



**Nominations for the 2009 Awards are now open!** Click here for more details

## ECO STARS FLEET RECOGNITION SCHEME LAUNCHES

**The ECO Stars Fleet Recognition Scheme, the first of its kind in the UK, has now launched! South Yorkshire is leading the way in improving air quality by recognising fleet operators who are using lower polluting vehicles and effective fuel management.**

The Efficient and Cleaner Operations (ECO) Stars Fleet Recognition Scheme is free to join and was set up by Care4Air to help LGV (Large Goods Vehicle), HGV (Heavy Goods Vehicle), bus and coach fleet operators gain recognition for their commitment to improving efficiency, reducing fuel consumption and reducing emissions - all helping to improve local air quality. The scheme hopes to drive out the common misconception that all buses and lorries are 'dirty, smelly things'. It also aims to encourage other organisations to consider investing in lower polluting vehicles.

Clipper Logistics Group, a leading independent logistics company based in Yorkshire, were the first company to sign up to the scheme. Clipper



received four stars out of a possible five star rating for overall fleet performance. They have since gone on to improve their performance by following a 'road map' of advice given to them and now have a maximum five star rating.

Tony Mannix, managing director of Clipper, said: "Clipper's role as an ambassador for the scheme is an important one and we look forward to many more organisations joining us."

*The ECO Stars initiative is a great opportunity for Yorkshire fleets to review their environmental efficiency and improve their green credentials as well as boosting their business performance."*

The second fleet to join the scheme was Hastings Freight, a company that has operated across South Yorkshire for over 25 years. They

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**Want to know more about what's happening with the Care4Air campaign?**

Contact **Mark Daly** on **0114 2 73 4655** or email [mark.daly@sheffield.gov.uk](mailto:mark.daly@sheffield.gov.uk)



received a four star rating for the 18 vehicles they signed up and are also working hard to reach the maximum five stars.

Each new organisation signing up to the scheme will have both their individual vehicles and their overall road transport operation assessed using the star rating criteria, to recognise levels of operational and environmental performance. Scheme benefits include: windscreen decals and door stickers issued for each vehicle to profile efficiency and environmental credentials; and bespoke 'road map' action plans to help them progress to higher ratings levels.

Every year vehicles on UK roads produce 173.2 million tonnes of carbon dioxide emissions. HGVs, LGVs, buses and coaches are responsible for 29% of this amount\*. By implementing the key measures in the ECO Stars Scheme a typical HGV could reduce

its annual output of carbon dioxide by six tonnes and see fuel consumption fall by a minimum of 5%, saving £2,750\*.

Councillors from all four districts in South Yorkshire attended the launch. Councillor Collin France, Sheffield Cabinet Advisor for Climate Change and Environment, said: "The ECO Stars Scheme is unique in the UK because it includes vans and lorries as well as buses and coaches. Hopefully more operators will take their lead and get on board."

Several other large fleets are currently signing up to become members and the ECO Star rating of the first bus and coach operator to join the scheme will be announced soon. To see profiles on all the ECO Stars members visit

[http://www.care4air.org/eco\\_stars\\_scheme.html](http://www.care4air.org/eco_stars_scheme.html)

\* Statistics from Department for Transport figures.

If you are interested in finding out more about the scheme and its benefits and how to sign up, call the ECO Stars Fleet Recognition Scheme Team on **01543 416 416** and quote 'ECO Stars'. Alternatively, email [ecostars@ttr-ltd.com](mailto:ecostars@ttr-ltd.com)

## NEW WEBSITE PUTS CARE4AIR ON THE CURRICULUM

The award winning Care4Air website is now being used to teach secondary school pupils across the UK after gaining approval from the Twenty First Century Science GCSE project.

The newly launched sub-site 'Learn to Care4Air' has been recommended as a learning resource for GCSE students. Over 900 schools in England and Wales are using Twenty First Century Science resources to teach pupils.

'Learn to Care4Air' contains comprehensive information about:

- air pollutants: fine particles, nitrogen dioxide, sulphur dioxide and ozone
- measuring air pollutants, including the use of diffusion tubes
- comparing and interpreting air quality data
- greenhouse gases and the greenhouse effect
- calculating your carbon footprint

John Lazonby, Twenty First Century Science advisor, said: "The 'Learn to Care4Air' website is really useful for young people. There is a lot of detailed information and it is all written in accessible language. Young people will now have a better grasp of how air quality is being monitored and I am sure they will realise that because organisations like Care4Air are actively and regularly doing this work, what they are studying is important."

To learn more for yourself visit [www.care4air.org/yp\\_home.html](http://www.care4air.org/yp_home.html)

Care4Air  
South Yorkshire Clean Air Campaign



# WINNING FILMS FROM REDUCTION FESTIVAL LOOK AT REDUCING OUR ENVIRONMENTAL IMPACT

**The Care4Air film created as part of Yorkshire's first ever eco-friendly film festival is now available to be viewed online.**

Care4Air was recently one of the proud sponsors of Sheffield's innovative Reduction Film Festival, which was dedicated to short film and video content. Organisers called for sponsors to come forward and back the campaign in its debut year, which aimed to help tackle the complex environmental concerns that people have.

As part of the Reduction Festival film makers were set a seven day challenge which saw them randomly paired with an environmental issue suggested by the different sponsors and sent away to make a film. Care4Air was paired with local film maker Rachael Field and chose the theme of 'Why should we care for our air?'.

Rachael quickly set off to interpret the title and produce a piece of film. Her film and 16 others were judged by the Reduction panel and an overall winner was selected at a special premiere at Sheffield's Showroom cinema.

Richard Keenan, Reduction Film Festival organiser, said: *"The debut year of the Reduction Festival was a great success. The Care4Air film is a modern, fun and off the wall animation with important underlying messages about how air quality affects us in everyday life."*



You can watch the Rachael Field's Care4Air film online at <http://www.care4air.org/c4atv.html>

## BELFAST TAKE INSPIRATION FROM SOUTH YORKSHIRE TO CARE4AIR

**Air Quality Officers in Northern Ireland have set up a community diffusion tube monitoring scheme after hearing an inspiring presentation by Care4Air Coordinator, Mark Daly.**

Belfast City Council started their scheme as a direct result of hearing about the successful Care4Air and East End Quality of Life Initiative in Sheffield from Mark Daly, who was a guest speaker at a recent air quality forum meeting. The new scheme is now operating across an Air Quality Management Area (AQMA) in West Belfast.

Arlene Jamieson, Air Quality Officer for Belfast City Council said: *"After hearing about the scheme run by community groups and schools in Sheffield we decided it would be a good idea to start our own community monitoring scheme here. We are working with a local community centre in an area of Belfast where there is an AQMA and they currently have diffusion five tubes in place."*

*"Every month they post their tubes back to us and we send them a quarterly bulletin with the results. Running the*

*scheme has been really interesting and it has been great to engage the community and make them more aware of air quality issues."*

Following from the success of this scheme in Belfast, another community group will soon be launching a second monitoring scheme. The next set of diffusion tubes will be placed near Belfast City Airport by a local group who have concerns about the impact of the airport on their air quality.

The East End Quality of Life Initiative works with Care4Air and Sheffield Primary Care Trust to measure air pollution in Tinsley in partnership with the local community. Every month on a set day decided by the community volunteers, they change the diffusion tubes. The tube details (batch number, tube number, site, date and time of change over) are written on a log sheet and sent with the exposed tubes to the laboratory for analysis.

Neil Parry, East End Project Coordinator, said: *"Community organisations are well placed to know the locations in their neighbourhoods where residents are concerned about air pollution. The monitoring scheme we run in Tinsley has brought the issue of air pollution down*



*to the local level and empowered the community to better articulate their concerns about poor air quality, traffic and its effects on the community's health and quality of life. Tinsley residents suffer higher than the Sheffield average for many health conditions that can be affected by poor air quality. We have recently used the data we have collected from diffusion tubes to lobby First Transport about putting new, lower emission buses on the routes in the area."*

*"We are very proud that Belfast communities have set up their own monitoring scheme after hearing more about our work and we hope that our example of good practise will continue to be adopted by other community groups across the UK."*

# ECO DRIVE FOR A HEALTHY SHEFFIELD

An exhibition was recently held in Sheffield to celebrate the fact that the city is one of the few areas in the country to be reducing health inequalities.

The Healthy Sheffield Showcase Event demonstrated all the good work being done across Sheffield and Care4Air were invited to display work and present.

Care4Air coordinator Mark Daly spoke about the challenges we face

in the future with the quality of our air. The speech focused on eco driving techniques that reduce exhaust emissions whilst saving money. Air pollution is still a major health issue in the UK, causing 24,000 deaths per year. Traffic is the biggest source of that air pollution.

Other exhibitors included Active Sheffield, Sustainable Housing & Affordable Warmth Team, Sheffield Road Safety Team, Sheffield Stop Smoking Service and Sheffield First Partnership.



**AtoB**  
efficiently

SAVE FUEL + SAVE MONEY  
Do your bit for the environment

**Top 10 Eco-driving Tips**  
Give some of these tips a try, where it is safe to do so. You'll save money and be a safer driver as well as helping to reduce your impact on the environment.

1. **Shift up as soon as possible.** Drive smoothly and avoid revving the engine. Try to keep the revs below 2000 RPM. For about 2000 RPM, the car will be in 3rd gear.
2. **Don't use the accelerator.** Press the accelerator gently to allow the engine to rev up. Then, when you need to change to a higher gear, do so as soon as you can. This will save fuel and reduce wear on the engine.
3. **Remember a steady speed, using the highest gear possible.** Don't speed up just to slow down. Instead, go lightly on the accelerator.
4. **Anticipate traffic flow.** Look ahead for any traffic lights or junctions. If you see a red light or a junction, slow down before you reach it. This will save fuel and reduce wear on the engine.
5. **Don't use the accelerator.** Press the accelerator gently to allow the engine to rev up. Then, when you need to change to a higher gear, do so as soon as you can. This will save fuel and reduce wear on the engine.
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For more information on Eco-Driving and other ways you can help improve air quality, please visit Care4Air at:  
[www.care4air.org](http://www.care4air.org)

Care4Air  
South Yorkshire Clean Air Campaign

To find out more about eco driving and how it can help you save money and contribute towards cleaner, healthier air visit [http://www.care4air.org/eco\\_drive.html](http://www.care4air.org/eco_drive.html)

## COMING SOON STOP ROLLING START STROLLING

Care4Air is launching a new campaign to encourage people to walk instead of using their car throughout 2009.

With springtime weather approaching you can help yourself and the environment stay healthy by putting your best foot forward and walking when you are only taking a short journey.

50% of car journeys are under 2 miles\* and walking that distance only takes an average of 30 minutes. By walking you will decrease the amount of harmful vehicle emissions in the air, reduce your carbon footprint and keep fit too!

Look out for a series of events to promote walking across South Yorkshire in the coming months. We'll be starting things off by stretching our legs during Walking to Work week from 27 April and 1st May to raise awareness of the benefits of walking.

Remember, if you're not going far, don't use your car!

Statistic from <http://www.travelwiseni.co.uk/index/commuters.html>



## SMART BLOG PUT PROTOTYPE ELECTRIC CAR TO THE TEST

Over 800 people recently followed the journeys of a leading council official as he put an electric prototype car to the test on Sheffield's roads. Gary McGrogan, Sheffield City Council's Director of Environment and Regulatory Services, kept a blog for 18 days about his experiences.



The Smart Electric Vehicle (Smart EV) was on trial with Sheffield City Council's fleet and was put through its paces in real world conditions up and around the city's hills.

Makers Mercedes-Benz claimed that the electric car offered nippy in town performance and Gary McGrogan was not disappointed as he managed to reach a top speed of 63mph going downhill on the Dronfield Bypass!

Gary McGrogan said: "I was very interested to see how far the Smart EV could go between charges and how much it would cost to charge up. An empty battery took 12.7kwh to fully charge, which equates to 60p on Economy 7 charging or £1.63 on normal day rate. The car travelled between 50-70 miles on this battery. That makes for very cheap motoring and of course there is the bonus of zero emissions from the vehicle.

"I was very pleased with the numbers of people who followed the blog. Perhaps if the interest and demand for electric vehicles increases then technology will move faster and electric cars will become affordable for everyone."

The Smart EV is one of the first of just 200 cars electric cars on trial in the UK. The car is powered by a 30kW electric motor and is exempt from both road tax and congestion charges as it does not produce any harmful emissions that damage the atmosphere. Street parking around Sheffield is also free because the car is an environmentally friendly vehicle.

The Smart EV will also feature in the new edition of Care4Air TV, which is due to launch at the end of the month. To find out more visit the blog at <http://care4air.blogspot.com>.

# NOMINATE YOUR CLEAN AIR CHAMPIONS NOW!

**Voting is now open for the second annual Care4Air Awards! If you think you are an air quality champion, or you know of a business or an individual who is going above and beyond to improve air quality in the region, why not nominate them for a Care4Air Award in 2009?**

The innovative awards scheme from Care4Air recognises individuals and organisations who have made a significant contribution to improving air quality. This could include:

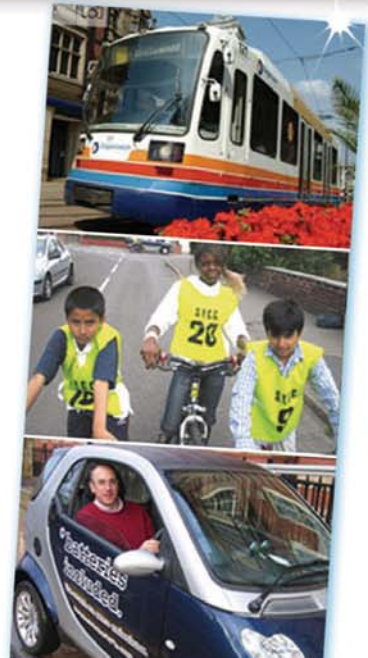
- setting up travel plans in local organisations being more energy efficient by setting up a recycling scheme
- providing community travel schemes for members of the public or for the school run
- setting up a school walking bus or car-sharing scheme
- promoting cycling as an alternative to using the car
- making significant lifestyle changes to improve air quality (e.g. walking or cycling to work everyday)

The categories that you can nominate under are 'Individual Award', 'Community Award', 'Education Award' and 'Business Award'. There will be a winner for each category and then from these an overall winner will be chosen for their 'Outstanding Contribution to Improving Air Quality'.

The closing date for all entries is 11th May 2009, when Care4Air will narrow the nominees down before a selected panel of experts in the air quality field decide upon the winners. The finalists are promised an exciting awards ceremony held at a special venue with celebrity guest host ITV Weatherman, Jon Mitchell, on 11th June.

Mark Daly, Spokesperson for Care4Air, said: *"Last year we had some fantastic awards finalists who had made great contributions towards improving air quality. For 2009 we want to hear from even more people who are contributing to helping us to achieve our goal of improving air quality across South Yorkshire."*

People can now nominate themselves or anyone who is doing that little bit extra to improve air quality by logging onto [www.care4air.org](http://www.care4air.org) and completing the online nomination form.



## Could you or someone you know win a Care4Air Award?

### Here's who won in 2008:

**Individual Award** - Dr Jez McCole from Gleadless Medical Centre for cycling to and from work and also cycling when completing his patient home visits.

**Community Award** - Kiveton Park and Wales Village Hall for their community centre which has solar panels, thermal pumps for heating, a water harvesting system and sun tubes to avoid using lighting power in the day-time.

**Education Award** - City School for reducing their carbon footprint installing energy saving initiatives (computer power down devices, stickers next to lights); extensive recycling schemes; and a wind turbine.

**Business Award** - First Transport for the introduction of the new low emission X78 bus service.

**Outstanding Contribution to Improving Air Quality** - Maurice Littlewood for his dedication to monitoring nitrogen dioxide in Darnall and Handsworth by using diffusion tubes.

## ROTHERHAM LAUNCHES NEW MAP MOVIES

Three new Map Movies have been launched to promote sustainable travel in Rawmarsh, Thrybergh and Wickersley. The new map movies come following the success of the ground-breaking Rotherham Bus Map Movie which allowed internet users to see a virtual representation of all major bus routes in Rotherham.

The movies are the first of their kind to promote sustainable travel by showing bus, cycling and walking routes around the borough. They are particularly useful for people without much local transport knowledge. Map

movies for Dinnington, Manvers and Waverley were launched last year to show people how to get to major new employment sites.

Steve Brown, Transport Planner at Rotherham MBC, said: *"These maps are a way of focusing people's thoughts on local travel by foot, bicycle and bus. If people are only making a short journey they don't need to use their car. These maps show designated cycle routes, safe crossing points for walking to school, bus routes in the area and bus stops with links to real time information."*

There have been over 17,000 hits on the map movies website since its launch. Care4Air has applauded the movies, for providing greater encouragement for people to walk, cycle or use public transport, all of which can have a positive impact on local air quality by reducing congestion and single occupancy journeys. To view all seven of the Bus Map Movies visit: <http://www.rotherham.gov.uk/EDSSurveys/BusMapMovies/rotherham.htm> and follow the links to the area you are interested in.