

Overview of funding from the Mayor's Air Quality Fund (MAQF) in Islington

Islington Environmental Pollution Service

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Background

The mayor does not make any funding directly available for the local implementation of air quality improvements.

Instead the Mayor puts together schemes and funds which local authorities can bid for. This money is not guaranteed to the council. The Mayors Air Quality Fund (MAQF) supports new projects by London boroughs to improve air quality. This is a significant source of funding for air quality projects in Islington.

So far there have been two rounds of funding and the council has bid into both of these rounds.

These projects offer good value for money to the council by delivering measurable benefits by adding to and going beyond our existing programmes of activity by being matched funded via a range of different sources e.g. in-kind, s106, Defra funding, LIPs, etc.).

Round One

In the first round (2013-2016) we were involved in several projects.

Project Name	Partners	Total MAQF Funding	Total Match from Islington	Description / Further info
Breathe Better Together	Camden Islington Croydon Mayor of London	£350k	£20k	www.london.gov.uk/press-releases/mayoral/breathe-better-together Information campaign about air pollution and to promote AirTEXT
Cleaner Air 4 Manor House and Finsbury Park	Islington Haringey Hackney	£54k	£18k	www.youtube.com/watch?v=DxDZWRMD2U Working with schools to improve understanding of air pollution and how to avoid it.
Cleaner Air Better Business (CABB)	City of London Islington Westminster Camden Hammersmith & Fulham Lambeth Southwark Kensington & Chelsea Wandsworth	£330k	£10k	https://crossriverpartnership.org/projects/clean-air-better-business/ Air quality raising activities targeted at BIDs
Freight Consolidation Service for central and north London	Camden Islington Enfield	£300k	£81k	Stopping multiple deliveries to council buildings in favour of 3 deliveries a week

London Low Emission Construction Partnership	Camden Islington Lambeth Lewisham Hammersmith & Fulham Kings College London	£400k	£5k	www.llecp.org.uk/about/about-project Working to reduce pollution from construction sites.
City Fringe Zero Emissions Network (ZEN)	Hackney Islington Tower Hamlets	£300k	£100k	https://zeroemissionsnetwork.com Working with businesses to reduce pollution from their operations

Some of the figures above have been rounded for simplicity.

Round Two

In the second round (2016-2019) we again were successful in several bids.

Project Name	Partners	Total MAQF Funding	Total Match from Islington	Description / Further info
City Fringe LEN seed funding	Hackney Islington Tower Hamlets	£10k		Creating clean air communities planning
City Fringe LEN	Hackney Islington Tower Hamlets	£1m	£300k	https://zeroemissionsnetwork.com/len/low-emissions-neighbourhood-overview Creating clean air communities through infrastructure
City Fringe Zero Emissions Network (ZEN)	Hackney Islington Tower Hamlets	£100k	£90k	https://zeroemissionsnetwork.com Working with businesses to reduce pollution from their operations
Archway Zero Emissions Network (ZEN)	Islington	£300k	£300k	http://archwaylondon.com/zen Working with businesses to reduce pollution from their operations
Anti-idling Action	Camden City of London Croydon Enfield Greenwich Hammersmith & Fulham Harrow Islington Kensington & Chelsea Lambeth Lewisham Southwark Tower Hamlets Waltham Forest Wandsworth	£100K	£15k	http://idlingaction.london working with the public to reduce idling through no idling action days

Some of the figures above have been rounded for simplicity.

Details of Stage 1 projects that have completed

Breathe Better Together

Camden (lead), Islington, Croydon and Mayor of London

Breathe Better Together campaign ran from February – May 2015. It aimed to raise awareness of air pollution and notify the public of particulate matter pollution episodes. The AirTEXT alert service was promoted via a poster campaign. The public was informed via emails and social media in the run up to pollution episodes. People were also encouraged to walk or cycle to avoid air pollution with the message that air is cleaner outside a car than inside.

Key achievements:

- Featured in Evening Standard, ITV.com, Daily Mail and several other publications
- 12 public events held using ‘pollution’ floating inside instead of snow to highlight this invisible problem
- Information sent via email and social media in the run up to the two high pollution days during the campaign reached 46,900 people
- Nearly 25,000 unique views of Breathe Better Together webpages on London.gov.uk
- 1,725 new sign ups to AirTEXT (17% of the total number of AirTEXT subscribers since the service launched in 2007)

Cleaner Air 4 Manor House and Finsbury Park

Islington (lead), Haringey and Hackney

Schools and businesses were engaged to encourage walking. This resulted in measured increases in walking at most of the schools involved.

Key achievements:

- 6% increase in walking at Pakeman School
- 4% increase in walking at Stroud Green School
- Stamford Hill School had a 31% increase in walking in year 5 (participating) students and a 14% increase across the whole school

Cleaner Air Better Business (CABB)

City of London, Islington, Westminster, Camden, Hammersmith & Fulham, Lambeth, Southwark, Kensington & Chelsea and Wandsworth

This project is helping local councils and business improvement district (BID) partners to mitigate pollution from vehicles.

Key achievements:

- London's first Wellbeing Walk gave pedestrians a sign-posted safer, less polluted and calmer route between Euston and King's Cross. Euston Road is one of London's most polluted, with levels over two and a half times the EU Limit. This new route reduces exposure by around 65% and is used by around 10,000 people daily
- 15,000 bespoke clean air route maps distributed with WeAreWaterloo BID
- 68 Change Makers advised drivers why they should switch off when stationary during Cleaner Air Fortnight in April 2016
- Clean Air Action Days lead to a measurable drop in pollution (according to Kings)
- Route mapping widget on seven BID websites has been visited by roughly 30,000 unique visitors since launching in June 2015

Freight Consolidation Service for central and north London

Camden (lead), Islington and Enfield

This project involved consolidating externally supplied council goods in London. By reducing order frequencies and bringing orders together, the project has cut 4,258 deliveries in a year.

Key achievements:

- Maximising capacity: vehicles 87% full to date
- Collection of items to reduce empty running on return trips: in 2016 this happened only 16% of each vehicle trip
- Consolidation of goods from different suppliers to the same address: in 2016, over a quarter of deliveries were of this type
- Cutting CO₂/PM/NO_x emissions. In 2 years 3 months of running, it reduced nitrogen oxide (NO_x) by 50,373 g and particulate matter(PM) 5,342 g.

London Low Emission Construction Partnership Camden, Islington, Lambeth, Lewisham, Hammersmith & Fulham with Kings College London

The LLECP raises awareness of the impact of construction on air quality, and works with the industry to apply 'best in class' abatement measures.

Key achievements:

- Outreach programme which has ensured support and participation from a host of large developers and infrastructure projects.
- The website provides information and a platform for disseminating construction site measurements to contractors and local authorities.
- Applied and tested the efficacy of dust suppression in Camden, the effect of diesel fuel additives on black carbon in Islington, the impact of hybrid power generation on ambient PM concentrations in Lambeth, and 'ecomode' / anti-idling on black carbon emissions from NRMM in Hammersmith & Fulham
- The outreach programme has also worked to ensure that developers are aware of the GLA's low emission zone for NRMM and the NRMM register (nrmm.london)

Zero Emissions Network (ZEN) Hackney (lead), Islington and Tower Hamlets

The Zero Emissions Network works with businesses across the City Fringe (Shoreditch/Clerkenwell/Spitalfields).

It demonstrates that air quality is an issue that can be best addressed through working together. The project has exceeded targets - both in terms of businesses joined up and how many have changed their behaviour.

Key achievements:

- Recruited over 850 businesses to the ZEN
- Over 583 pollution reducing measures with ZEN businesses
- Offered grants for active travel (including 10 cargo bikes, 19 showers, 13 cycle storage facilities and 16 pool bikes/e-bikes)
- These and other measures like eco audits have saved around 114.14 kg p/a of NO_x
- Two national awards – Fleet Heroes and National CSR Awards, runner up in three more
- Featured in Evening Standard and several other publications