

What is Care4Air?

Care4Air is a South Yorkshire wide campaign, aimed at raising awareness of air quality issues in the region. You can help improve air quality by walking, cycling or using public transport instead of driving and being more energy efficient in the home.

Smarter Driving Style for Vehicle Users INSIDE!

Turn to page 4 for latest C4A Award Winners

CAR CLUB SEMINAR DRIVES CITY FORWARD



Car Club Officer (name)

Sheffield City Council recently hosted a successful seminar at the Novotel, for organisations who wanted to learn about the benefits of joining a Car Club, and find out about ambitious plans to introduce a city-wide Car Club service later this year.

The 'Driving Sheffield Forward' event, aimed to raise awareness of the economic and environmental benefits of Car Clubs, and promote Sheffield as being ahead of the game in providing transport options for local people. The event was a precursor to the launch of Sheffield's own Car Club in September, during European Mobility Week, and is promoted by the Care4Air campaign for its environmental benefits.

Car Clubs provide access to a range of vehicles for people who need to use a car regularly, but are put off using their own by various reasons, including the cost of ownership, congestion, parking and accessibility problems. Car Clubs enable members to gain quick and easy access to a vehicle for short-term periods, allowing a flexible approach to car use for both individuals and businesses.

By using the service, members can save money on maintenance, tax and insurance, which are all covered by a one-off joining fee. People using the scheme are also encouraged to think about the journeys they make, and whether using a car would be necessary. This can help to reduce single occupancy journeys, and therefore have a positive impact on local air quality and congestion.

Cllr Terry Fox, Cabinet Member for Transport, said: "I am delighted that the city hosted an event on the benefits of Car Clubs. As a council, we are determined to provide sustainable transport options for local people, which will have a real impact on air quality and environmental issues, as well helping to tackle city-centre congestion. The Car Club initiative is an excellent way to make a significant improvement to make our city Cleaner, Greener and Safer, as well as being a practical alternative for many motorists."

If you would like further details on plans for Sheffield's Car Club, please call Sheffield City Council on 0114 205 3073.

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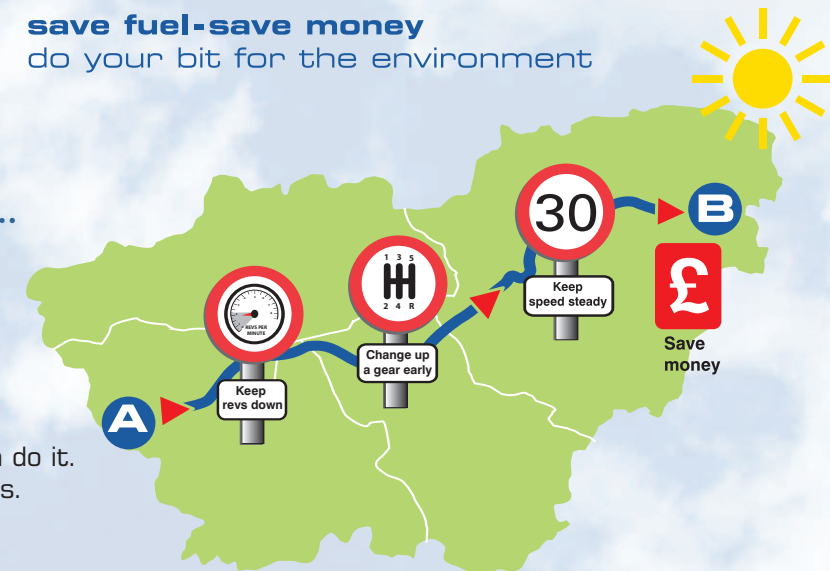
HERE'S HOW YOU CAN ECO-DRIVE

AtoB efficiently
save fuel-save money
do your bit for the environment

Vehicle users in South Yorkshire are being encouraged to adopt a smarter way of driving, which could help them save money, and improve air quality in the region.

Eco-driving is a way of using a vehicle that is more economical and environmentally friendly. No special vehicle or equipment is needed and it's so easy to learn, anyone can do it. Eco-driving has many benefits, including contributing to improving air quality, helping to improve road safety, and saving people money on fuel and vehicle maintenance costs.

Where it is safe to do so...

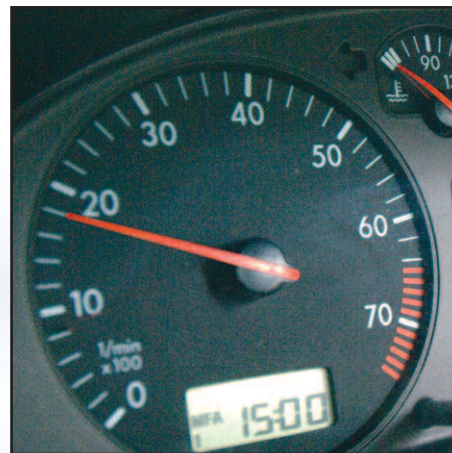


Tip 1



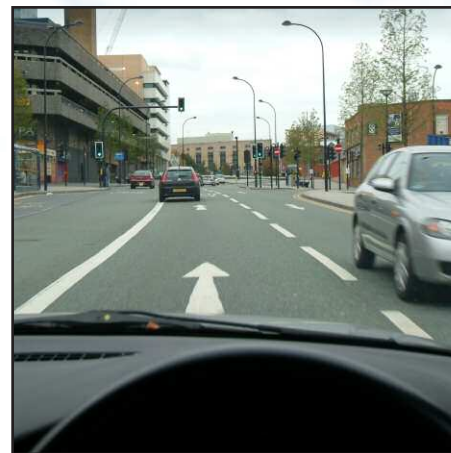
Shift into a higher gear as soon as possible. For petrol cars, you should aim to shift up before 2500 revolutions per minute (revs), for diesel cars before 2000 rpm. Revs give you an indication of how hard the engine is working, so keeping them lower reduces the amount of effort it takes to run your vehicle.

Tip 2



Maintain a steady speed, using the highest gear possible – this helps your car burn fuel more economically.

Tip 3



Look ahead and anticipate traffic flow to give yourself enough time and space to react calmly and safely. This can help you to reduce the number of gear changes you make, and allows you to keep the forward momentum of your vehicle if it is safe and legal to do so.

Tip 4



Brake smoothly to reduce the amount of fuel your car uses when decelerating.



Try our Eco-driving quiz!

Visit www.care4air.org/eco_driving_page/ecodrivingform.shtml to test your knowledge.

Eco-driving Q&A

What is eco-driving?

Eco-driving is a 'smarter' way of driving that is easy to learn, can improve road safety, contribute to improving air quality by reducing the amount of harmful emissions released, and save people money on fuel and maintenance costs

Do I need a special vehicle?

No you don't. Eco-driving has been developed with modern car engines in mind. In the last 20 years vehicle technology has improved rapidly, but most drivers haven't altered their driving style to match. Eco-driving takes advantage of new car technology to allow modern vehicles to run more safely and smoothly.

Who can do it?

Anyone can eco-drive, and you don't need any specific training. Everyone can benefit, from businesses looking to save money on fuel costs for their fleet vehicles, to individuals wanting to help improve air quality, reduce wear and tear on their cars, and cut their fuel costs.

By making these simple changes to their driving style, vehicle users can also help to reduce noise and air pollution in busy urban areas. The engine noise of one car driving at 4000 rpm, is the equivalent to the engine noise of 32 cars at 2000 rpm.

Mark Daly, spokesperson for Care4Air, said: "We want to encourage all vehicle users, including individuals, organisations

that have a fleet of cars, and driving schools, to adopt Eco-driving techniques and enjoy the many benefits for them personally, as well as the wider environmental benefits."

"Anyone interested in finding out more about Eco-driving can visit our website www.care4air.org/eco_driving_page/ecodrivingform.shtml, where users will find lots of information and the positive impact these techniques can have on air quality in town centres, by reducing the amount

of carbon dioxide emissions released into the atmosphere."

Over the last 20 years, vehicle technology has improved rapidly, whilst most drivers have not adapted their driving style. Eco-driving has been developed with modern engines in mind, allowing for safer and smoother driving at lower engine revs.

Eco-driving techniques are also being incorporated into Sheffield City Council's Fleet Management and SafeEd

programmes, which provide vehicles for council staff, and training on road safety, respectively.

Such schemes are already popular in other European countries, such as Holland, Austria and Switzerland, where major employers such as Canon have adopted these techniques for their vehicle fleets. On average, fleet drivers found they had reduced their fuel consumption by over 6%, while road accidents amongst eco-drivers were reduced by 35%.

SCHOOL BUS SCHEME IS STREETS AHEAD

A pioneering school bus service in Barnsley, which is helping the environment and improving road safety, is the latest recipient of a Care4Air Award, given to South Yorkshire organisations and services in recognition of their contribution to air quality issues.

St Dominics Catholic Primary School in Barnsley uses Metro's 'My bus' scheme, which is operated by Yorkshire Traction.

The school decided to use the 'My bus' service as they wanted to cut down on congestion and pollution outside the school grounds, caused by parents taking their children to school in their own vehicles. Since using the scheme, St Dominics has noticed a reduction in car use, from nearly 70% to 56%, and seen bus use increase from 8% to 18%.

Alongside existing walking and cycling initiatives used by the school, the service will help to reduce single occupancy journeys, reduce harmful vehicle emissions released into the atmosphere, and improve road safety by cutting down on local road accidents.



The yellow 'My buses' are driven by specially trained drivers, who pick up children at pre-arranged stops. This provides a safer, and more environmentally friendly way for children to get to school on time, as well as helping children with mobility problems get to school quickly and easily.

Mark Daly, spokesperson for Care4Air, said: "We are delighted to be able to present this award to St Dominics, as the 'My bus' scheme complements other initiatives in the region, that encourage more environmentally friendly ways of getting to school, such as walking or cycling."

GREEN CENTRE IS BREATH OF FRESH AIR



The newly completed Tinsley Green centre has been granted a Care4Air Award, in recognition of a host of features that make it one of the most environmentally friendly buildings in Sheffield.

The centre, a £2.2m development on the site of Tinsley Recreation Ground, will house Activity Sheffield workers, the Tinsley Green Children's Centre & Nursery, and a range of health and community services. The centre has been designed to incorporate many features to reduce energy use and minimise the

environmental impact of the building. Heat energy is drawn from 100m in the ground, and is used to provide under-floor heating throughout the building. Solar panels on the roof provide energy to pre-heat water, whilst rainwater is collected and used to flush toilets. All the windows, doors and walls are designed to help minimise heat loss and provide insulation, and every room works on an intelligent lighting system that detects whether a room is occupied or not to switch lights on accordingly. Roof lights and sun-pipes provide extra light on dull days.

The developers predict that these features will make the building nearly 60% more energy efficient than a standard building, and so utility bills and running costs are reduced.

Mark Daly, spokesperson for Care4Air, said: "The Tinsley Green centre is a great example of how environmentally sustainable features can be incorporated into a new building at the development stage."

Want to know more about what's happening with the Care4Air campaign? Contact Mark Daly on 0114 273 4655 or register to be on our e-mail list - mark.daly@sheffield.gov.uk

To find out how you can do your bit to help the environment you can download a pdf from the website below:

www.airquality.co.uk/archive/yourbit.pdf

Useful Websites

The UK National Air Quality Information Archive:

www.airquality.co.uk

Sheffield City Council

www.sheffield.gov.uk/environment/waste-and-pollution

Air Quality Management

www.air-quality-management.co.uk

Sheffield City Centre Clean Air Partnership

www.sheffieldairaction.com

Rotherham Air Quality

www.rotherham.gov.uk/graphics/Environment/Air+Quality/

Current Air Quality Forecast

www.airquality.co.uk/archive/Current_Bulletin.php

Doncaster Air Quality

www.doncaster.gov.uk/Living_in_Doncaster/Environment/environmental_protection/Pollution_control.asp

Barnsley Air Quality

www.barnsley.gov.uk/service/ehealth/pollutioncontrol.asp