

Appendix 1: Idling Engine Action Days

The Department of Markets and Consumer Protection has been running ‘Idling Engine Action Days’ since March 2015. City staff and community volunteers patrol City streets in pairs and speak to drivers who are parked with their engine idling. The aim of the campaign is **long term behaviour change through education**, rather than enforcement.

In addition to residents, the scheme is supported by a range of organisations including:

- Transport for London
- Living Streets
- City businesses including the Cheapside Business Alliance
- Construction and demolition companies



Volunteers, pictured above wearing blue ‘high-viz’ vests, are trained to approach drivers in a positive way. A positive approach invariably leads to a positive result.



The photographs above are of some of the resident volunteers speaking to drivers. They are trained to provide relevant information to encourage the driver to switch the engine off if they seem reluctant to do so.

Media Coverage

The action days have received a great deal of media coverage including:

- BBC radio 4
- BBC News / ITV News / London News / CNN / BBC One Show/Chinese Central TV
- City Matters / Evening Standard
- #noidling has been trending on Twitter on action days

Leading the way

Idling action days have been a low cost, visible, positive intervention. Due to the success of the scheme, the Mayor of London awarded the City Corporation funding over three years to roll the model out to an additional 11 London Boroughs. Further information on the London scheme is available on www.idlingaction.London

The scheme has also been replicated by Cross River Partnership and other local authorities outside London with the City Corporation advice and guidance.



Outcomes

- Since the scheme began, over 700 drivers have been asked to turn their engines off in the City
- The vast majority of drivers comply with the request
- Some drivers need the engine to remain on to operate refrigeration systems or other equipment
- A small number of drivers drive away without further dialogue
- There has been a reduction in vehicles found idling on action days over time.
- At the start of the campaign, there was little awareness about air quality and the importance of switching engines off when parked. However, this has changed dramatically due to a combination of the wide range of action taken by the City Corporation and the media coverage