

## NEW WEBSITE FEATURES LAUNCHED



### CARE4AIR KIDS

A new Kids Area has been developed, where children and young people can learn more about simple steps they can take to help improve air quality, and find out why air pollution is a major environmental issue.

The website now includes facts and figures about air quality, fun Flash games, and a Care4Air Promise, enabling young people to make their pledge to reduce energy consumption and air pollution.

www.care4air.org/kids



### A PROFESSIONAL APPROACH

If you currently work in the environmental sector, are conducting some research on air quality issues, or simply want to keep track of the latest developments, reports and events, then the Professional Area is the place to go.

If you would like to add any events to the Professional calendar, please email: mark.daly@sheffield.gov.uk

www.care4air.org/prof

## NEW TRAVEL MAP IS BREATH OF FRESH AIR FOR BUS USERS

A ground-breaking 'Bus Map Movie, which allows internet users to see a virtual representation of all major bus routes in Rotherham, is now available for download at [www.care4air.org](http://www.care4air.org).

The Rotherham Bus Map Movie, developed for South Yorkshire Travelwise, is thought to be the first of its kind outside London. The movie allows people to plan their journeys by bus, and is particularly useful for people who may not have much local transport knowledge, but know their destination or part of the route.



People can also view the main bus routes from Rotherham, to Sheffield, Meadowhall, Barnsley, and Doncaster. Care4Air has praised the service, for providing a greater incentive for people to use public transport, which can have a positive impact on local air quality by reducing congestion and single occupancy journeys.

To download the Bus Map Movie, please visit [www.care4air.org](http://www.care4air.org)

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](mailto: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](http://www.airquality.co.uk/archive/yourbit.pdf)

## Useful Websites

**The UK National Air Quality Information Archive:**

[www.airquality.co.uk](http://www.airquality.co.uk)

**Sheffield City Council**

[www.sheffield.gov.uk/environment/waste-and-pollution](http://www.sheffield.gov.uk/environment/waste-and-pollution)

**Air Quality Management**

[www.air-quality-management.co.uk](http://www.air-quality-management.co.uk)

**Sheffield City Centre Clean Air Partnership**

[www.sheffieldairaction.com](http://www.sheffieldairaction.com)

**Rotherham Air Quality**

[www.rotherham.gov.uk/graphics/Environment/Air+Quality/](http://www.rotherham.gov.uk/graphics/Environment/Air+Quality/)

**Current Air Quality Forecast**

[www.airquality.co.uk/archive/Current\\_Bulletin.php](http://www.airquality.co.uk/archive/Current_Bulletin.php)

**Doncaster Air Quality**

[www.doncaster.gov.uk/Living\\_in\\_Doncaster/Environment/environmental\\_protection/Pollution\\_control.asp](http://www.doncaster.gov.uk/Living_in_Doncaster/Environment/environmental_protection/Pollution_control.asp)

**Barnsley Air Quality**

[www.barnsley.gov.uk/service/ehealth/pollutioncontrol.asp](http://www.barnsley.gov.uk/service/ehealth/pollutioncontrol.asp)

## 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.

## C4A WEEK INSIDE PAGES!

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## NEW REPORT RECOMMENDS EXPANSION OF AIR QUALITY MANAGEMENT AREA

**Care4Air, the South Yorkshire air quality awareness campaign, has welcomed plans from Sheffield City Council which aim to improve air quality in the city, by expanding the area where the Council monitors, records and manages air pollution levels.**

Currently, there are 2 air quality management areas, in Tinsley and the City Centre, but the report to Cabinet, recommends that the Air Quality Management Area (AQMA) be expanded to cover the whole of the city's Urban Area.

Sheffield meets all Government and European Union targets around air pollution, expect for pollutant nitrogen dioxide, the main source of which is vehicle exhausts.

By increasing the size of the AQMA, the city council can better manage air quality across the whole of Sheffield. We can move from focusing on hot spots, and avoid possibly moving the pollution from one part of the city to another, to overseeing air quality issues and improvements on a whole city basis.

Mark Daly, spokesperson for Care4Air, said: "We are delighted that the report to cabinet recommends expanding the AQMA, as this will lead to better integration with city-wide plans and strategies on transport and will give the council better control on air pollution levels right across Sheffield not just inside the confines of the previous AQMAs. Exposure to nitrogen dioxide can lead to health problems such as eye, nose and throat irritation, and may cause problems for asthmatics and people with respiratory illness. Being able to monitor, control and target air quality on a whole city basis will result in direct health and environmental benefits. In addition, targeting road traffic exhausts will also help reduce emissions of fine particles. Despite Sheffield currently meeting the Government targets for fine particles, the health effects are of greater concern so measures taken to reduce public exposure right across the city will give extra health gains"

## CYCLE SCHEME GEARS UP FOR AIR QUALITY AWARD



A cycle workshop and training centre has become the latest organisation to be recognised with a Care4Air Award, for their contribution in promoting

cycle use amongst the local community.

ReCycle, based at the old Anns Grove School Building, Heeley, not only function as a bike repair and upgrade centre, but also offer hands-on experience and cycle-training for young people from across the city.

Mark Daly, spokesperson for Care4Air, said: "ReCycle are making a really positive contribution to the local community, and it gives the Care4Air

campaign great pleasure to recognise their achievements. What's significant about the ReCycle scheme is that they not only repair and recycle equipment for bike enthusiasts, they are also helping to promote cycle-use in schools. By promoting and recognising cycle-friendly schemes, we can go some way to reducing single occupancy car journeys and improving local air quality."



# YOUR GUIDE TO CARE4AIR WEEK...

## AIR QUALITY MANAGEMENT ON THE AGENDA DURING 'CARE4AIR WEEK'

Sheffield will be celebrating its 'green' status for a whole week this month, as air quality management campaign Care4Air launches a series of events taking places in the city to highlight simple ways people can help to improve local air quality.

The second annual Care4Air Week, which takes place between 18th and 22nd September, will include the launch of an eco-driving podcast, to help vehicles users save money, fuel and the environment, an international conference returning to Sheffield for the second year, and the launch of the city's first Car Club.

Mark Daly, spokesperson for Care4Air, said: "We are delighted to be running a series of events for the second-year running during Care4Air Week. The Care4Air campaign has been working hard to show that air quality matters, and people need only

to make simple changes to their lives to see the benefits."

The week culminates with In Town Without My Car Day, a major European-wide event on Friday 22nd September, which encourages people walk, cycle or use public transport in the city centre, rather than using a vehicle.

Mark added: "Helping to reduce vehicle emissions in busy city centre areas, whether through using more sustainable forms of transport such as walking or cycling, or by making simple changes to the way you drive your vehicle, can help to improve the quality of life in urban areas, and leads to direct environmental and health benefits."

For more information on Care4Air, please visit the award-winning website: [www.care4air.org](http://www.care4air.org).

## SHEFFIELD SET TO HOST INTERNATIONAL CONFERENCE FOR SECOND YEAR

Air quality professionals are being invited to Sheffield for the second annual 'Clearer Future' conference, which examines good practice in air quality management. This year's event will feature speakers from both the UK and central Europe, and takes place on Thursday 21st September.

Care4Air, the South Yorkshire air quality awareness campaign, is hosting the conference at the Holiday Inn Royal Victoria, Sheffield.

UK speakers include Carol Tidmarsh from the Department of Environment Food and Rural Affairs, Gwyn Jones from AEA Technology Environment, and Cllr Mary Lea, Cabinet Member for Sustainable Environment at Sheffield City Council. International keynote speakers attending the conference include Lars-Göran Jansson from the Stockholm Traffic Department, and Dr Oetti from the Graz University of Technology.

Delegates attending the conference will be given a demonstration of the latest vehicle emissions monitoring equipment, which measures exhaust fumes from individual vehicles and can identify those that create the most pollution. There will also be an opportunity to view exhibitions showcasing projects from around Europe, and special presentations, from DEFRA, the City of London, Camden Council, the potential for a Low Emissions Zone in Sheffield, and the launch of a city-wide Car Club for Sheffield.

Mark Daly, spokesperson for Care4Air, said: "After the success of last year's conference, we are delighted to be able to welcome delegates from across the UK and Europe back to Sheffield once again.

"The Clearer Future conference gives an insight into air quality projects that are recognised nationally and internationally as best practice, and gives all of us in the sector the chance to learn from what is working elsewhere."

## NEW VIDEO SHOWS THE WAY TO FUEL SAVINGS



A new video showing motorists how quickly and easily they can save money on fuel, whilst helping the environment, has been produced by South Yorkshire Air Quality campaign, Care4Air.

The 'A-to-B Efficiently' video, which can be downloaded from [www.care4air.org](http://www.care4air.org), shows motorists how they can adopt simple eco-driving techniques, such as changing to a higher gear

between 2000-2500rpm for modern petrol engines or between 1500-2000rpm for modern diesel engines, and anticipating traffic flow to avoid unnecessary gear changes.

Eco-driving helps to reduce the release of harmful vehicle emissions, by putting less strain on the engine, meaning it burns less fuel. This translates into real savings for vehicle users at the petrol pumps, as individual and business fleet eco-drivers can see fuel savings of up to 8%, compared to motorists who don't adapt their driving style.

Similar 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 around 8%, while road accidents amongst eco-drivers were reduced by 35%.

Mark Daly, spokesperson for Care4Air, said: "The 'A-to-B Efficiently' video aims to quickly show just how easy it is to

incorporate eco-driving techniques into your standard driving style. With fuel prices predicted to rise further in the near future, the money vehicle users could save by being more economical with their driving could really add up.

"The video has been designed so that it can be played on a variety of different systems, including computers, burned onto CD or DVD and played in most standard players, or downloaded onto a portable media player. So however you view it, you could be eco-driving in no time at all."

Transport Secretary Alistair Darling has also revealed plans to make 'fuel-efficient' driving a standard part of driving tests from 2008. Ministers hope the move, which will not affect whether a learner driver passes or fails a test, will lead to a small change in driving habits that could have a big impact on the environment.

For more information on how you can eco-drive, and to download the 'A-to-B Efficiently' video, please visit [www.care4air.org/eco-driving](http://www.care4air.org/eco-driving).

## WHAT IS EUROPEAN MOBILITY WEEK?

### Key Facts:

- **European Mobility Week, which runs at the same time as Care4Air Week, between 18-22nd September, is a major project financed by the European Commission.**
- **It aims to give European citizens the opportunity to enjoy a full week of events dedicated to sustainable mobility. The objective is to facilitate widespread debate on the necessity for changes in behaviour in relation to mobility.**
- **Climate Change will be the central theme for European Mobility Week 2006.**
- **A total of 720 cities will be taking part this year, with Sheffield joining other major European cities such as Berlin, Madrid, Zurich and Stockholm.**
- **European Mobility Week culminates with 'In Town Without My Car' day. ITWMCD has an international flavour this year, with Sao Paulo in Brazil, Montreal in Canada, and Yokohama in Japan all taking part on Friday 22nd September. In total, nearly 1000 cities will be taking part.**