

Environment and Sustainability Committee



14 September 2021

Title	Engines off in Spelthorne Campaign
Purpose of the report	For the Committee to note the proposed 'Engines off campaign'.
Report Author	Claire Lucas – Principal Pollution Control Officer
Wards Affected	All Wards
Exempt	No
Corporate Priority	Clean and Safe Environment
Recommendations	Committee is asked to: <ul style="list-style-type: none"> Note the 'Engines Off' campaign and supporting materials.
Reason for Recommendation	<p>An anti engine idling campaign was launched via a press release in August 2021 as part of the response to Council Motion 5 declared on 20/10/2020.</p> <p>The poster campaign is to help achieve behavioural change amongst drivers in Spelthorne to reduce engine idling.</p> <p>This notification relates to the design of the campaign posters.</p>

1. Key issues

- 1.1 The posters given below in **Appendix A** have been designed to give a clear and simple message that engine idling has health implications to discourage this behaviour in Spelthorne.
- 1.2 The original motion as passed by Council was for a No Idling Zone to be declared in Spelthorne however Surrey County Council are the Highways Authority with the remit to make such a declaration, and Spelthorne are unable to make a declaration without the support of the Highways Authority.
- 1.3 Council Officers from the Commissioning & Transformation team have approached Surrey County Council, regarding the proposed No Idling Zone. The declaration of such a zone has not been possible to date as the County do not consider engine idling to be a major source of air pollution as per the following response:

“Idling is not currently enforced in Surrey, except for (advisory) posters asking drivers to switch off their engines when queuing at level crossings. The topic of idling was considered as part of Surrey County Council's Low Emissions Transport Strategy (link below) (approved by Surrey County Council Cabinet in 2018), However, idling was not deemed to be a priority for the county in regard to this strategy. The Transport Policy Team at SCC consider that this is primarily due to the impact of idling on overall air quality being very low, and due to difficulties in enforcing idling. <https://www.surreycc.gov.uk/roads-and-transport/policies-plans-consultations/transport-plan/surrey-transport-plan-strategies/low-emissions-transport-strategy>”.

- 1.4 As Spelthorne has a Borough wide Air Quality Management Area and a declared Climate Change Emergency, all emission reduction measures are of value in helping improve air quality and in reducing emissions of greenhouse gasses.
- 1.5 Idling behaviour often happens in settings where the most vulnerable residents are present such as outside schools and nurseries, train stations, medical facilities and in car parks near to residences.
- 1.6 Idling a vehicle engine unnecessarily is in violation of the Highway Code and as such it is already designated as unacceptable behaviour by the Government; therefore, no risk assessment has been necessary.
- 1.7 Spelthorne have therefore instigated an awareness campaign ‘Engines Off in Spelthorne’ which does not require the approval of the County Council, to try to achieve behavioural change amongst drivers and reduce engine idling, through an educational message that idling engines are harmful to health. Initiatives undertaken during the campaign will include: -
 - Councillor Beardsmore has helped to launch the campaign with a radio interview on BBC Surrey on Sunday the 8th of August.
 - The design and erection of the posters as provided at **appendix A**. The poster design is in line with the design parameters applied for the successful anti-littering campaign in 2020. Work is ongoing to identify further locations across the Borough.
 - Article in the Summer Bulletin magazine and press release issued on the 3 August 2021
 - There is a dedicated web page giving information and the option to download posters can be downloaded www.spelthorne.gov.uk/enginesoff
 - social media campaign alerting residents to facts and dangers of idling, air pollution statistics and how to sign up for air quality alerts in the Borough
 - digital graphics produced for screens in Staines Upon Thames high street and in The Elmsleigh Centre

2. Options analysis and proposal

- 2.1 Cabinet is asked to note the campaign and the posters.

3. Financial implications

- 3.1 The costs to date have been £1400 from the Communications Team budget covering the poster design, the production of an MP4 animated graphic for the digital display screens in Staines-upon-Thames and an animated GIF for social media posts.

- 3.2 Further measures such as fixed signage, leaflets, or banners beyond fixing posters to community notice boards, would have associated cost. There is currently no budget assigned for further measures.

4. Other considerations

- 4.1 The poster campaign does not disadvantage a particular group in terms of equality and diversity, other than highlighting the behaviour of drivers. The material will be of less relevance to non-drivers in terms of behavioural change but will still be educational. It is not forecast that the campaign will disadvantage drivers, in fact reducing engine idling is likely to save them money that is wasted on the fuel used whilst idling and wear and tear on their vehicles.

5. Sustainability/Climate Change Implications

- 5.1 The poster campaign will help to reduce unnecessary idling of engines through increased awareness amongst drivers of the negative health implications of idling an engine. A reduction in idling outside of a School will have health benefits in that residents and children attending the schools will be exposed to less nitrogen dioxide and particulate pollution. Idling engines also emit greenhouse gasses.

6. Timetable for implementation

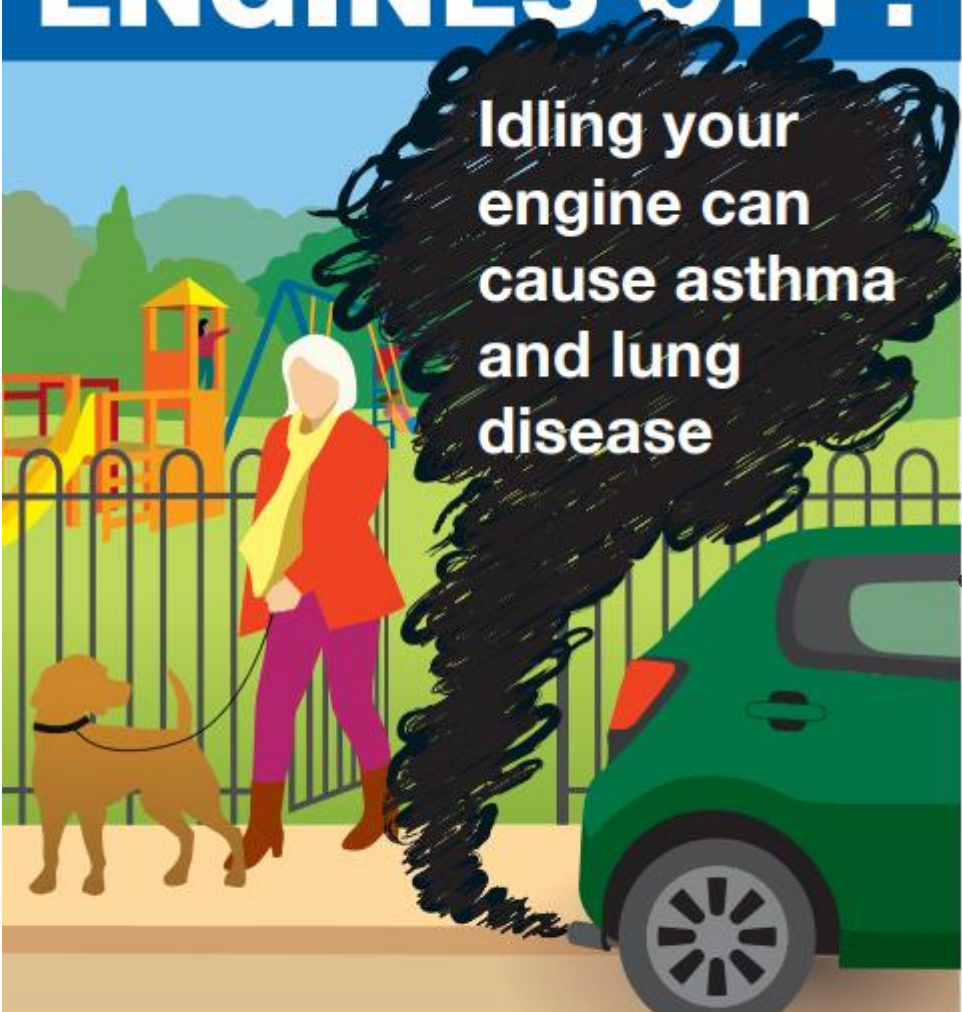
- 6.1 Once the posters have been accepted by the Committee they will be printed and posted to community notice boards, within Council owned car parks and where possible in prominent locations out on district as per the anti-littering campaign poster deployed in 2020.

Background papers: Not applicable

Appendices:

Appendix A: Campaign Poster Designs

ENGINES OFF!

An illustration showing a woman in a red jacket and purple trousers walking a brown dog on a leash. They are standing on a sidewalk next to a green car. A large, thick, black smoke cloud is billowing from the car's engine area, partially obscuring the background. In the background, there is a playground with orange and yellow equipment and green trees.

Idling your
engine can
cause asthma
and lung
disease


NO IDLING in Spelthorne

Please turn your engines off while stationary
on a public road.

    www.spelthorne.gov.uk



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