

NO IDLING CAMPAIGN GUIDANCE



**IDEAS, HINTS AND TIPS FOR RUNNING A
SUCCESSFUL 'NO IDLING' CAMPAIGN**

**SUITABLE FOR PUPILS IN BOTH PRIMARY AND
SECONDARY SCHOOL**



**Nottinghamshire
County Council**

WHAT IS IDLING?

Idling is when a vehicle's engine is left running for more than 30 seconds whilst a vehicle is stationary and/or parked. When an engine is left running, toxic air pollution is pumped into the air around us. Air pollution has been linked to severe illnesses such as heart disease, lung disease (including asthma), allergies, cancer and lots of other health issues. Air pollution also damages the environment and wastes precious fossil fuels. The issue is worse around schools where children's lungs are more sensitive to the toxic fumes emitted by vehicles.

To help protect the air, and save lives, Nottinghamshire County Council is committed to reducing idling outside our schools. This is why we are calling on all schools within Nottinghamshire to join us in tackling idling through a 'No Idling' campaign.



1. CHOOSE YOUR TEAM

Decide who will be involved in the campaign. This could be the whole school, a year group, or just a single class. Ideally the team would then be led by the School Travel Champion(s) – whether this is a group of students or a teacher. Make sure the whole team understands why it is important to address idling. This includes the effect that air pollution has on our health and the impact upon the environment. The more people who understand, the more likely they are to change behaviours.

2. SPREAD THE WORD



This is the most important stage! – the more people who know about the campaign, the more likely you are to see behaviour change. This could be via social media, newsletters, your school website or letters home. We also suggest hosting an assembly before you launch the campaign to let everyone know about idling – why it is bad, and what the school will be doing to tackle idling.

3. RUN YOUR ACTIVITIES

These activities should raise awareness of idling and encourage pupils to take part in the campaign. Some suggestions include:

- Get parents to sign up to a 'No Idling' pledge.
- Create posters in class to hold up during drop off and pick up times.
- Hold a school-wide event (including parents and members of the public).
- Create an informative video to be posted on the school website or emailed.
- Run a banner competition to design a 'No Idling' banner to be displayed on the school gate.
- Ask the School Travel Champion(s) to write an article for inclusion within the newsletter / website regarding the No Idling campaign.
- Encourage people to walk and cycle to school instead of driving.



4. MEASURE YOUR IMPACT

Ask students to count the number of idling cars before you start your campaign, and then again a couple of months after to see whether your campaign has made a difference.

