

Questions 1 to 4 completed online to cover SCC details. Q05 Strategic Alignment: How does the project deliver against the objectives of the Air Quality Grant?

Strategic case

Staffordshire Air Aware phase 2 is a joint bid led by Staffordshire County Council on behalf of 3 District Councils – Cannock Chase District Council, Staffordshire Moorlands District Council and East Staffordshire Borough Council. All partners are members of the Staffordshire Air Quality Forum (SAQF), within which there are 7 declared localised AQMA's, within the 3 Districts. The SAQF will form part of the governance of the project.

The SAQF delivers air quality services at the local level through exchange of data, local knowledge and advice, dealing with day to day issues and supporting air quality projects. The forum produces an annual report, which is endorsed by the Director of Health and Social Care for Staffordshire and the Director of Public Health and Adult Social Care for Stoke-on-Trent City Council. The annual report details what actions are currently being undertaken in Staffordshire to reduce air pollution.

This project will deliver against each local authority's action plan as required under the local air quality management regime. [Link to example Cannock Chase District 2019 Action Plan](#).

As detailed in Policy Guidance, local authorities are expected to work towards reducing emissions and/or concentrations of PM_{2.5}. There is clear evidence that PM_{2.5} has a significant impact on human health. Including premature mortality, allergic reactions and cardiovascular diseases

Staffordshire's 2020 LAQM Annual Status report included Particulate Matter (PM_{2.5}) Levels in Staffordshire and Stoke-on-Trent and PM_{2.5} and Mortality in Staffordshire and Stoke-on-Trent. This annual report also detailed what actions are currently being taken within Staffordshire to reduce PM_{2.5} –

- To agree a target for reducing Fraction of All Cause Mortality from PM_{2.5} in each district, city and county authority by 2020
- To agree a target for reducing PM_{2.5} exposure (calculated from PM₁₀ exposure / background maps / local monitoring where available)
- To maintain compliance with the 2020 EU limit value of 25µg/m³
- To include Public Health Outcome Framework Indicator 3.01 in the Staffordshire and District Authority and City Council Joint Strategic Needs Assessment for 2019/2020 onwards and to report progress to the relevant Health and Wellbeing Boards.
- To continue to identify risks affecting PM_{2.5} which need to be addressed at a national level e.g.
- A number of authorities within Staffordshire are receiving applications for STOR (Short Term Operating Reserve) sites to supplement power to the National Electricity Grid at times of peak demand. These sites typically operate during the autumn / winter months and can be high emitters of PM.

This project will directly support and help achieve these desired outcomes. The 5 elements are aligned to the AQMA areas and activity will directly impact on air pollution levels in these locations.

DEFRA's Clean Air Strategy

The project is aligned to the objectives in Defra's Clean Air Strategy to reduce the amount of traffic on our local roads, which contributes substantially to outdoor air pollution. Defra estimates that 80% of these emissions are in areas where the UK is exceeding NO₂ limits are due to transport, with the largest source being emissions from diesel light duty vehicles (cars and vans), which is why elements 1, 2, and 4 focus on reducing the number of the vehicles on the road within AQMA areas in the short term, and element 3 aims to increasing the take up rate of electric vehicle car ownership in the medium term.

Element 5 is the deployment of air sensors at key locations in Burton, Cannock and Leek, which will capture air pollution levels real time and allow the project to monitor its impact on levels of PM_{2.5}. This

information will be presented in a dashboard format and include data gathered through our Live Labs Simulate programme.

Climate Change Agenda

In July 2019 Staffordshire County Council declared a Climate Emergency, demonstrating our understanding and commitment to playing our role in tackling this global challenge

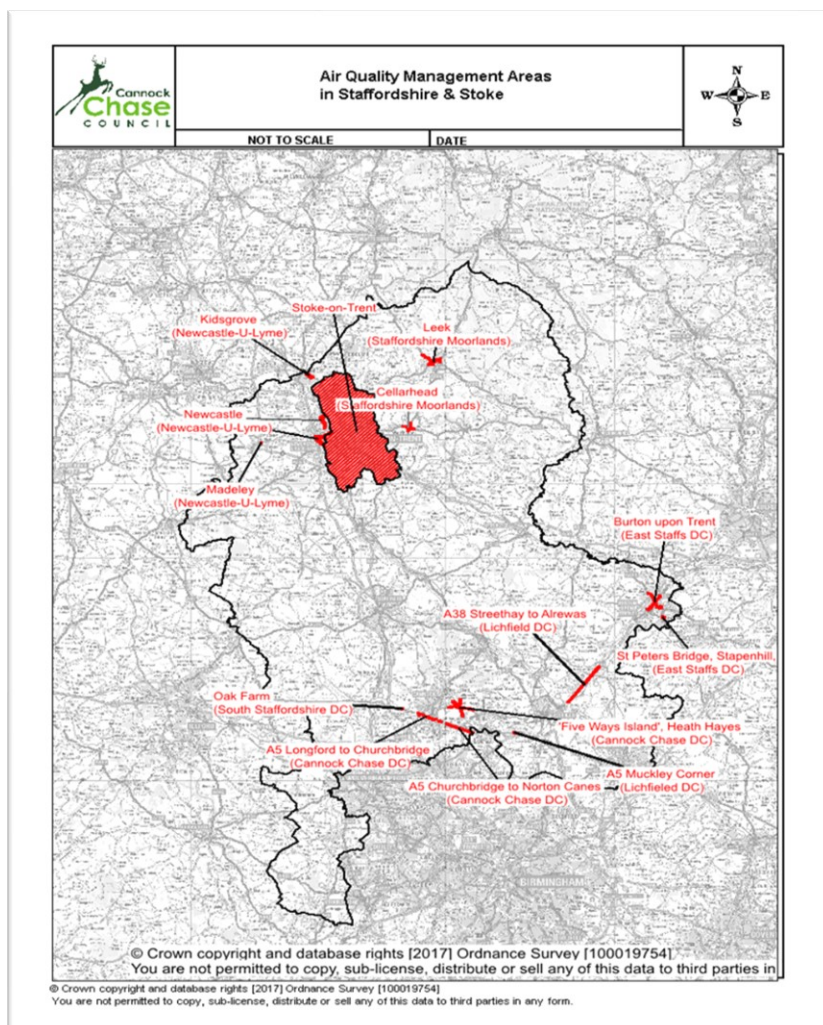
Staffordshire County Council has committed to a 5 year Climate Change Emergency Action Plan, including the development of a countywide AQMP with our district partners which will be delivered this year. A Climate Change and Sustainability Strategy will be launched in 2021 running to 2030. Staffordshire County Council will seek to work in partnership with the 8 District and Borough Councils, Health Trusts, SSLEP, our universities and our emergency services to develop a holistic vision for Staffordshire as a truly sustainable County.

This year's Climate Change Emergency Action Plan includes a wide range of objectives, including - the introduction of LED lighting in schools, a change in procurement of home to school transport vehicles based on emission levels, development of biomass and solar energy schemes, review property strategy and work with development and planning teams to ensure green growth.

The project will target local areas with AQMA's with a range of bespoke campaigns that will benefit the local communities to provide an improved "Place" and healthier residents through increases in physical activity. For example: within Leek (see map), the residents will benefit from a combined school and community (small businesses) engagement programme. This has been formed based on the type of area and resident of Leek and will use the "Totally Locally" programme to encourage all town centre businesses to be involved with the campaigns. This raising of awareness led by the town will provide a longer-term future to encourage behaviour change. Linked to this is the Moorlands District Council's Air Quality Action Plan and monitoring of the local area.

The project will complement the existing programmes seeking to improve air quality, including Staffordshire's Department for Transport funded ADEPT Live Labs programme.

Partners will be encouraged to use Air Aware materials to engage each local area. This funding will enable the development of new and enhancement of existing communication and marketing materials, to further educate our residents. New education campaigns will drive the take up of electric vehicles in the county, and link to sustainability and climate change projects such as recycling, clean fuels and green energy.



Staffordshire County Council Capital Highways Programme 2020/21

The 2020/21 capital highways programme includes a range of interventions across AQMA areas that will support and improve air quality. Plans include roundabout, junction and signals improvements to reduce congestion, enhancing walking and cycling routes to encourage more sustainable forms of travel, and improved signage and road markings to keep traffic moving. As the Air Aware Team and our Strategy team work very closely, there will be an opportunity to help shape future capital projects and support the promotion of new schemes in local areas.

Staffordshire Live Labs Programme (£1.95m)

Staffordshire are trialling and incubating a cohort of SMEs based around two concepts, Mobility and Air Quality. The objective of the 'holistic clean air zone' is to explore how Intelligent transport system technologies, behavioural change and other innovative solutions can be deployed to tackle air pollution in areas with poor air quality in Staffordshire. Providers are trialling their solution in locations with known air quality challenges, AQMAs. The programme has deployed a network of air quality sensors at test-bed locations to allow solutions providers to track progress against baseline measures and evaluate their effectiveness in reducing levels of PM2.5 and NO2 in the environment.



The Air Aware phase 2 will use lessons learnt from the Live Labs to deploy air sensors at key locations in the three districts to measure air quality, allow real-time via a dashboard and enable effective evaluation of the initiatives implemented through the Air Aware programme.

The Live labs programme is trialling innovative solutions including – e scooters, Demand Responsive Transport, Green Walls and Moss Walls, Pop up electric vehicle charging points, electric vehicle community car share scheme, and smart traffic systems.

Electric Vehicle Strategy and Plan for Charging Infrastructure roll out

Staffordshire County Council have developed a 12 month plan to increase the take up rate of electric vehicles, accelerate the commercial roll out of charging infrastructure in the county, review our fleet and install electric charging points at workplace locations.

Element 3 specifically relates to an awareness raising campaign and providing support for businesses to embrace the transition from petrol and diesel vehicles to electric vehicles, as this would have a massive and immediate impact on air quality in Staffordshire.

This includes influencing planning officers and development control officers to push applications for new developments to include a requirement for the provision of electric charging points in all new homes.

Q6 Delivering Air Quality Benefits – How does the project deliver improvements in air quality?

Staffordshire Air Aware will deliver 5 key elements to achieve reductions in exposure to air pollutions in AQMA's within Cannock Chase, Staffordshire Moorlands (Leek) and East Staffordshire (Burton). These boroughs/district have 7 declared AQMA's, however all AQMA areas and beyond will benefit from the communication and education campaigns delivered by the project in elements 3 and 4. In Staffordshire around 390 deaths were attributable to air pollution. Exposure to particulate matter nationally is associated with a reduction of six months of average life expectancy.

The project aims for more than a 15% reduction in local contributions of air pollutant emissions / concentrates during the 2-year period. Reductions required to meet the target will vary between AQMA's and be aligned to their AQAP.

This project will measure reductions in NOx levels and levels of PM, in targeted areas, achieved as a result of implementation of elements 1 – 5. To support this the project aims to identify new innovative ways to measure pollution, and in particular PM, through its strategic alignment with Staffordshire's ADEPT Live Labs Programme. A network of air quality sensors will be deployed in quarter one in key locations, to gather baseline data from which targets for improvements in air quality will be set.

Staffordshire Live Labs is a £1.95 million programme, funded by Department for Transport through ADEPT (Association of Directors for Economy, Environment, Planning and Transport). The programme has created a challenge fund for SMEs to bid into to trial and test innovative solutions to help solve the 2 challenges faced in Staffordshire – improving air quality and mobility. The test beds will include AQMA areas and Keele University Campus and is being delivered in partnership with Amey, the Connected Places Catapult and Keele University. The aim is to identify successful schemes that can be scaled at pace and will achieve short to medium term impact.

The Air Aware project will respond to developments from the Live Labs programme. The 5 elements and allocated resources are structured to be sufficiently agile to respond to and embrace new technologies and initiatives for the benefit of this project.



Staffordshire Air Aware project bid has taken into account current restrictions and potential disruption to external engagement opportunities due to the Covid-19 pandemic. The approach and focus of behaviour change campaigns for this phase will be informed by the use of mosaic data, which allows intelligent targeting of our key audience.

Based on critical evaluation of activities delivered during the first phase of Air Aware (DEFRA funded) and their success, this evidence base has been used to inform and shape the elements contained within this bid – phase 2. The project aims to drive behavioural change, scope and utilise innovative technologies and embrace national campaigns, whilst giving the project a local feel to make this change real and relevant to our citizens, communities, schools and businesses most affected.

The project will provide funding and support to meet the demand of engagement raised currently through working in areas across the county, in addition to our core commitment and local contribution. The current project has shown that by working more intensively with a school, developing and delivering campaigns directly related to air quality and not only active travel, results have far exceeded expectations. The actively engaged schools wish to continue this work increasing the number of initiatives and solutions in the form of walking buses and air aware champions, which will be supported locally. This project will provide the opportunity to engage with new schools and businesses.

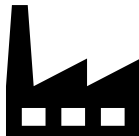




Staffordshire is seeking match funding for experienced School Travel and Air Quality Advisors, with the creation of an additional post to meet the demand for Air Quality School Engagement. Our aim is that every school within an AQMA in Staffordshire has the opportunity to work directly with an experienced advisor. The elements within this project have been identified through evaluation of the 2019 – 2020 project, these include further support for business sites, a wider campaign to provide electric vehicle

ownership and charging information to increase confidence, and the deployment of air sensors to monitor air quality real-time to enable information to be pushed to citizens to inform travel choices as well as provide an evidence as to the effectiveness of elements delivered.

Targets

Business sites	Business site engagement to enhance individual business travel planning from project phase 1 2018/19. Cannock - Cannock Chase District = 4 sites Leek – Staffordshire Moorlands District = 2 sites Burton – East Staffordshire District = 4 sites
Schools	21 schools - Air Quality engagement – including production and development of school travel plan and initiatives.
Electric Vehicle	Engagement events – 50 Community/school/business events using Travel Van. Social media campaign following the “Travel Van” as a blog to show confidence is using electric vehicle.
Communications	5000 unique visitors to the webpage 1000 pledges + additional targets formed as part of the 2-year strategy Local targeted campaigns Air Aware branding to include all elements of causes and solutions Anti-idling wider campaign to include HGB/public transport/school transport

Based on evidence collected during 2018/19 and 2019/20 the project will aim for a 10% reduction in NOX, and a reduction in PM levels monitored through a new network of air quality sensors deployed at key locations through this programme. Targets will be set at each location to reduce PM levels, once sufficient data has been gathered and a baseline established in quarter 1 of project delivery. A dashboard will display real time data from the sensors that will monitor pollution levels, both NO2 and PM, and enable robust evaluate of the effectiveness of initiatives delivered through this programme. This evidence base will inform the development of future programmes to achieve maximum impact and improve air quality for all.

Element 1	Element 2	Element 3	Element 4	Element 5
Business	School	EV	Communications	Air Sensors
				
Project Element Detail				
Business Site Engagement		<div>Measured Outcomes –<ul style="list-style-type: none">Decrease number of vehicle trips both for commuting to site and from site during workFleet management – reduce the number of high polluting vehiclesRaised awareness of air qualityAnti-idling campaign</div>		
<div>Target Audience –<ul style="list-style-type: none">Employment sitesEmployersEmployees</div>				
Description of activity/engagement				
<p>The aim of the business engagement is to build communities of business networks to support targeted business sites that are either located in or have a direct impact on AQMA's. The sites will have a combined voice to share concerns, ideas and potentially funding. Shared facilities, staggered start timings, fleet transition and events to help a business move to being environmentally aware and future ready. Transport and Sustainability teams will work with these sites to target all areas of air pollution</p>				

bringing in relevant experts in a variety of fields e.g. Energy saving trust, Biomass boiler experts. There will be a targeted focus to support landlords to raise awareness.

Additional anti-idling campaign will target idling public transport at bus stations/stops following feedback received during project phase 1. Materials and campaigns will be used for all Staffordshire public transport operators, school transport, taxi etc. This campaign will be produced and tested with Staffordshire Bus Operator Forum (SBOF).

AQ Benefits

The outcomes will reduce the number of high emission vehicles & total number of vehicles and associated congestion in AQMAs throughout the project area. This in turn will reduce road transport emissions associated with businesses, notably NO_x and PM_{10/2.5}, thereby helping to:

- achieve compliance with national air quality objectives and
- achieve health benefits.

Additional benefits will be:

- reduced CO₂ emissions

School Engagement

Target Audience –

- Teachers & staff
- Parents
- Pupils
- School community
- Local community

Measured outcomes -

- Increased active travel
- School building energy improvements
- Decreased vehicle journeys
- Increased awareness of anti-idling
- Increased awareness of air quality
- Increased awareness of future mobility, short trips, sustainable transport options
- Increased number of volunteers delivering walking buses
- Increase in sustainable travel on the journey to school

Description of activity/engagement –

School engagement to enhance continued School Travel Plan engagement. School engagement in 21 targeted schools will work towards a wider air quality awareness.

- Campaigns including anti-idling specific to the issues facing the school, to enhance or replace if restrictions continue, a digital anti-idling campaign as this issue continues to be a problem in many locations.
- Secondary and middle school PHSE lessons and project work including personal monitors project, travel planning and links to independent travel trainers.
- Energy awareness and support for funding applications for school buildings in AQMA's.
- Increased capacity to provide lessons, either digital or face to face in schools. Current project evaluation has asked for continued expert support in this field.

AQ Benefits

The outcome will be to reduce the total number of vehicle movements associated with the school run in and around AQMAs, thereby reducing associated congestion and in turn will reduce road transport emissions associated with school commutes, notably NO_x and PM_{10/2.5} emission at the beginning and end of the school day, thereby helping to:

- achieve compliance with national air quality objectives.
- achieve health benefits from reduced emissions.

Additional benefits will be:

- reduced CO₂ emissions

Communications - Air Aware

Target Audience –

- Employees/Employers
- Teachers/staff/parents/pupils
- Communities – general public

Measured outputs –

- Increased awareness of all forms of air pollutants, non-transport related emissions, concentrations and exposure – current project evaluation shows this is an area of interest
- Increased awareness of active travel, anti-idling
- Increased awareness of electric vehicles, future mobility trials

	<ul style="list-style-type: none"> Increased campaigns across wider networks and partnership groups to target health networks.
Description of activity/engagement - New campaign material to raise awareness of all causes of air pollution as mentioned in the Clean Air Strategy 2019. <ul style="list-style-type: none"> Domestic air pollution awareness specific campaigns e.g. domestic, wood burning Additional business, community and school campaigns and partner focused toolkits providing campaign material for local locations e.g. business site toolkit Links to all campaigns where air quality messages are linked e.g. Motorcycle groups, Safer Roads Partnership messaging and Health challenges. Electric vehicle campaigns planned to be implemented throughout the project and at the installation of all charging infrastructure, linked to this and any other project. 	
AQ Benefits <ul style="list-style-type: none"> reductions in emissions of NO_x and PM_{10/2.5}, and congestion within AQMAs. 	
Electric Vehicles	Measured outcomes –
Target Audience – <ul style="list-style-type: none"> Employers & Employees Community groups General public Schools 	<ul style="list-style-type: none"> Increase number of vehicles changing from Diesel/Petrol to Electric Decrease number of trips using high polluting vehicle Increase confidence in electric vehicles Increased take up of electric vehicles
Description of activity/engagement – 50 engagement events will be held over the course of the project at schools, businesses and in local communities. Staffordshire EV communication to businesses, communities, schools, partners. New electric travel van branded to raise awareness, encourage take up and increase confidence in electric vehicles. Limits the impact project related travel to sites will have on air quality. Information web platform, events to inspire confidence and increase awareness, in particular the use of the Travel Van as its own “virtual team member” to follow its journey, cost, savings, and educating on all benefits of using an electric vehicle. The campaign will address concerns of charge and range anxiety in particular. Based on evidence from the Aecom feasibility study undertaken as part of our first Air Aware project, Staffordshire county council has produced an Electric Vehicle Charging Infrastructure 12 month action plan. This sets out how Staffordshire will increase take up and adoption rates of electric vehicles, accelerate the commercial charging points and conduct a review of fleet vehicles with a view to changing to electric and installing charging points at workplace locations. This feeds in to and supports our approved Climate Change Action Plan (September 2020 – 2021) and the county’s 12 month air quality management plan, developed in collaboration with Districts through the SAQM.	
AQ Benefits Increased uptake of EV will directly reduce the emission of NO _x in and around AQMAs, thereby helping to achieve compliance with the national NO ₂ objectives. This will have an additional benefit of ‘future proofing’ transport in light of government plans for conventional petrol and diesel vehicles. The disadvantages are: <ul style="list-style-type: none"> the current uncertainties with technological improvements and availability. lack of publicly available EV charging infrastructure. Current costs of transition. Overcoming negative public perception. 	
Deployment of Air Quality Sensors	Measured outcomes –
Target Audience -	<ul style="list-style-type: none"> Identification os key locations Deployment in quarter 1 Baseline data obtained

<ul style="list-style-type: none"> Burton Cannock Leek 	<ul style="list-style-type: none"> Monitoring of real time data against project delivery and element implementation Sharing of information n campaigns
<p>Description of activity / engagement.</p> <p>A network of air quality sensors will be deployed in Burton, Cannock and Leek to complement existing methods of air quality sampling, including diffusion tubes and hand-held kits. Historical data will be used alongside data gathered in quarter 1 to set baseline targets.</p> <p>Data will be reported and shared real time via a dashboard, and will be used to inform communication campaigns and educational activities and events.</p>	
<p>AQ Benefits / Detrimental Effects</p> <ul style="list-style-type: none"> influencing behaviour towards lower emissions of NO_x and PM₁₀, 	

Evidence & Timeline

The project aims to decrease emissions by 15% within areas of engagement over the lifetime of the project, evidenced in the current project. The 2-year project will allow for intensive local engagement in 3 district AQMA's, with all areas gathering data from a range of sources, including the new air quality sensors deployed strategically in the three areas, existing diffusion tubes, and handheld monitors. Schools will complete mode of travel surveys termly to monitor behaviour change and measure success. See example below Heath Hayes case study.

Academic Year	2017/18	2018/19	2019/20
Car (home to school)	60%	24%	11%
Park & Stride	11%	31%	34%
Walk	25%	34%	34%
Cycle	0%	3%	7%
Scooter	2%	6%	10%
Car Share	0%	2%	2%

Background information – Heath Hayes school withing Cannock Chase AQMA has been engaged with Ryan Procter School Air Quality Advisor since 2017/18.

The school achieved **Regional School of the Year 2019**, currently waiting for results for National School of the year. During lockdown the school with the support of Ryan (school travel advisor) continued with remote engagement updating parents and pupils on air aware messages. Since restart in September the school put active travel and air aware back at the top of the agenda. The school has been involved in two high profile media campaigns featuring on ITV Central News and BBC Midlands today. Ryan has been nominated and shortlisted for Best Individual Contribution to Sustainable Travel 2020, the Air Aware programme has been nominated and shortlisted in 5 categories.

Month/Year		Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
School	Tube Code											
Heath Hayes	HH01	27.3	28.1	30.2	31.3	17.3	17.7	13.8	14.9	15.8	16.6	19.3
"	HH02	I/S	23.2	27.2	23.8	12.1	11.4	8.7	10.4	8.8	10.1	12.4

Diffusion Tube Monitoring Recording Mean Average NO₂ results at Heath Hayes Primary Academy in Cannock

Hand Held Monitor Reading using Aeroqual Monitors at Heath Hayes Primary Academy in Cannock

Average Reading Before Clean Air Day in period between 8:30am to 9:00am: **154.46µg ***

Average Reading After Clean Air Day in period between 8:30am to 9:00am: **125.24µg ***

*Note – These readings are only indicative as the monitors record NOX and other gasses



Heath Hayes engagement images (GDPR compliant) raising the profile of air quality issues in the AQMA Cannock Chase area. Monitoring air quality, encouraging walking and cycling. Engagement for Clean Air Day showed a 20% reduction in NO_x see above table.

Should restrictions continue to be in place during 2021 all activities will be digital/remote for schools. Trials took place during summer term 2020 with successful lessons and videos produced. Continuing this work with digital lessons will provide schools with expert support to introduce air quality to the curriculum.

Q07 Value for money: How will the project deliver value for money?

AirAware – local	Funding bid 2 years	Local contribution 2 years
SCC	£296,828	£164,742

The Economic Case

The elements of the project proposal all aim to reduce single car occupancy journeys and where possible remove the need to travel altogether, having a positive impact in air quality by reducing levels of harmful emissions. Modal shift and subsequent reductions in car use represent a significant reduction in annual vehicle kilometres and carbon emissions. The elements of the project were decided between bid partners using evidence, both qualitative and quantitative, to find the best solution for the AQMA's in our local area. They include a plan to expand on the transport related causes of air pollution to expand the AirAware message to include other causes with a focus on a future innovative wood burning solution.

Delivery costs have been calculated based on evaluation of current air quality and behaviour change projects. Where evaluation has shown a need to change delivery these changes have been included within this project plan. The County Council has an excellent track record in delivering the types of behaviour change initiatives in this package through the expertise gained over 2 years of air quality and previously five years of Local Sustainable Transport Fund (LSTF) delivery, all delivered collaboratively with a range of partners. The results and successes of these projects have recently been recognised through national and regional awards with elements of the current Air Aware project nominated and shortlisted for their achievements. The deployment of a network of air quality sensors will make it possible for PM levels to be monitored and the economic and health benefits associated with improvements in air quality to be measured.

Additionality

Additional benefits as a result of successful project delivery include –

- Reduced congestion as number of car commuters and cars on the school run
- Employers find it easier to recruit and retain staff
- Employees more likely to be active and healthy in body and mind and less likely to be absent from work
- Increased levels of walking and cycling expected to reduce the number of people with excess weight
- Safer walking and cycling environment leading to improved safety and confidence particularly in cyclists
- Better environment creating healthier and happier communities
- Countywide awareness of air pollution causes and solutions

Local contributions

Local contribution source over two years	£169,742	Staffing resources are in place. Equipment contribution will be matched on the sale of the current vehicle.
County Council Connectivity Project Officer	£43,414	Project Management – budget, line management of staff.
County Council Connectivity Officer	£43,414	Part funded position – SCC Business Officer
County Council Connectivity Officer	£43,414	Part funded position – SCC Air Quality School
Vehicle sale estimate	£3,500	Equipment contribution will be matched on the sale of the current vehicle.
County Council Project Officer	£24,000	Part time funded Connectivity Project Officer (EV) oversee element 3
County Council Sustainability Officer	£5,000	Part time funded Sustainability Officer – oversee element 5
County Council Campaign officer	£2,000	End of project evaluation
Business support resources	£5,000	Pool Bike and Active Travel equipment loan scheme

Grant funding

Element	Funding	Milestones & outputs	Costs	Local contribution
1	Business Travel Advisor - match funding required	Continue monitoring and engagement of phase 1 AirAware Businesses. Implement phase 2.	£43,414.00	£43,414.00
1	Business Network site improvement grant scheme	Network funding pot - costs towards meetings, minor site improvements, external expert support, events.	£40,000.00	£5,000.00
2	AQ School Travel Advisor - match funding required	Continue monitoring and engagement of phase 1 AirAware schools. Implement phase 2.	£43,414.00	£43,414.00
2	AQ School Travel Advisor PT post 2	Support SCC AQ officer 21 school target to engage	£60,000.00	£0
3	Electric Vehicle - campaign and resources	Commitment to continue to engage and implement EV strategy - working with partners to plan for electric charging infrastructure to meet county demands	£0.00	£24,000.00
4	Communications	2 year strategy plan (scope and test) to include new elements - EV, Household, Business, additional strands to AirAware campaigns.	£18,000.00	£0
4	Communications	Implementation of new air aware campaign to support element 5, introducing all air polluters and solutions eg wood burners	£5,000.00	£0
4	Communications evaluation	Evaluation of project campaigns, sustainability plan for inclusion of air pollution in all areas of work	£2,000.00	£2,000
1,2,3,4	Electric Vehicle - campaign and resources	Implementation of electric vehicle - Travel Van for events, E-van cost & branding and funding for events/blog	£35,000.00	£3,500
1,2,3,4,5,	Project management	Attendance at project boards of all partner groups. Project Manager costs.	£0.00	£43,414.00
1,2,5	Air Quality Sensors	Deployment of sensors at key sites in Burton, Cannock and Leek to measure air quality real time	£50,000.00	
			£296,828.00	£164,742

Procurement

Posts will be filled through a competitive interview process on fixed term basis aligned to the project timescales. Job descriptions and adverts are in place to enable early project implementation and ensure the project team are effective from day one. Commissioning of any consultants will be through Staffordshire County Council's framework where available, otherwise usual OJEU processes will be followed.

The organogram below shows the governance arrangements, strategic steer of the project and political and senior leader support. All engagement groups will have the benefit of experienced staff and resources made available to achieve project outcomes.

AirAware Project Phase 2	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Post Project
Element 1 - Business									
Business site campaign approach preparation									
Audit & Engagement stage 1									
Business Network start locations 1 Cannock									
Business Network continued monitoring/engagement - Cannock									
Business Network start locations 2 Burton									
Business Network continued monitoring/engagement - Burton									
Business Network start locations 3 Leek									
Business Network continued monitoring/engagement - Leek									
Element 2 - School									
Phase 2 school approach preparation									
Audit & Engagement stage 1									
Start stage 1 schools x 10									
Stage 1 schools continued monitoring									
Start stage 2 schools x11									
Stage 2 schools continued monitoring									
Element 3 - EV Campaign									
Campaign approach preparation									
Engagement location 1 - Cannock									
Engagement location 2 - Burton									
Engagement location 3 - Leek									
Element 4 - Campaigns/communications									
Reactive and programmed materials and campaigns to support all elements									
Element 5 - Air Quality sensors									
Identification of locations & deployment									
Real time measurements & monitoring									

Project risk

Key Risks	Level & Managing Risk and Risk Mitigation
Delivery Sustainability post project lifetime and impact of Covid-19 Pandemic	Medium - <u>Sustainability</u> – successful initiatives will become core work, providing funding is available. New funding streams will be sought during the course of the project. <u>Covid – 19</u> – local lockdowns and nationally guidance may impact on travel choices and frequency of travel, whilst providing an excellent opportunity to change travel habits for the better on a permanent basis.
Financial Possible scheme cost overrun or higher than expected costs	Low - Scheme costs will be managed and benchmarked against similar schemes, with a Project Manager overseeing all budgets and staffing. If necessary, additional costs will be met locally. The scale of initiatives may be prioritised to the most effective areas. Spend profile is front loaded, to maximise impact and reduce risk over project overrun.
Partnerships & consultation Difficulties maintaining partner support	Low - Key delivery partners have formed part of the working group to produce the project plan. All partners have been actively engaged with the project delivery team since 2017. The Air Quality Forum provides the technical support and knowledge to ensure outcomes and actions are relevant to inform clean air strategies.
Communication & marketing Social movement and behaviour change take time	Medium - Proactive well-planned marketing campaign supported by a comms and marketing strategy that extends beyond the 2-year time frame. This will be aligned to health, climate, transport strategies, however it will be flexible and reactive to national trend for sustainable actions.

Q09 Monitoring, Evaluation and knowledge transfer: How will delivery of the project be monitored and outcomes of the project be measured. How will any knowledge and lessons learned be disseminated to the wider LA network and other key stakeholders?

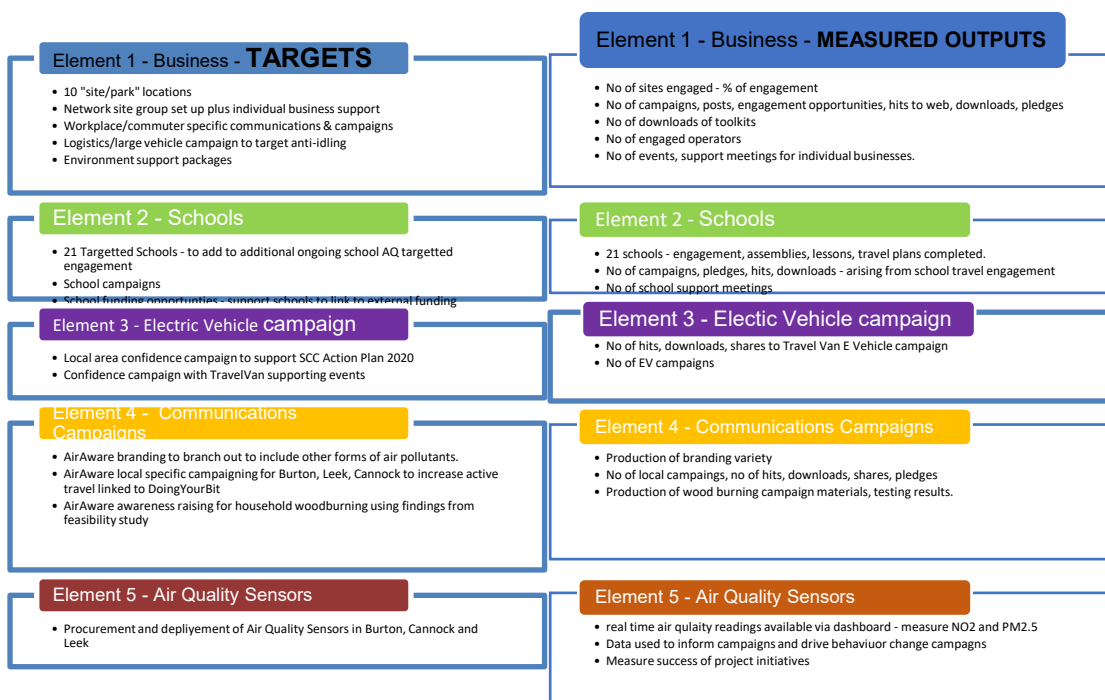
Knowledge sharing

The project board (Q8 governance table) is formed of a multi-disciplinary team representing District Environmental, Climate Change and Sustainability, Transport, Connectivity, Communications and Public Health. Each teams will both contribute from their area of expertise into the project and disseminate information back to their own area both locally and regionally/nationally. The board will meet quarterly to review project reports, review risk register and ensure all the project outcomes are on track. Board meetings will be scheduled around grant reporting requirements.

The final report, lessons learnt and successes, will be formally disseminated through existing networks, including – Regional ADEPT Boards, ADEPT Live Labs Programme, Local Authority Transport and Climate Change Groups and Leaders and Chief Executive meetings.

Monitoring & Evaluation

The outcomes of the project will be monitored and measured through a range of quantitative and qualitative methods, including - mode of travel surveys at schools and businesses, engagement surveys at events, air quality sensor data, interviews with businesses, travel surveys with employees and employers. The board will agree the evaluation methodology in quarter 1.



Reporting

DEFRA reporting requirements will be complied with, quarterly reports will be submitted in line with grant requirements having been approved by the Strategic Project Board. The final report will be structured around the 5 Elements, and show the benefit and value of alignment with strategic projects including the Live Labs programme, Integrated Transport Capital Highway Investment, Districts AQAPs and the county wide AQMP led by the county council. The report will outline the success of each element, measure the return on investment, and identify the wider economic and health and wellbeing benefits achieved. The structure of the final report will be agreed by the board at quarter 2, after consideration and approval of the evaluation methodology.

Reports, press releases and campaigns will include the DEFRA logo. Links to the DEFRA website will be included as per terms and conditions of the bid. This has been evidenced in current project reports.

<p>Did you know...</p> <p>Air pollution is 200% higher inside a car than outside</p> <p>Air pollution is 30% higher on the school run leaving your engine running while stationary is longer because it reduces air pollution</p> <p>Children and babies are most at risk from air pollution, more likely to develop asthma due to air quality</p> <p>Over half of all our journeys made in the UK are less than 5 miles</p> <p>Car engines burn more fuel in the first 5-10 minutes of any journey from cold and are most polluting</p> <p>Do one more thing to reduce air pollution travel differently just one day a week.</p> <p>Be inspired at: www.staffordshire.gov.uk/airaware</p> <p>For more information please visit: uk-air.defra.gov.uk</p> <p>• www.staffordshire.gov.uk/airaware</p> <p>If you are linked to a school or business and would like to receive information about how your business or school can play its part in helping improve air quality, please contact us at: info@staffordshire.gov.uk</p> <p>For more info about sustainable and active travel please visit: https://www.staffordshire.gov.uk/transport/greentravel/Greentravel.aspx</p> <p>Staffordshire County Council</p>	<p>Quarter 1 update</p> <p>Schools</p> <ul style="list-style-type: none"> 29 AQMA SCHOOLS IDENTIFIED 14 PRIORITY TARGETED 12 ENGAGED – SIGNED UP 1972 PUPILS ENGAGED 512 PARENT SURVEY DATA 25 DIFFUSION TUBE SITES <p>Businesses</p> <ul style="list-style-type: none"> 1246 AQMA BUSINESSES IDENTIFIED 18 PRIORITY TARGETED 300+ CONTACTED VIA NEWSLETTER 3 ENGAGED – SIGNED UP WORKFORCE SIZE OF ENGAGED BUSINESSES = 600+
Defra branded materials	Snapshot of Defra Quarterly Report

Measuring and monitoring NOx and PM

NO levels are monitored by Districts and the City Council at agreed locations in addition to this the Air Aware Team use hand held monitors to measure pollution levels outside schools and key locations and during campaign activities, such as car free days.

Working with the Staffordshire Live Labs programme, our aim is to deploy a network of innovative air sensors to measure real time levels of air pollution, including PM. Targets will be set against baseline data.

A number of the Staffordshire Authorities currently monitor locally for PM₁₀. Defra's Automatic Urban and Rural Network (AURN) site, Stoke-on-Trent Centre has a dedicated PM_{2.5} monitor. Where the data is derived from PM₁₀ monitoring this has been adjusted by applying a correction factor of 0.7 to derive the PM_{2.5} component. The correction factor has been derived from the average of all ratios of PM_{2.5}/PM₁₀ for the years from 2010 to 2014 for forty sites within the Automatic Urban and Rural Network (AURN) where these substances are measured on an hourly basis and follows the guidance published in LAQM (TG16).

Targeting and monitoring behaviour change and communications campaign

Mosaic profiling of areas within the project will enable campaigns to be targeted to audiences using the channels which will have the greatest impact and success. See examples below of current project communication monitoring data collected since launch of webpages on Clean Air Day June 2019. Engagement will be measured. At the time of submitting this request the 2020 Clean Air Day campaign was fully digital.

<p>Comms until June 2020...</p> <p>Schools</p> <ul style="list-style-type: none"> Ongoing roll out of the "Switch off when you drop off" campaign to all schools in the AQMA areas If successful, this campaign will be rolled out to all schools and academies in Staffordshire and Stoke-on-Trent Support for development of in-class materials around air quality and school focused campaigns <p>Business</p> <ul style="list-style-type: none"> Ongoing development of seasonable campaigns and business support packs to increase effectiveness of face to face business engagement. Continuing development of business case studies - illustrating businesses being environmentally responsible and moving towards zero-carbon status. 	<p>Evaluation</p> <p>842 visitors to the Air Aware webpages</p>  <p>208 people showing behavioural intent to change how they travel at least one day a week.</p> <p>It's still early days!</p> <p>General public - phase 2</p> <ul style="list-style-type: none"> MOSAIC driven email marketing campaign Behavioural science and email marketing technology will focus on the modality that they are most likely to try, and encourage them to try that behaviour.
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