEGY

Aims to boost productivity, create good jobs and position the UK as a leader in low cost, low carbon innovation.



### THE ROAD TO ZERO

Aims to ensure almost every car and van is zero emission by 2050. It supports delivery of both the Industrial and Clean Growth Strategies.



### THE CLEAN GROWTH STRATEGY

Aims to achieve nearly zero emissions from buildings and transport by 2050.



### LOCAL TRANSPORT PLAN 4: DELIVERING GROWTH WITHOUT GRIDLOCK (2016-2031)



### LOCAL ENERGY STRATEGY: ENERGY SOUTH 2 EAST

Provides an analysis of the opportunities and challenges across heat, transport and power in South East England.



# **KENT AND MEDWAY ENERGY AND LOW EMISSIONS STRATEGY**



**SUPPORTING DELIVERY OF THE KENT ENVIRONMENT STRATEGY**

# How we developed the Strategy



**Warm Homes**  
2400 measures  
39000tc  
£8.8m



**EV, EV Taxi Charging, Car Clubs**  
Thanet, Tunbridge Wells, Canterbury



**Collective Switching**  
Dartford, Dover, Gravesham, Sevenoaks  
Tonbridge & Malling, Tunbridge Wells



**Local Authority Flex**  
Dartford, Dover, Gravesham, Sevenoaks



**Battery Storage Pilot**  
Dartford, Dover, Gravesham



**Kent & Medway Air Quality Partnership**

**Kent Air Website**  
[kentair.org.uk](http://kentair.org.uk)

**Kent & Medway Sustainable Energy Partnership**



**Fuel Poverty Strategy**  
All Districts



**Off Gas Rural Communities**  
Dartford, Dover, Gravesham



**Sustainable Transport, Cycling**  
Tonbridge Malling Station, Folkstone and Hythe – Click2Cycle



**Active Travel**  
Medway, Ashford, Maidstone



**Own Estate & Renewable Energy**  
Ashford BC, Orchard Community Energy LED Streetlights - KCC



# EXAMPLES OF ACTIVITY AND ACHIEVEMENTS IN KENT AND MEDWAY

Carbon dioxide emissions in Kent and Medway fell 36% between 2005 and 2016, hitting our 2020 Kent Environment Strategy target two years early.



Low Carbon Across the South East (LoCASE) has been identified in the Tri-LEP Energy Strategy as an exemplar project for replication across the south-east region. Supported by European funding, LoCASE provides free support to help businesses become more competitive and profitable while protecting the environment and encouraging low carbon solutions. Since LoCASE began in 2016, £3.5m has been awarded to 425 Kent and Medway businesses.



The number of days of moderate or high air pollution in Kent and Medway fell between 2012 and 2016 and there have been positive improvements in some Air Quality Management Areas.

The installed capacity of solar, wind, waste and Combined Heat and Power (CHP) has increased by 726% in five years, from 230MW in 2012 to 1,900MW in 2017.

Kent and Medway's non-domestic gas consumption decreased by 60% between 2005 and 2016, whilst domestic gas consumption fell by 23% over the same period.

Since the Warm Homes Scheme began in 2014, over 2,400 energy efficiency measures have been installed in over 2,300 homes in Kent and Medway.

The use of gas and electricity in Kent and Medway fell by 32% between 2005 and 2016, with the carbon intensity of electricity also dropping by almost 30%.



As of December 2018, 3,850 ultra-low emission vehicles (ULEVs) are registered in Kent. In February 2019, Kent Kent Council was awarded £180,000 from the Government's Office of Low Emission Vehicles to install 8 rapid chargers for use by taxis in 6 Kent Districts.

In a 2018 survey of Kent residents, 85% reported that they have fitted energy efficiency measures, such as loft or cavity wall insulations, and 40% have fitted energy monitoring equipment.

There has been a 42% increase in people using train stations in Kent in the past ten years. In 2016/17, 1.8 million people used Ebbsfleet International Station.

89% of newly built homes in Kent and Medway had an Energy Performance Certificate rating of A or B in 2017, meaning they have the highest energy performance, up from 62% in 2011.

# Facts and Figures

## KENT AND MEDWAY KEY FACTS AND FIGURES

**54%**

of total fuel consumption is from gas and electricity



Heat networks<sup>4</sup> currently provide 2% of the UK heat demand, but this is estimated to rise to 43% by 2050.

**EFG RATING**

23% of homes and 19% of public buildings are E, F or G rated meaning they have poor energy performance and therefore have higher energy costs and make a bigger contribution to carbon and air pollution emissions.



11% of residents have reported<sup>5</sup> that they struggle to pay their energy bills. 41% of those, live in rented accommodation.

**BY 2031 KENT AND MEDWAY ARE EXPECTING TO SEE<sup>6</sup>**



**178,600**  
additional homes  
(24% growth)



**396,300**  
additional people  
(23% growth)



**170,300**  
additional jobs  
(21% growth)



**9.2M**

vehicle movements at port of Dover and Channel Tunnel every year.



14.3% increase in the number of vehicles on major roads in Kent between 2006 and 2016.



**72,000**  
households in Kent and Medway are in fuel poverty.



Carbon emissions from transport are increasing and are now at their highest since 2007.

**40 AIR QUALITY**

Management Areas, where air pollutants have been known to exceed government objectives

The rate of Excess Winter Deaths is higher in Kent than for both the south-east and the whole of England.



Kent and Medway's mortality rate associated with poor air quality is worse than the national average

This predicted population and economic growth will require a higher demand for energy.

**It is likely that domestic gas and electricity sales will rise by 23% and 19% respectively from 2014/15 to 2030/31.**

# Unique Challenges for Kent and Medway

- Growth ..... and without gridlock
- Hot spots
- Vulnerable residents/areas of deprivation
- Step change needed CO2
- Energy Trilema – secure, affordable, sustainable
- GRID!

# What are we going to do?



# ELES Strategic Aims

The ELES has four strategic aims:

- **1. EVIDENCE:** Provide an ongoing evidence and intelligence base; linking data sets to identify hot spots and opportunities, and to build the business case for action across Kent and Medway
- **2. POLICY AND STRATEGY:** Facilitate the development of evidence-based policy and strategy to future proof growth, tackle emerging issues and realise opportunities
- **3. LEADERSHIP:** Support the public sector across Kent and Medway to play a strong leadership role with regards to challenges and opportunities
- **4. ACTION:** Facilitate increased and accelerated action and implementation across Kent and Medway

# Actions and considerations for the public sector (1)

- **How we lobby and influence** – many issues are unsolvable at the local level, some are PLACE based requiring partnerships and working across sectors. GAP local ambition V Government Policy
- **Our estate and services** – not just buildings, but travel, the way we work, our operations....
- **What and how we buy** - KCC £2bn spend annually, how we commission and procure important
- **How we regulate** – taxis, commercial premises, anti-idling policies etc

# Actions and considerations for the public sector (2)

- **How we facilitate Clean GROWTH and infrastructure** – it must be CLEAN, it must be sustainably connected and future proofed, there is a need for innovative solutions, ££££...
- **We will need to work with the private sector** – on areas such as EV and energy infrastructure
- **How we support new clean industries** – creating the right conditions for business to expand – every environmental problem is an opportunity
- **How we communicate** - getting the message across without unintended consequences

# Significant investment in energy infrastructure needed - £14755bn ...

## Eighteen Project Models

#1 District Heat Networks	#10 SME Support Programme
#2 Off-gas grid homes	#11 New housing smart microgrids
#3 Hydrogen injection into the Natural Gas grid	#12 EV charging & hydrogen-fuelling infrastructure
#4 Offshore wind development	#13 CNG fleet fuelling ????
#5 Solar and microgrid on closed landfills	#14 Ports - modernisation of port energy infrastructures
#6 Biomass fuel supply chain development	#15 Setup of ESCO / MUSCO infrastructure
#7 Solar energy for Network Rail	#16 New-build homes on hydrogen grid
#8 Car parks - solar potential	#17 Biofuel evolution
#9 Energy Efficiency in homes	#18 Support developments in CO2 capture



# .... and behaviour change..

- Seismic shift in behaviour?
- Organisations will need to work together
- We will need to share resources and joint commission services/infrastructure
- Not going to be easy



Thank you

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**Pas-de-Calais**

*Le Département*

# Plan Climat Air Energie du Département

## Plan Climat Air Energie du Département

20 Juin 2019

PADT / DDAE /SSD

*Près de chez vous, proche de tous*



20 Juin 2019

PADT / DDAE /SSD

## ► Le Plan Climat Air Energie départemental : une réponse du Cd 62 aux enjeux climatiques

### Loi sur la Transition Énergétique

Transposition à l'échelle nationale des engagements internationaux de la France

→ Mobilisation des territoires dans la transition

### Dynamique régionale

Réalisation de plusieurs schémas directeurs territoriaux autour des enjeux air-énergie-climat :

- Schéma Régional d'Aménagement de Développement Durable et d'Égalité sur le Territoire (SRADDET)
- Schéma Régional Climat Air Energie (désormais intégré au SRADDET)
- Plan de Protection de l'Atmosphère
- Dynamique Climat

### Dynamique locale

PCAET territoriaux

**Le Département souhaite contribuer à l'atteinte des objectifs  
fixés en matière de transition énergétique**





## ► Le Plan Climat Air Energie départemental : une réponse du Cd 62 aux enjeux climatiques

### ▪ Une démarche volontaire, propre à l'administration départementale

Pas d'obligation réglementaire, contrairement aux Plans Climat Air Energie Territoriaux (PCAET), obligatoires pour les EPCI > 20 000 hab

Le PCAE départemental contribuera à l'atteinte des objectifs territoriaux fixés par les PCAET

### ▪ Ne concerne que le périmètre interne de la collectivité

La stratégie ne concerne que les services, les élus, le patrimoine et les compétences du Département

Il ne s'agit pas d'un Plan territorial

### ▪ Un engagement volontaire du Département pour contribuer à l'atteinte des objectifs régionaux et nationaux

Des actions à mener en interne :

- Diminuer efficacement les émissions de GES et polluants atmosphériques
- Adapter les activités au changement climatique
- Réduire les factures énergétiques du Conseil départemental
- Sensibiliser les élus, les services



## ► Une démarche collaborative

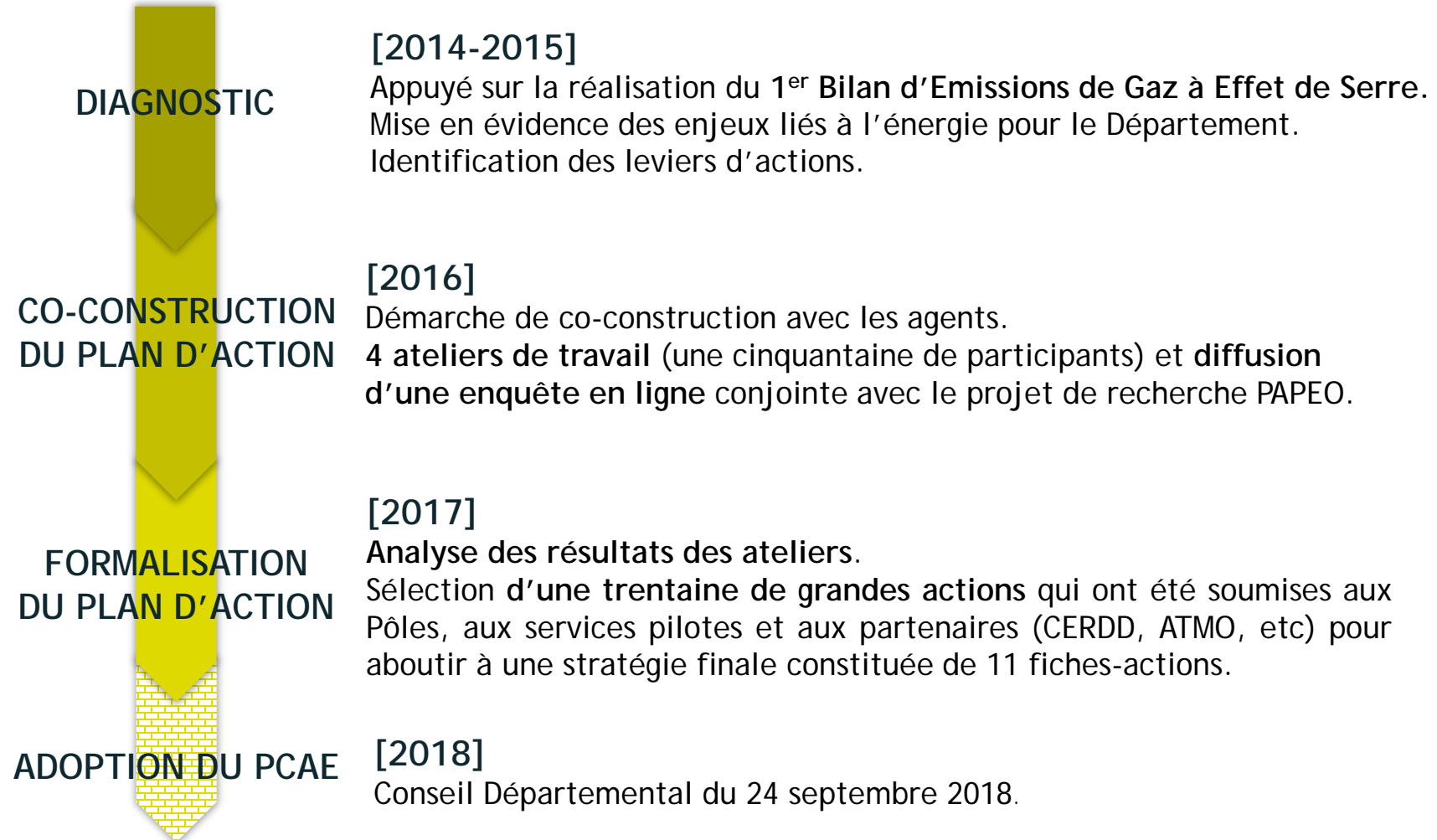
- 2014-2015: Réalisation du **1<sup>er</sup> Bilan d'Emissions de Gaz à Effet de Serre**  
= Diagnostic.  
Mise en évidence des enjeux liés à l'énergie pour le Département.

*Co-construction  
avec les agents  
départementaux* - 4 ateliers participatifs thématiques (volontariat)  
+ de 50 participants et de 50 actions  
- Questionnaire par Intranet

- Les élus du Conseil Départemental ont adopté le PCAE le 24 septembre 2018.



## ► Les étapes d'élaboration





## ► Le Plan Climat Air Energie du Département du Pas-de-Calais

5 orientations

11 fiches-actions



A. L'Exemplarité du patrimoine bâti du Département

3



B. Faire face aux changements climatiques

2



C. Optimiser la mobilité des agents

1



D. L'exemplarité des activités du Département

3



E. Achats responsables et durables

2



## ► Le programme d'actions



### A. L'EXEMPLARITÉ DU PATRIMOINE BÂTI DU DÉPARTEMENT

A.1 : Mobiliser les programmes et appels à projets européens, nationaux et régionaux pour réhabiliter le patrimoine bâti et développer les énergies renouvelables

A.2 : Poursuivre une stratégie patrimoniale de rénovation thermique des bâtiments en incluant la performance énergétique dans les marchés publics

A.3 : Suivre et favoriser les démarches visant la maîtrise de l'énergie dans les collèges et les autres bâtiments du Département



### B. FAIRE FACE AUX CHANGEMENTS CLIMATIQUES

B.1 : Lutter contre la précarité énergétique qui impacte les ménages

B.2 : Créer une culture du risque naturel auprès des agents du Département



### C. OPTIMISER LA MOBILITÉ DES AGENTS

C.1 : Optimiser la mobilité des agents : le Plan de Déplacements de l'Administration (PDA) comme réponse aux enjeux de la mobilité dans le Plan Climat Air Energie (PCAÉ)



### D. L'EXEMPLARITÉ DES ACTIVITÉS DU DÉPARTEMENT

D.1 : Sensibiliser et poursuivre la mobilisation des élus sur les enjeux air, énergie, climat

D.2 : Définir et mettre en œuvre une stratégie de sensibilisation aux enjeux air, climat, énergie

D.3 : Faire émerger un réseau de techniciens interservices sur le développement durable



### E. ACHATS RESPONSABLES ET DURABLES

E.1 : Accompagner le développement de la filière de méthanisation dans le Département

E.2 : Viser une alimentation bas-carbone dans les repas des cantines





## ► Le programme d'actions - Les fiches-actions

# Pas-de-Calais

Le Département Développement



**ORIENTATION E : Achats responsables et durables**

**Action E.2 : Viser une alimentation bas carbone dans les repas des cantines**

L'alimentation est source d'émissions de GES et de polluants atmosphériques à travers la production des denrées, leur transport, leur conservation, le traitement des restes et des déchets... Le nombre de repas servis au siège du Département s'élève à plus de 152 000 repas / an, représentant 350 t. éq. CO<sub>2</sub>. L'action se concentre prioritairement sur l'Estaminet, à titre d'exemplarité et a vocation à être déclinée pour la restauration collective dans les collèges et les ESMS.



Degré de priorité

**Objectif**

Réduire l'impact carbone et les émissions de polluants atmosphériques de l'alimentation en agissant tant sur l'amont (menus et approvisionnement local) que sur l'aval (gestion des portions et déchets)

**Détail de l'action**



**1**  
Quoi ? Réduire l'impact environnemental de l'approvisionnement de l'Estaminet  
Comment ? Modifier le choix des produits commandés en jouant à la fois sur la composition des menus (par exemple en poursuivant l'expérimentation sur les repas végétariens) et sur leur provenance (privilégier la proximité et les circuits courts) en utilisant les leviers de la commande de publique  
Par qui ? DAL Estaminet et Direction de la Commande Publique

**2**  
Quoi ? Au-delà de l'Estaminet, envisager d'étendre progressivement la démarche aux collèges du Département et ESMS  
Comment ? Associer les chefs d'établissement et agents techniques pour connaître leurs pratiques actuelles, leurs contraintes et leurs volontés d'agir dans ce domaine (après retour d'expérience et bilan sur l'Estaminet)  
Par qui ? Direction de l'Éducation et des Collèges, Pôle Solidarité

**Service Pilote**

DAL Estaminet, Direction de l'Éducation et des Collèges, DDAE

**Partenaires externes**

CERDD  
Chambre d'Agriculture Agrilocal

**Indicateurs de suivi**

1. Nombre de fournisseurs locaux
2. Part des plats végétariens dans les menus de l'Estaminet
3. Part des produits locaux

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Orientation thématique

Intitulé de l'action

Mise en contexte

Objectif général

Détails opérationnels de mise en œuvre

Pilote de la fiche

Partenaires

Indicateurs de suivi



## ► Le programme d'actions - Les fiches-actions

# Pas-de-Calais

## Le Département Développement

**Freins / Leviers**

- Encore davantage que d'autres actions, celle-ci nécessite une véritable écoute des usagers : il s'agit de changer leurs habitudes (que ce soit sur la composition des menus ou l'organisation du service)
- En parallèle, communiquer sur les impacts positifs (alimentation plus saine, soutien aux producteurs locaux, utilisation du compost, diminution des déchets, etc.)
- Faciliter l'accès à la commande publique des petits producteurs de produits locaux afin qu'ils répondent aux consultations lancées par le Département

**Impact Climat**

Acculturation     Atténuation     Adaptation

Objectif de diminution de GES (base 2014) : 1 repas moyen = 2,3 kg éq CO<sub>2</sub> (contre 0,5 pour un repas végétarien). Si 1 repas végétarien par semaine servi à l'Estaminet, réduction de 58 t. éq. CO<sub>2</sub> / an (soit -16%)

**Impact Qualité de l'Air**

Positif     Inconnu     Positif sous réserve

**Estimation budgétaire**

Investissement	Fonctionnement
	Entre 10 k€ et 20 k € Estaminet : économies attendues du fait de l'augmentation de la part des produits végétariens au détriment de la viande

**Moyens humains**

- 1 ETP

**Planning**

2018	2019	2020	2021	2022
Estaminet : travail sur l'approvisionnement (menu et fournisseurs)				
Diagnostic des pratiques dans les collèges et les ESMS		Bilan et réflexion sur la généralisation progressive aux collèges et ESMS en capitalisant sur les retours d'expériences		

**Benchmark**

PCET de la Manche : Développer les circuits de proximité dans la restauration collective des collèges. - Création d'un poste de technicien « restauration scolaire » pour accompagner les collèges et piloter une démarche de qualité avec priorité de développement de circuits de proximité

Plate-forme [www.agrilocal.fr](http://www.agrilocal.fr) de mise en relation simple, directe et instantanée entre fournisseurs locaux et acheteurs publics ayant une mission de restauration collective (collèges, lycées, EHPAD, etc..).

**Près de chez vous, proche de tous**

Freins et leviers d'actions

Impacts Climat et Air

Aspects budgétaires

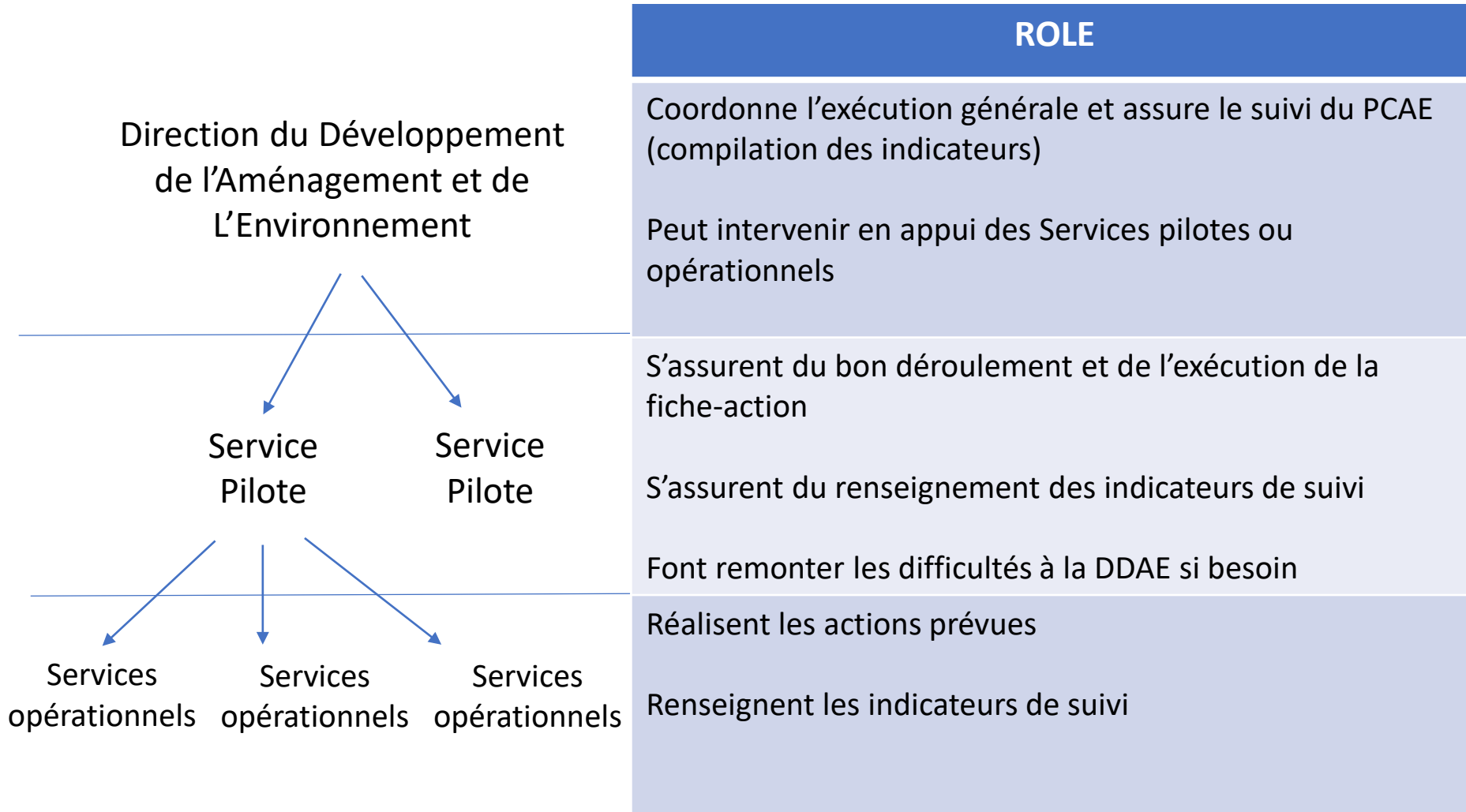
Moyens humains

Calendrier 2018-2022

Benchmark



## ► L'animation du PCAE - Qui fait quoi ?





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## ► L'animation du PCAE - Les modalités

### 1) Une réunion annuelle avec tous les services pilotes et opérationnels

- Bilan N-1
- Retours sur les difficultés rencontrées
- Perspectives de l'année N



## 2) Un outil de suivi annuel des indicateurs

IMPACT GES										
INTITULÉ DE L'ACTION							PILOTE			
E.2	Viser une alimentation bas carbone dans les repas des cantines						DAL Estaminet, Direction de l'Éducation et des Collèges, DDAE			
AVANCEMENT DE LA MISE EN ŒUVRE										
Indicateurs de suivi		Valeur référence	2018	2019	2020	2021	2022	Valeur cible (objectif)	Commentaires	
1.	<b>Nombre de fournisseurs locaux</b>		18					20		
	Responsable de l'indicateur :	Lory Liénard								
	Définition de l'indicateur :	Nombre de fournisseurs ayant une implantation économique sur le territoire du Nord et du Pas-de-Calais								
2.	<b>Part des plats végétariens dans les menus de l'Estaminet</b>		5%					20%		
	Responsable de l'indicateur :	Lory Liénard								
	Définition de l'indicateur :	nombre de plats végétariens servis par semaine sur le nombre de plats totaux de la semaine								
3.	<b>Part des produits locaux</b>		31%					60%		
	Responsable de l'indicateur :	Lory Liénard								
	Définition de l'indicateur :	nombre de produits locaux sur le nombre de produits non locaux								

TABLEAU DE BORD DU PLAN CLIMAT AIR ÉNERGIE DU DÉPARTEMENT DU PAS-DE-CALAIS								ANNÉE A AFFICHER
SERVICE PILOTE (Sce + Nom du référent)		QUOI ?	PAR QUI ? SERVICE OPERATIONNEL (Sce + Nom du référent)	AVANCEMENT	OBSERVATIONS	INDICATEURS DE SUIVI	RESPONSABLE INDICATEUR	ATTEINTE DES OBJECTIFS
		-	-	-	-	Nombre d'EMS dont les déchets sont méthanisés		#DIV/0!
E.2	DAL - DEC - DDAE Lory LIENARD - Bertrand LE MOINE - DDAE	Réduire l'impact environnemental de l'approvisionnement de l'Estaminet	DAL / Estaminet et DCP Lory LIENARD	Non initiée		Nombre de fournisseurs locaux		90%
		Etendre la démarche aux collèges et EMS	DEC et Pôle Sol Bertrand LE MOINE - Nathalie PONTASSE - Stéphane ROSIAUX	Non initiée		Part des plats végétariens dans les menus de l'Estaminet		25%
		-	-	-	-	Part des produits locaux		52%

► ACCÉDER A L'ACTION

## 3) Une évaluation à mi-parcours (après 2 ans et demi)



## ► Réalisation du nouveau Bilan des Emissions de Gaz à Effet de Serre

### ▪ Une obligation réglementaire pour les Départements

Le premier BEGES a été établi en 2015 sur la base des données d'activité de 2014

### ▪ Doit être réalisé tous les 3 ans

Le nouveau BEGES vient d'être réalisé sur la base des données d'activité de 2017

On observe une diminution de 8 % des émissions par rapport à 2014

Les actions de réduction qui ont été mises en place par le Département, dans le cadre de ses activités (services, travaux, patrimoine), entre 2014 et 2017, ont été efficaces

### ▪ Doit être transmis aux services de l'Etat

### ▪ BGES 2017 = Point Zéro du PCAE

### ▪ BGES 2020 permettra de vérifier l'impact des actions du PCAE





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*Pour plus d'informations:*

*Contactez Rémy LAUER:*

*[Lauer.remy@pasdecalais.fr](mailto:Lauer.remy@pasdecalais.fr)*

*Merci de votre attention*



# Sharing experiences

- 1. University of Kent/Canterbury City Council: anti-idling study*
- 2. Tunbridge Wells Borough Council: car share scheme*
- 3. Kent County Council: electric vehicles*
- 4. Medway Council: communicating air quality*

# CAN CAR ENGINE IDLING BE REDUCED USING PERSUASIVE MESSAGES?

*Canterbury Air and Noise Pollution Experiment  
2018-2019*

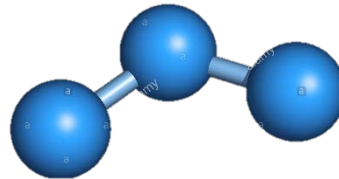
Prof Dominic Abrams, Dr Fanny Lalot,

Dr Tim Hopthrow, Hirotaka Imada, Hilal Ozkececi,  
& Dr Anne Templeton



# Introduction

- Motor vehicles produce e.g.  $\text{NO}_2$ ,  $\text{O}_3$ , and  $\text{PM}_{2.5}$   
→ serious health + environmental threat



- **Engine idling** = major contributor to air pollution, especially in dense urban areas
- **Aim of the present study** = assess the effectiveness of road sign messages designed to persuade drivers to turn off their engines at a long wait stop



# Introduction

- **Previous research at St Dunstons, Canterbury** (Meleady et al., 2017; Player et al., 2018; Van de Vyver et al., 2018) --- promising results but...
  - Small-scale (fewer than 100 vehicles)
  - Only one location
  - Research assistant holding a sign (stationary pole)
  - Only present during data collection periods
  
- **New field study:**
  - Larger more prominent signs attached to lamppost
  - Displayed continuously for several days
  - 2 locations
  - 3 different messages



# Method

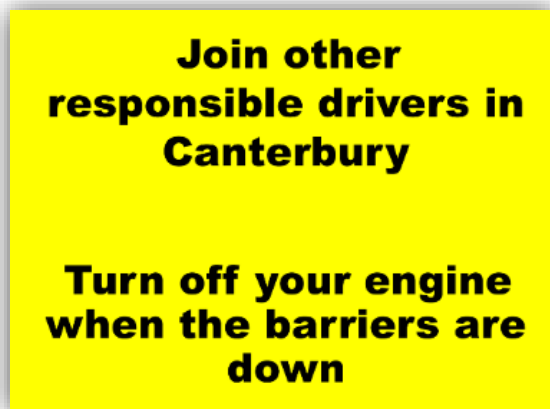
- **Testing period:** July-August 2018, 5 weeks total
  - Observations between 9-10am, 1-2pm, and 5-6pm
  - First week = baseline (no sign)
  - Then, each message put up for 1 week
- **Locations:** St Dunstons and St Stephens level-crossings



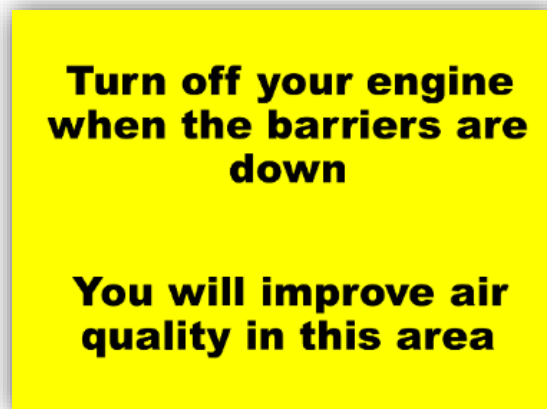


# Method

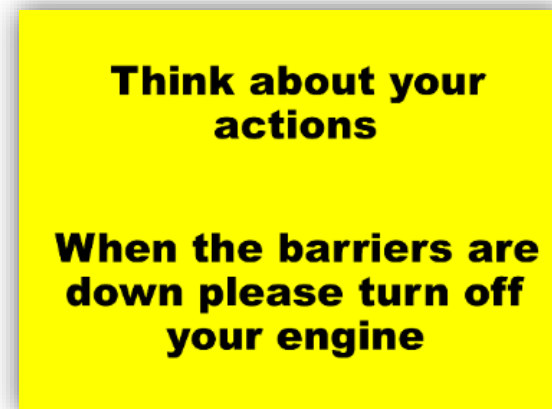
- Intervention road signs: 60cm x 45cm



*Responsibility*



*Effectiveness*

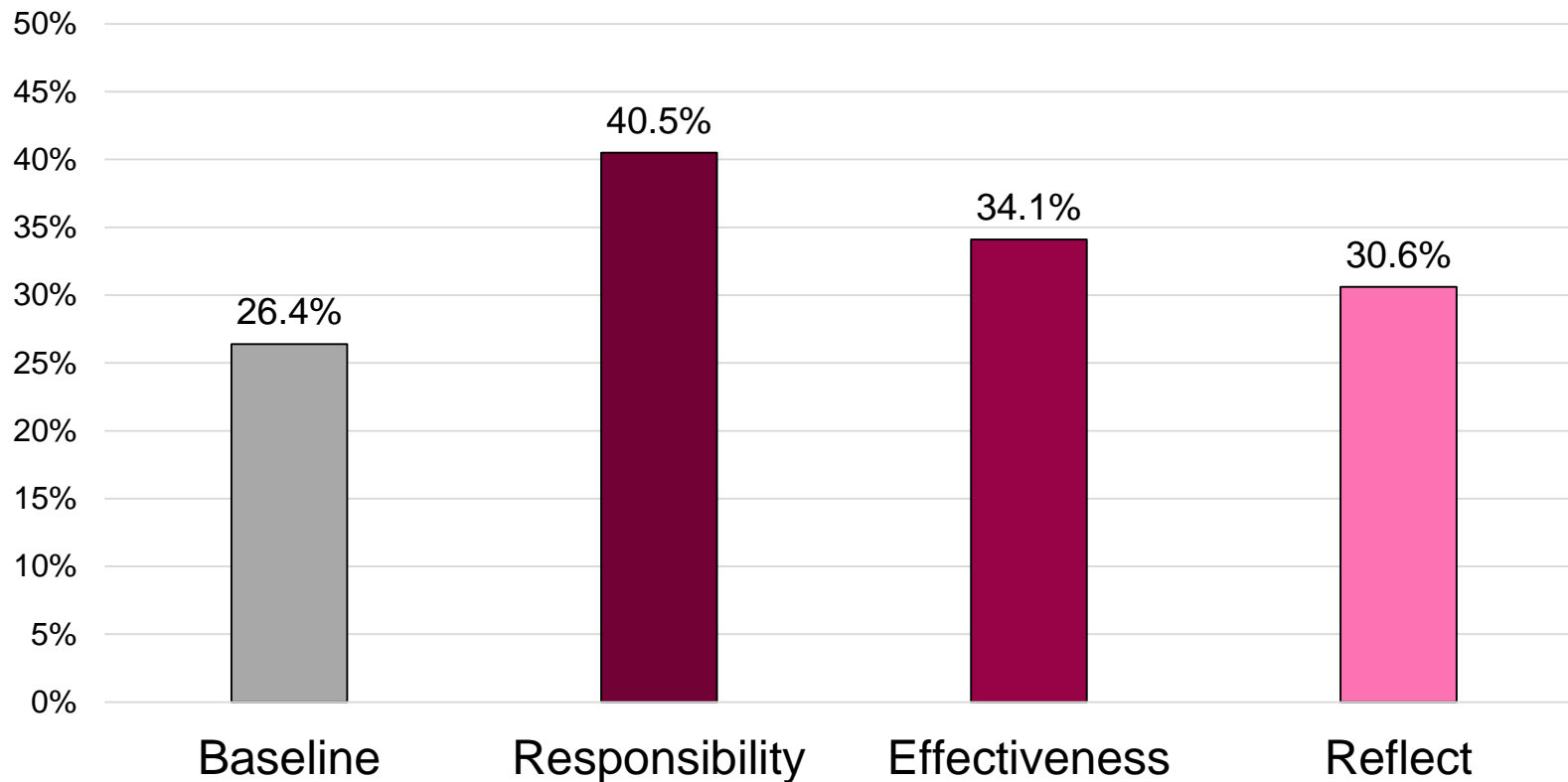


*Reflect*

- **Sample:** 6,528 vehicles observed (5,331 cars, 775 vans and service vehicles, smaller numbers of buses, lorries, taxis, motorbikes)

# Results

Percentage of cars with engine off



Logistic regression: significant effect of message,

Wald's  $\chi^2(3) = 61.3, p < .001$ , Cox & Snell  $R^2 = .012$ , Nagelkerke  $R^2 = .016$

# Conclusions

- Significant reduction of engine idling through a simple and inexpensive intervention

- Air quality implications for Canterbury



- Reduce emissions by 4,920 tons of CO<sub>2</sub> per year [2907, 6931]  
= saving 2.1 million litres of fuel [1.2, 3.0]  
= taking 1044 cars off the road for one year [617, 1472]  
= carbon sequestered by 81,336 trees [48,062, 114,610]

- **Future directions**

- Fixed signs on a long term basis
- Larger, more visible signs
- Varying message
- Similar situations (traffic lights, school drop off etc)
- Other behaviours (public transportation, cycling)
- Changing norms >> habits

# THE UK'S EUROPEAN UNIVERSITY



[www.kent.ac.uk](http://www.kent.ac.uk)

University of  
**Kent**

# Tunbridge Wells Car Club Development

Karin Grey – Sustainability Manager

PASSAGE project: Dover Strait action  
plan monitoring committee 20<sup>th</sup> June 2019



# Car Clubs

- Car clubs enable access to a personal vehicle without being tied to ownership.
- Low carbon, flexible use vehicles.
- Key component for future sustainable transport solutions.







# Shared car models

- Back to base
- Peer-to-peer sharing
- One-way car sharing

Drivy rejoint Getaround [En savoir plus](#)

drivy by getaround [Business](#) [Se connecter](#) [Des questions ?](#) [Louer ma voiture](#)

## Louez des voitures autour de vous

Pour arriver à l'heure en RDV client

Location de voiture entre particuliers et pros assurée par Allianz



# Car Club across the Country



<https://como.org.uk/shared-mobility/shared-cars/where/>



# Car Club benefits



- Modal shift
- Reduce Emissions
- Ease Congestion
- Reduce Parking Demand
- Regeneration
- Low carbon technology
- Social inclusion

Cleaner

Greener

Cheaper

Smarter



Your pay-as-you-go car club is now even bigger and better in Tunbridge Wells!

New hybrid and low emission cars, + a fully electric car are now available in dedicated bays across the town, from just £4.50/hr.



Find out more and claim your code for £20 free driving credit:  
[co-wheels.org.uk/tunbridge-wells](https://co-wheels.org.uk/tunbridge-wells)



# Tunbridge Wells Car Club



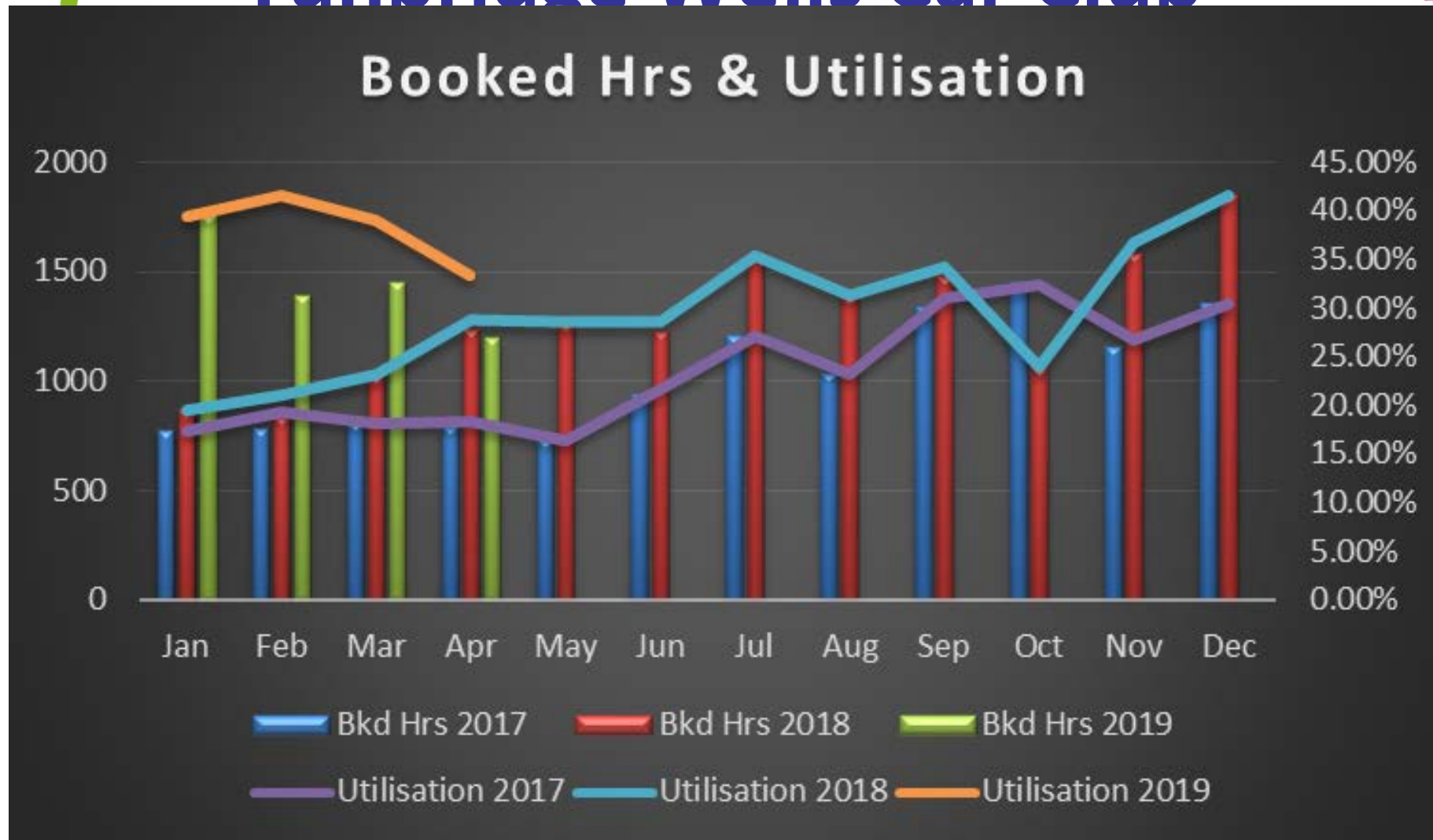


# Tunbridge Wells Car Club



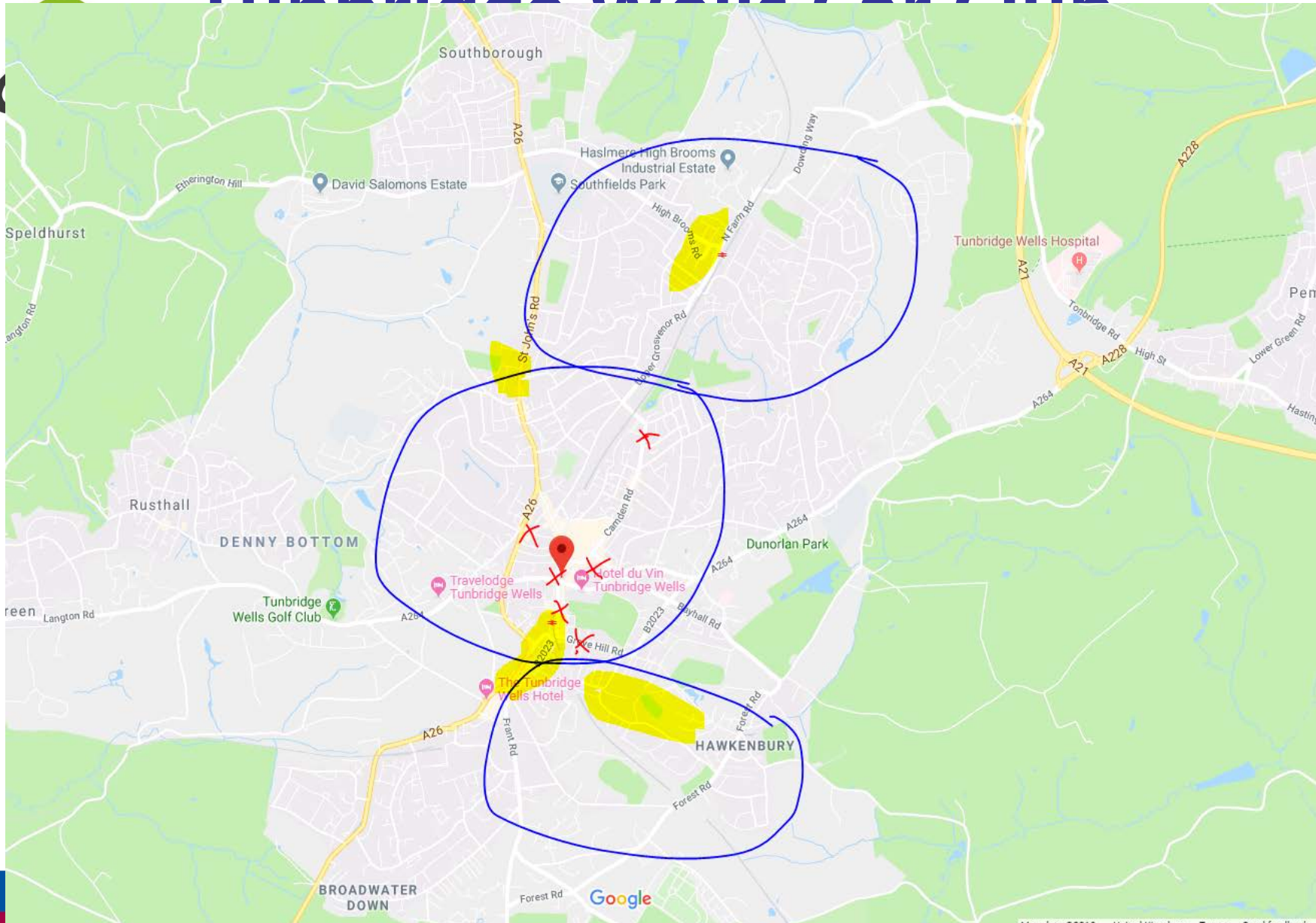


# Tunbridge Wells Car Club





# Tunbridge Wells Car Club





# Car Club – key issues

- Political engagement
- Cross departmental working
  - Highways
  - Parking
  - Planning
  - Air quality/sustainability
  - Finance/HR
  - Communication
- Developers





# Tunbridge Wells Car Club



Karin Grey

Sustainability Manager

Tunbridge Wells Borough Council

Tel: 01892 554240

[Karin.grey@tunbridgewells.gov.uk](mailto:Karin.grey@tunbridgewells.gov.uk)

Useful link: <https://como.org.uk/>

# Electric Vehicle Strategic Action Plan

- **Why?**
- Road to Zero (2018)
- Climate Change Act (2008)
- Enquiries







The market is providing the technology



## The role of Local Authorities



## Achievements to date

- Infrastructure needs Assessment Study
- Taxi chargers
- On street charger trial
- Bus trial



## Challenges so far

- Overcoming 'myths' about EV's
- Explaining why Kent isn't spending lots of money on on-street chargers

# Actions

- 1) To explore opportunities to install chargers in Kent
- 2) To update the *Vehicle Parking Planning Guidance*, as part of the work to update the *Kent Design Guide*
- 3) To create a process whereby Parish Councils and Community groups can apply to install an EV charger on the Highway.

- 4) To test charging technologies on the highway
- 5) To enhance KCC's use of plug-in vehicles in the fleet
- 6) To install more chargers at KCC properties

- 7) To install more chargers at KCC operated schools
- 8) To encourage Kent businesses to install chargers for staff
- 9) To encourage take-up of electric and hybrid vehicles through the commissioning cycle.
- 10) To monitor the take up of plug-in vehicles in Kent over the next 3,5,10 years.

# Next Step for EV Strategic Action Plan

Public consultation as part of the ELES July - September 2019

Use the consultation results to take forward the actions

**A BETTER  
MEDWAY**  
Easier ways to be healthy



# A Different Approach to Communicating

**James Flower**

**Healthy Setting  
Programme Manager**

Air Quality Lead for Public Health  
Medway

**Stuart Steed**

**Environmental  
Protection Officer**

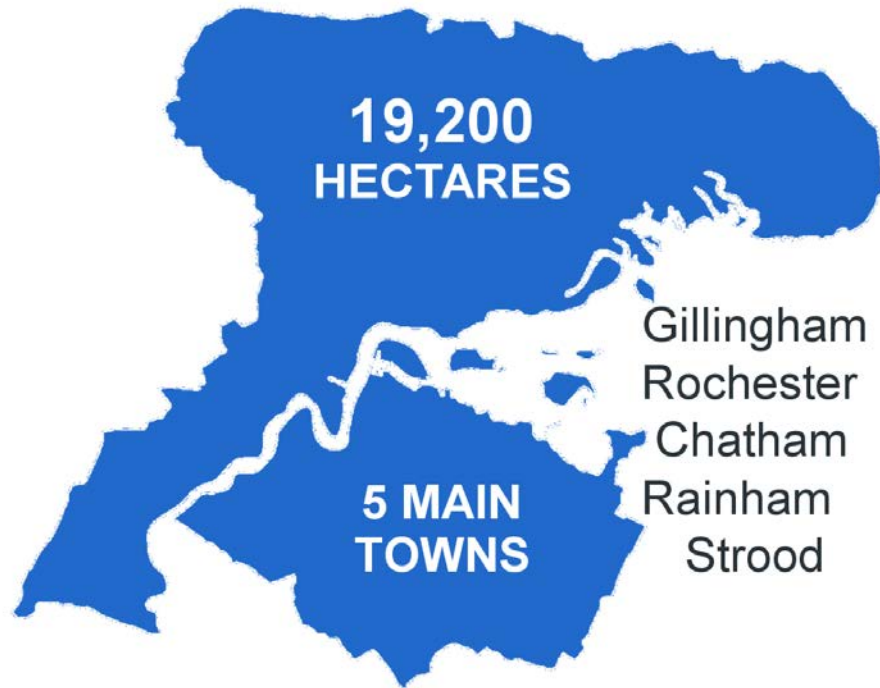
Air Quality Lead for Medway

A Better Medway is brought to you by Medway Council



# Medway

Unitary Authority – 277,600 Population



Latest estimates from Public Health England suggest that in Medway there are 125 deaths each year that are attributable to particulate pollution.

## Communication Strategy Development - January 2018

- Lack of awareness amongst residents of impact raised air pollution levels have on their health and that of their families.
- A high level of agreement that air pollution is primarily caused by traffic and that traffic and therefore air pollution has got worse as a result of the increased volumes of cars using the roads.
- People were unclear about what they can personally do to mitigate the situation.

The communications strategy therefore aims to move the issue on so that Medway residents understand that they can make a personal impact on air pollution, either through taking action to avoid it, or actually contributing personally to reducing air pollution levels.

# Air Quality Communications Strategy

Objective 1 - To increase awareness about air pollution and how our target audiences can safeguard themselves from the harm it causes

Objective 2 - To empower people to protect the environment

Objective 3 - Include air quality in all future policies and developments

## **Objective 1. To increase awareness about air pollution and how our target audiences can safeguard themselves from the harm it causes**

1. Increase the number of people signing up for the KentAir email forecast service
2. Increase the use of weather forecast alerts on local media (print, social media, broadcast)
3. Implementation of a Clean Air Day Campaign in Medway
4. Work in partnership with health professionals to help raise awareness of air pollution to vulnerable people
5. An Idling Campaign aimed at targeted drivers in the Medway area
6. Using interactive toolkits in schools to reduce impact of air pollution to children
7. Introduce travel planning to local business to promote sustainable travel use.

## **Objective 2 - To empower people to protect the environment**

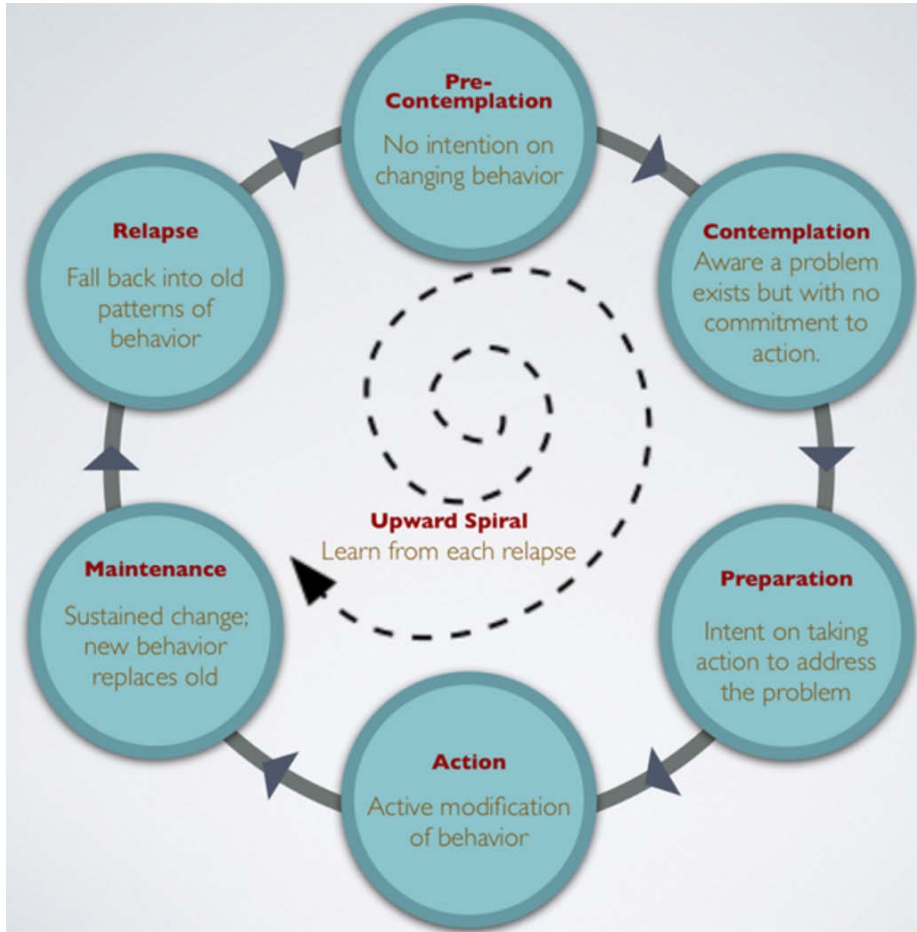
1. Work in partnership with key organisations to raise awareness on vehicle emissions (for example: new car buyers, when children start a new school, and when people develop chronic condition)
2. Raise awareness of eco-driving courses for targeted groups
3. Increasing the number of people using public transport in the Medway area
4. Providing council leadership in taking an active role in reducing emissions in all operations.

## Objective 3 - Including air quality in all future policies and developments

1. Presentations to council directorates includes development of materials
2. Presentation to key councillors includes development of materials
3. Staff newsletters produced and distributed
4. Developer engagement to promote developments that are “eco-friendly”.



# Using Behaviour Change Theory



## Transtheoretical Model

Prochaska and DiClemente's (1982)

- Nudging people from pre-contemplation
- Communication as a feedback loop to help others to contemplate existing behaviour and action they can take

## Year one achievements



## Logo Refresh

Recognisable brand creating:

- Member ownership
- Partnership cohesion
- Partnership recognition and prominence

# The Luton Great Get Together

**THE GREAT GET TOGETHER**  
10th June 2016

**YOU'RE INVITED**

We are far more joined and bound for us to contribute than that which enables us to Give, first speech to parliament.

- Guerrilla gardening
- Yarn bombing

We work with communities to help them re-claim their streets as social spaces and to take ownership of their neighbourhoods

- Memory tree made by Men in Sheds
- Tied in to the cycling and river festivals and Clean Air day





# Green School Awards

- The Clean Air for Schools initiative explores the impact of traffic on school air and what pupils can do to improve the environment.
- Schools are given diffusion tubes to collect air-quality data.
- To encourage schools to take part, Medway Council is also supporting a new category in the Green School Awards, which encourage pupil-led activity to protect the environment.
- Schools will work closely with the Environmental Protection team
- The project will aims to demonstrate the data collected and measures the school will take to reduce the air pollution around their school and community. These students will be awarded the status of Clean Air Warriors and receive a badge and certificate.



# St.Margaret's CoE School Eco Committee



# Activity & Measures

Increase subscribers to KentAir Email Forecast in Medway:

Sign up increase of 74%

Communication Strategy monitoring by Air Quality Steering Group  
Chaired by Assistant Director of Front Line Services (Also includes Portfolio Holder for Economic Regeneration)



## And so much more. . . .

Clean Air Day activities

Public Health “A Better Medway Champion Module”

Planning Policy and Guidance

Community engagement for a new AQMA

More to come in 2019/2020!!!!



**James Flower**

**Healthy Setting Programme Manager**

**Contact Email: [james.flower@medway.gov.uk](mailto:james.flower@medway.gov.uk)**

**Stuart Steed**

**Environmental Protection Officer**

**Contact Email: [stuart.steed@medway.gov.uk](mailto:stuart.steed@medway.gov.uk)**

Lunch

Restart at 1.15pm

# Group discussion

**1. Thoughts on the approaches discussed in the morning session. Are there any other approaches that you have tried?**

**1. Réflexions sur les approches discutées lors de la séance du matin. Autres approches testées?**

- Introduce yourself (name and organisation)
- How do you feel about the challenges and examples presented this morning?
- Have you tried similar initiatives to those discussed this morning – are your experiences the same?
- Do you have any other examples of activities / initiatives that you would like to share?

# Group discussion

**2. What are the barriers that still need addressing and how can we overcome them by working in partnership?**

**2. Quels sont les obstacles à surmonter et comment pouvons-nous les surmonter en travaillant en partenariat?**

- What are the barriers / difficulties to addressing air quality?
- How might these barriers / difficulties be resolved?
- Where has working in partnership helped, or could help in the future?
- Identify the key opportunities for future partnership working.

# Group feedback

**Group feedback – identification of priorities**

**Retour sur le travail en groupe - identification des priorités**



# Implementation – French side

# Implementation – English side

## Progress since October...

### ACTION 9 (raise awareness among inhabitants)

- Kent Year of Green Action: public awareness raising campaign



A screenshot of the Kent Events website. The page has a red sidebar on the left with navigation links: 'EK', 'Start EXPLORING', 'Find EVENTS', 'Be INSPIRED', 'Read the BLOG', and 'INVOLVED'. The main content area has a dark grey header with the word 'EVENTS' in large white letters. Below the header, there is a 'Show all' button. The main content area displays a list of events for 'APRIL 2019'. The first event is 'TULIP CELEBRATIONS AT HEVER CASTLE', dated 30th Apr 2019, from 09:00am to 17:00pm, free, and located in Edenbridge. The second event is 'VOLUNTARY FOOTPATH &amp; LITTER CLEARING, HIGH MEADOW, DOVER', dated 30th Apr 2019, from 10:00am, free, and located in Dover.

# Implementation – English side

## **ACTION 25 (reduce emissions from housing)**

- Triple-A demonstration project has installed solar pv battery storage in 10 homes across Kent, including Dover.

## **ACTION 26 (reduce emissions from businesses)**

- Financial support for small and medium sized businesses for low carbon initiatives through the LOCASE programme.
- Grant funding to taxi drivers for electric vehicles.

## **ACTION 28 (increase sustainable access to the countryside)**

- Following consultation, the Public Rights of Way Improvement Plan was published in December 2018



# Next steps



Thank you!