

Committee	Dated:
City Bridge Trust	24 th November 2016
Subject: Strategic Initiative - Client Earth	
Report of: Chief Grants Officer	For Decision

Summary

Client Earth is a charity dedicated to providing solutions to key environmental challenges. As part of their work, they are dedicated to achieving cleaner air in London. The charity is requesting £100,000 over two years to employ an officer dedicated to leading its Clean Air Team's business engagement, as part of a broader strategy to achieve a step-change in improving London's air quality.

Air pollution affects all Londoners. Given the geographies, there is evidence to suggest disadvantaged communities are particularly impacted by poor air quality in the capital. Client Earth has previously been funded by City Bridge Trust, is currently Funded by Trust for London (who are supportive of this application) and is well-thought of by the City of London Corporation's officers working in this area.

This application will not involve party political campaigning.

Recommendations

Members are asked to agree:

- a) £100,000 (£50,000 per annum over two years) to cover the cost of a full-time Business Engagement Officer to engage directly with businesses to tackle the effects of air pollution in London and to encourage a behavioural shift towards greener ways of doing business.
- b) That this agreement should be subject to the financial due diligence being satisfactorily completed (this is well underway, but was not possible to complete in time for Committee deadline) and that approval of the due diligence is delegated to the Chairman and Deputy Chairman in consultation with the Chief Grants Officer and Head of Charity and Investment Finance.

Main Report

Background

1. Client Earth is a charity committed to providing solutions to key environmental challenges. It works to influence policy-making with strong and practical proposals: using a legal approach grounded in scientific and economic

evidence. They then translate their solutions into sound legal arguments to influence the design of laws, by providing practical recommendations and draft clauses to law-makers in EU institutions and Member States, and advocating for their adoption.

2. Client Earth is headquartered in London, with offices in Brussels and Warsaw. In London, they work closely with partners and other organisations, including think tanks, universities, and governments. In Brussels, their presence aims at influencing the EU Government, especially as most national environmental legislation in Europe is based on and/or generated by EU law.
3. Client Earth wants to encourage both a residential and a commercial behavioural shift towards greener ways of travelling around and doing business. This would not only benefit human health but also potentially create economic opportunities for businesses that develop the new products and services needed to succeed. Client Earth wants to build business support for this shift and to make London a world leader in sustainable urban transport whilst also achieving an enhanced Ultra Low Emission Zone (ULEZ).
4. The City of London Corporation has been engaging with business on air quality for several years through its City Air programme. Client Earth has already established good working relationships with the City of London Corporation and will build on the work already being undertaken and ensure no duplication of activity. Client Earth was also previously funded by City Bridge Trust and is currently funded by Trust for London who recognise the merit in, and are supportive of, this application.

Current Position

5. Despite its image as a world-class city, London has some of the worst air quality in the UK and some of the most polluted streets in Europe. In many parts of London, legal limits designed to protect people's health are not being met. These limits should have been met in 2010 but under current plans, will not be achieved until 2025 at the earliest. Even achieving legal limits will not solve the health problem; significant health effects including early deaths and hospital admissions still occur at levels significantly below the current limits. There is evidence to suggest disadvantaged communities are particularly impacted in areas of poor air quality given the geographies.
6. Addressing emissions from road transport, and particularly diesel vehicles, is key to tackling air pollution in London. The new Mayor has announced a series of ambitious air quality proposals for consultation. This includes an extended ULEZ, which would aim to discourage some of the dirtiest vehicles from entering central London and the possibility of bringing forward the introduction of the ULEZ earlier than 2020. This is a positive announcement from the new Mayor and shows clear ambition to clean up London's dirty air.
7. While the current proposals are a significant step towards meeting legal limits they still need to go further. Client Earth wants to build business support for an expanded ULEZ to drastically cut pollution from diesel vehicles and drive a

step-change in London's air quality. The expanded zone would need to cover the whole of London, and drive a phase-out of diesel vehicles by making central London zero emission as soon as possible.

8. This would deliver significant benefits for human health whilst also creating new economic opportunities to accelerate the uptake of low and zero emission vehicles and potentially make London a world-leader in sustainable urban transport. London could therefore serve as a blueprint for tackling urban air pollution in other cities and towns in the UK and beyond.
9. Following the announcement of the Mayor's proposals, the first consultation was in October 2016 on transport related proposals including the introduction of a new Emissions Surcharge. There will be further consultations in Spring 2017 and Autumn 2017 on the widening of the ULEZ boundary and on the proposal to tighten the emission standards for the London-wide Low Emission Zone. These are key milestones but the policies will not be implemented until 2018 at the very earliest so it is important that support is maintained and the timescale of this proposed post is important.
10. There is an opportunity to influence Mayoral and government policy and make the positive business case for ambitious action on air pollution. Further mobilising the voice of business would be an important contribution to this.

Objectives and Approach

11. Client Earth's overall aim is to improve London's air quality and to accelerate the decarbonisation of London's transport.
12. With the funding requested from CBT, Client Earth will recruit a Business Engagement Officer on a fixed term 2 year contract, who will lead the Clean Air team's business engagement project in London. This Officer will work with key stakeholders on how they can contribute to improving air quality in the capital while making London a global leader in sustainable urban transport.
13. The Business Engagement Officer will be part of Client Earth's Clean Air team, which has been working on air pollution issues in London for over 5 years and will:
 - Contribute to the development of a comprehensive business engagement strategy within the framework of the project, in close coordination with members of the Clean Air team.
 - Build and maintain relationships with key stakeholders, including business representatives and leaders and policy and decision makers, to increase understanding of air pollution and the role of businesses in contributing to the solution.
 - Work with business leaders to develop and advocate for policy solutions, which offer win-wins for air quality, consumers and business, such as consumer labelling schemes and targeted incentives for electric and ultra low-emission vehicles.

- Produce information and project resources to facilitate engagement by businesses. Organise and coordinate events to highlight the views of businesses. Attend and deliver events such as talks, workshops and roundtable discussions with target groups and stakeholders.
- Facilitate discussion between business representatives, policy and decision makers and other stakeholders to encourage a co-operative approach to tackling air quality.
- Create media stories and opportunities to publicise the views of supportive businesses using the written press, broadcast media and social media.
- Build relevant knowledge on the science and policy of air pollution and stay up to date on news and developments.
- Contribute to the development of a comprehensive business engagement strategy within the framework of the project, in close coordination with members of the Clean Air team.

Costings/request

14. Client Earth is requesting £100,000 over two years to employ a dedicated Business Engagement Officer on a fixed term 2 year contract, who will lead the Clean Air team's business engagement project in London.

Financial Observations

15. The financial assessment process for Client Earth is underway; however, it was not possible for it to be completed in time for this Committee to review as part of this report. Should this Committee agree this grant request, it is recommended that the agreement is subject to the satisfactory conclusion of the financial due diligence and that this is considered by the Chairman and Deputy Chairman in consultation with the Chief Grants Officer and Head of Charity Finance.

Summary of Recommendations

Members are asked to agree:

- a) £100,000 (£50,000 per annum over two years) to cover the cost of a full-time Business Engagement Officer to engage directly with businesses to tackle the effects of air pollution in London and encourage a behavioural shift towards greener ways of doing business.
- b) That this agreement should be subject to the financial due diligence being satisfactorily completed (this is well underway, but was not possible to complete in time for Committee deadline) and that approval of the due diligence is delegated to the Chairman and Deputy Chairman in consultation with the Chief Grants Officer and Head of Charity and Investment Finance.

David Farnsworth
 Director of CBT and Chief Grants Officer
 T: 020 7332 3713
 E: david.farnsworth@cityoflondon.gov.uk

Summary Assessment of Strategic Initiative for Committee Decision

FILTERS	
<i>Will The pro-active grant:</i>	
Further the Trust's Vision and Mission (a fairer London & tackling disadvantage)?	Yes
Support work within one of existing Investing in Londoners programmes (IIL)?	Yes
Or, meet a clear need that has arisen since(IIL) were agreed?	N/A
Have the potential for impact beyond that of an individual reactive grant or number of individual grants?	Yes
Be affordable within the agreed annual budget (from the Trust alone or in combination with other funders) and, looking forward, leave sufficient budget to meet anticipated pro-active grants for the remainder of the financial year?	Yes
Be made to an organisation(s) that conforms to the Trust's eligibility criteria and has the capacity and expertise to deliver the work?	Yes

PRIORITISATION GUIDANCE	
Evidence	
Is there external and/or internal research and information that supports the need for the proposed grant?	Yes
Is there external and/or internal research and information that indicates the approach proposed in the grant will be successful?	Yes
Is there evidence that indicates the work will be hard to fund from other sources?	Yes
Impact	
Will the grant tackle a root cause(s), or positively influence policy or practice?	Yes
Will the work/approach funded be replicable?	Yes
Does the grant provide an opportunity to strengthen Civil Society in London?	Yes
Is the work sustainable beyond the period of the grant?	Yes
Can the impact of the work be measured through evaluation?	Yes