

Document Number: 16898567

Document Name: MAQF Final Report

# Zero Emissions Network – Final Project Report

## Mayor’s Air Quality Fund

### Introduction

**Name of project:** Zero Emissions Network

**Boroughs and organisations involved:** London Boroughs of Hackney, Islington and Tower Hamlets

**Name and organisation of person completing this report:** Patrick Donnelly (Hackney Council)

**Email and telephone of person completing this report:** [patrick.donnelly@hackney.gov.uk](mailto:patrick.donnelly@hackney.gov.uk), 020 8356 8904

### Budget

- 1 MAQF total allocation for the 3 years:** £300,000
- 2 Funds taken from portal. If you have taken your full allocation for the 3 years (specified in Question 1), just add the same figure. If you have taken less than your allocation please specify the total taken and the reason for the discrepancy:** £300,000
- 3 Match funding promised in your initial MAQF application:** £300,000
- 4 Match funding realised. If this is more or less than the amount predicted in your allocation please state the reasons for this:** £298,362

**Table 1.1** ZEN Budget Summary

Spend Area	Brief description of spend	MAQF Funding	Other Funding	Total
Staff Costs	<i>ZEN officers and management time</i>	£209,138	£134,287	<b>£343,425</b>
Print / Design materials and website	<i>Materials such as leaflets, banners, a-boards etc</i>	£17,740	£11,838	<b>£29,578</b>
Events, advertising and publicity	<i>Pop-up’s, evening events, advertising</i>	£22,360	£20,660	<b>£43,020</b>
ZEN measures	<i>Provision of free trials and services (e.g. cargo bike trials, car club membership)</i>	£11,236	£27,211	<b>£38,447</b>

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ZEN permanent measures (grants for improvements)	<i>Permanent infrastructure improvements for businesses (e.g. showers, bikes etc)</i>	£39,326	£34,366	<b>£73,692</b>
Infrastructure improvements to promote shift to cleaner modes of transport	<i>Infrastructure implementation including electric vehicle chargepoints, cycle parking, car club bays</i>	£0	£38,000	<b>£38,000</b>
Install and review air quality monitoring equipment	Installing and assessing air quality monitoring equipment across the ZEN area.	£0	£32,000*	<b>£32,000</b>
<b>Total</b>		<b>£299,800</b>	<b>£298,362</b>	<b>£598,162</b>

\*an approximation based on previous AQ monitoring costs, exact cost to follow

## Project Overview

### **6 Please provide a one paragraph description of the project, including the key aims and objectives**

- The Zero Emissions Network (ZEN) is an innovative business liaison and behaviour change project based in East London with a transferable model for tackling air pollution, managed jointly by the London Boroughs of Hackney, Islington and Tower Hamlets. The ZEN works with businesses offering bespoke free advice and services to help those businesses work cheaper, cleaner and greener. ZEN demonstrates that air quality as a cross boundary issue can be effectively addressed through collaborative working to reduce exposure to harmful air pollution and its adverse impacts on health. The project has exceeded targets for both the number of businesses that have joined the network and that have changed their processes to improve air quality for all.

### **7 What were the top three outcomes/successes from the project? (Please provide brief bullet points for each)**

#### **1. Recruited over 850 businesses to the ZEN**

- We have recruited over 850 businesses to the Zero Emissions Network as outlined in Graph 14.1. Recruiting this large number of businesses has allowed us to communicate the issue of air pollution to the Shoreditch, Spitalfields and Clerkenwell population.
- Air pollution is a marked issue in this area and one that many were previously unaware of. By explaining the issue and its impacts we have built a wealth of support for measures to reduce the air pollution problem.
- This has meant not only great support for the measures promoted through the ZEN project but also the proposals from councils such as those associated with Low Emissions Neighbourhoods scheme, Green Action Zones and Low emissions public realm plan.

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## 2. Undertaken over 360 pollution reducing measures with ZEN businesses

- The businesses that are members of the Zero Emissions Network have undertaken over 360 measures to improve air quality in the area:

	Undertaken	Scheduled*	Total
Action Plans	84	19	103
Grants	69	4	73
Car Club memberships	55	31	86
Dr bike sessions	43	20	63
Eco-Audit	36	29	65
EV Taxi sign-up	29	29	58
Cycle Training	17	30	47
Cargo Bike Trials	11	19	30
EV Trial	11	22	33
ISEP Membership	6	4	10
Cycle Safety Seminar	4	0	4
Cycle Maintenance Course	2	9	11
<b>Total</b>	<b>367</b>	<b>216</b>	<b>583</b>

\*scheduled refers to a measure that a business has committed to undertaking in the coming months

- By offering a range of measures we are able to tailor our offer to suit any business in the area. Examples case studies of the measures above are provided in the final section of this report (section 14).

## 3. Won two major awards (and runner-up in a further three)

- The ZEN has been widely recognised for its success by a number of different organisations over the past 18 months, having won two awards and coming runner up in a further three. The awards have been detailed below.

### **Fleet Heroes Awards 2015: WINNER**

Local Authority Air Quality Initiative of the year

“Judges were impressed by how much the ZEN team had got done in such a short space of time and with limited resources. The project looked at the whole transport system, its different layers, and engaged a huge range of interesting methods to get businesses to change how they travel.”

### **National CSR awards 2015: WINNER**

Special judges award for Community Innovation

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“Judges were inspired by Hackney, Islington and Tower Hamlets Councils’ collaboration to develop the ZEN initiative, which helps local businesses reduce their emissions, alleviate traffic congestion and improve quality of life and community engagement.”

**Sustainable City Award 2015/16: Runner-up**

Outstanding Contributions to Enhancing Air Quality

**National Air Quality Awards 2015: Runner-up**

Local Authority Air Quality Initiative of the year

**Modeshift Awards 2015: Runner-up**

Workplace Initiative of the year

**8 What were the key challenges/learnings from the project? (Please briefly outline)**

- **Promote the economics of clean air** - The ZEN tagline is ‘We can help your business work cheaper, cleaner and greener’ and this is the ethos we have taken when recruiting businesses (in that order). We are well aware that when liaising with businesses you must have a commercial appreciation, therefore much of the lobbying we have done to promote cleaner air in the area has been to dispel the myths that there is a tax on behaving sustainably. We have always provided evidence to the contrary, that our measures will ultimately save businesses money (and promoting this has been one of the key reasons for our success).
- **Electric vehicle technology** - This has been an issue for the ZEN project, both charging infrastructure and the vehicles themselves. 11 businesses have trialled electric vehicles through the ZEN project (8 vans and 3 cars) yet only one of these resulted in a purchase (electric smart car). For some the lack of on-street / car park charging infrastructure was an issue, especially as much of the infrastructure was faulty at time of trial. The main problem for the businesses trialling the vans was the size offered, for the majority of the businesses electric vans are currently too small to be of use.

## Engagement

**9. How many people have been engaged with through the project (either directly or indirectly)?**

- We estimate that we have engaged with approximately **3,000** people directly through door-knocking, pop-up events and our yearly evening event. Through our online channels we have made indirect contact with a further **50,000** people.

**10. How have these people been engaged with?**

A full breakdown of how we have engaged with the public is provided in Tables 10.1 to 10.4 below.

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**Table 10.1 Pop-up events**

Pop-up Events		
Date	Borough	No. interacted with*
Sep-14	Hackney	200
	Islington	120
	Tower Hamlets	180
Mar-15	Hackney	200
	Islington	150
	Tower Hamlets	120
Jun-15	Hackney	180
	Islington	160
	Tower Hamlets	120
Sep-15	Hackney	250
	Islington	150
	Tower Hamlets	120
Feb-16	Hackney	180
	Islington	140
	Tower Hamlets	70
	Tower Hamlets	80
	Hackney	70
<b>Total</b>		<b>2,490</b>

\*these numbers represent approximations. In some cases we have approximated the number of people we interacted with by the number of coffee's we provided on the day plus 20%.

**Table 10.2 Yearly celebration event**

Evening Event		
	Date	Attendees
ZEN Evening Event	Sep-13	50
	Oct-14	85
	Oct-15	110
<b>Total</b>		<b>245</b>

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**Table 10.3 Website Visits**

Online	
Website	No. of visits
Cleaner Air For London (ZEN)	3,494
Hackney (Air Pollution and ZEN)	4,048
Islington (ZEN)	384
Tower Hamlets (ZEN)	203
<b>Total</b>	<b>8,129</b>

**Table 10.4 Social Media**

Social Media	
Twitter	
Profile Visits	43,674
Followers	806

## Marketing

**11. *What marketing materials were produced (please briefly summarise and if possible provide a photograph/copies of some of them, and website links)***

Producing high quality marketing materials has been a very important part of the ZEN project’s aim to build a unique and identifiable brand. Therefore, wherever suitable we have created branded marketing materials to promote the project. A list of materials produced and associated photos of materials are provided overleaf:

- A-boards
- Balloons
- Banners (pop-up event banners)
- Bike stickers
- Coffee sleeves
- Leaflets / Posters
- Membership card

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- Pens
- Tablecloth
- Umbrellas
- Window stickers

Image 11.1 ZEN pop-up with banners and a-boards



Image 11.2 ZEN Bike sticker

Image 11.3 ZEN membership card



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Image 11.4 Air Pollution Infographic

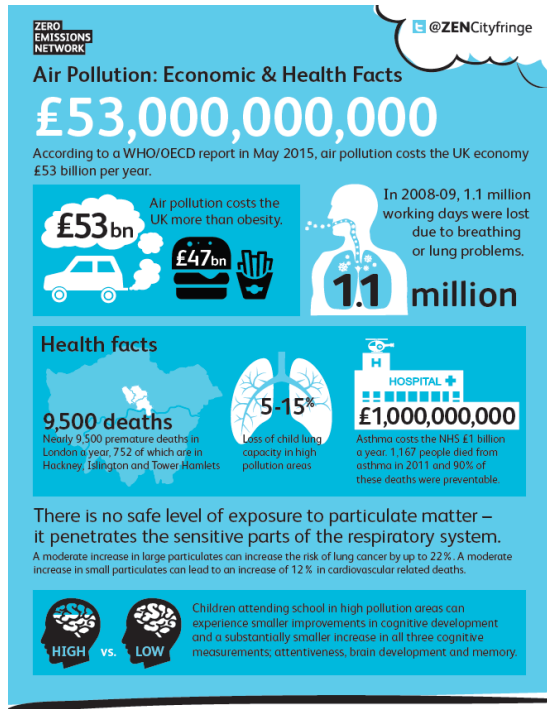


Image 11.5 ZEN Output Summary Poster

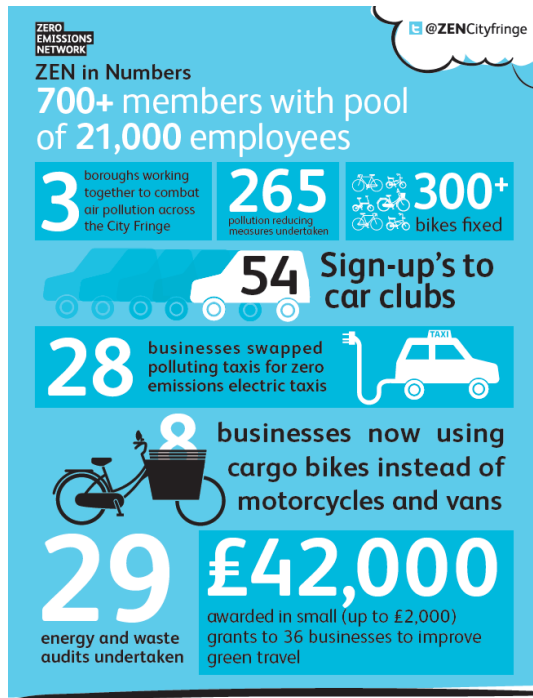


Image 11.6 ZEN Coffee sleeves



Image 11.7 ZEN bike sticker





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- Recently we have launched the ZEN membership card, a unique rewards scheme that is helping to improve exposure of the ZEN project. 25 businesses signed up to the ZEN are now offering discounts on their products and services, e.g. popular cycle café Look Mum No Hands offers employees of ZEN businesses 10% off food and drink. This has meant that employees of businesses signed up to the ZEN are now more aware of the scheme because of the benefits they can gain.

12. **Did this project receive any press coverage? (please list and provide pdfs of clippings)**

Yes, the ZEN project was featured in the following publications:

Image 12.1 Evening Standard



Clean air: The five-lane Old Street roundabout around which Tech City is centred (Picture: Chris Ratcliffe/Bloomberg via Getty) Chris Ratcliffe/Getty Images

Days after a cloud of smog swamped the capital, an east London council is celebrating an award for doing its part to clear the air around Tech City.

Hackney Council's Zero Emissions Network (ZEN), aimed at making the trendy Tech City area more eco-friendly, picked up a special judges award for community innovation at the National Corporate Social Responsibility Awards.

Image 12.2 Hackney Gazette



An electric vehicle on display in Norton

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Image 12.3 London Cyclist



Sign your business up to Zero Emissions Network and get a £1000 grant to help encourage sustainable travel

by Andrea on 19/12/2014 in News



Hackney, Islington and Tower Hamlets councils have teamed up to create the Zero Emissions Network, a project aiming to reduce air pollution across the city fringe.

They are aiming to help businesses operate cheaper, cleaner and greener.

Aside from bespoke advice for local businesses they also provide the following benefits for anyone who signs up for free:

Image 12.4 Clerkenwell Design Week



DOMUS & THE ZERO EMISSIONS NETWORK

Created: Wednesday, 17 December 2014 15:06



Our wonderful showroom partner DOMUS have signed up with The Zero Emissions Network, which operates to reduce harmful air pollution in the Clerkenwell and surrounding areas. Want more info? Visit <http://www.cleanerairforlondon.org.uk/zen> and think green.

Image 12.5 East London Lines



13. Was this project featured in any council/community/business newsletters? (Please list):

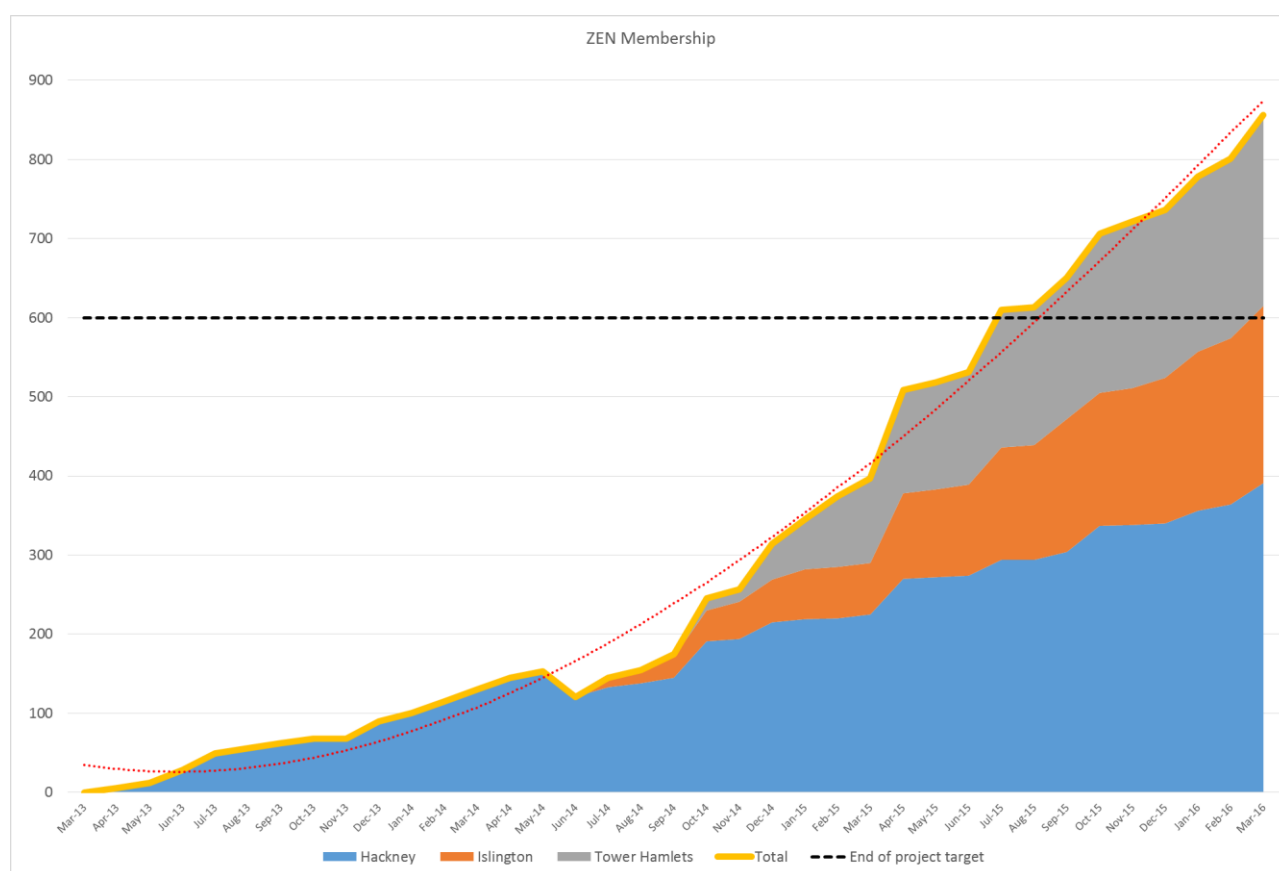
Hackney Today

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**14 What did the project deliver? (Please list all outcomes briefly, please be as specific and factual as possible):**

- Through our various marketing campaigns, (pop-up’s, celebration events, online, social media) we have developed a large network of businesses (857 as of 4<sup>th</sup> April 2016) signed up to the Zero Emissions Network.

**Graph 14.1 ZEN Membership: March 2013 – March 2016**



- These members are kept up to date on all matters relating to air quality (walking, cycling, electric vehicles etc) via our bi-weekly newsletter.
- The project has been successful at specifically targeting those businesses that are located in the most polluted areas of the ZEN boundary area. Image 14.1 highlights the large cluster of businesses belonging to the ZEN around the Shoreditch triangle. This was highlighted at the beginning of the project when assessing the pollution data as an area of focus due to the high levels of air pollution (as shown in Image 14.2).

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Image 14.1 ZEN member locations

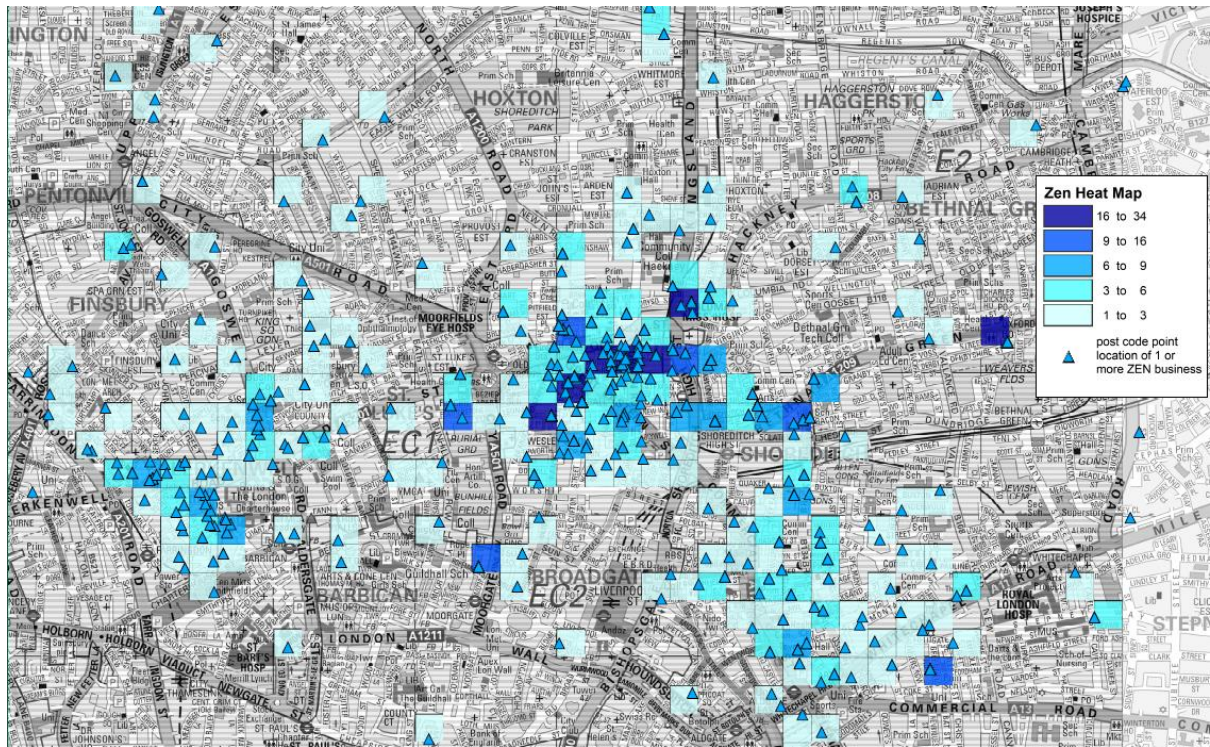
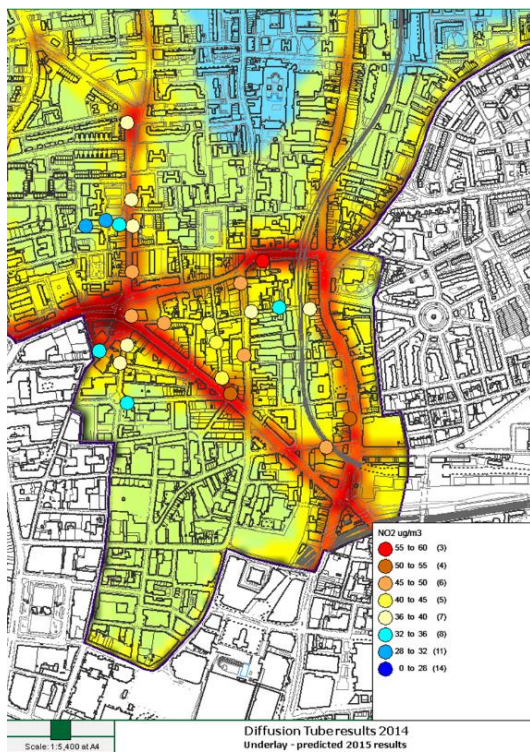


Image 14.2 Shoreditch Triangle NO<sub>2</sub>



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- We have worked with the ZEN members to deliver over 360 pollution reducing measures, a commentary on each measure is provided below:

**Table 14.1 ZEN measures**

	Undertaken	Scheduled*	Total
Action Plans	84	19	103
Grants	69	4	73
Car Club memberships	55	31	86
Dr bike sessions	43	20	63
Eco-Audit	36	29	65
EV Taxi sign-up	29	29	58
Cycle Training	17	30	47
Cargo Bike Trials	11	19	30
EV Trial	11	22	33
ISEP Membership	6	4	10
Cycle Safety Seminar	4	0	4
Cycle Maintenance Course	2	9	11
<b>Total</b>	<b>367</b>	<b>216</b>	<b>583</b>

\*scheduled refers to a measure that a business has committed to undertaking in the coming months

**Action Plans:** This refers to a business that has had a bespoke 'Action Plan' written by a member of the ZEN team. This action plan is written after receiving travel data from staff at the business so that we may identify areas of opportunity (e.g. surveys indicating taxi use mean businesses are recommended to switch to electric taxis).

**Grants:** We have awarded 69 grants to businesses in the ZEN network, these have been spent on the following:

**Table 14.2 Infrastructure grants**

Measure funded	Number
Cargo bikes	10
Cycle parking	13
Pool bikes / pool e-bikes	16
Shower and change facilities	19
Non-specific measures including tools, safety equipment, Santander cycle fobs etc	11

**Dr Bike:** 43 Dr Bike sessions at pop-ups and within businesses have fixed nearly 500 bicycles across the ZEN area.

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**Eco-audits:** A half day audit of a workplace to see how the business could reduce their energy consumption, concentrating on heating emissions in order to reduce NO<sub>2</sub> from boilers. This audit is summarised in an eco-audit action plan that is presented to the business. This measure has evolved to include a grant element (max. £250) so that we can help businesses undertake the first measure(s) recommended in the audit, so far 17 businesses have benefitted from an eco-audit grant.

**Electric Vehicle Taxi sign-up:** 29 different businesses have signed up to use one of our electric taxi partners as their taxi provider. Between them these 29 businesses have undertaken 650 miles of emissions free travel resulting in a 1.3kg saving of NO<sub>2</sub>.

**Cycle Training:** 17 members of staff have been given cycle training through the ZEN scheme.

**Cargo Bike Trials:** 11 businesses have benefitted from undertaking a cargo bike trial to see if they are able to incorporate a cargo bike into their business operation. A number of these trials have resulted in cargo bike purchases and 12 cargo bikes have been purchased either through the ZEN grant scheme or after a trial.

**EV trials:** The ZEN team works with three electric car companies (Nissan, Peugeot and Renault) to provide members with the opportunity to see if an electric car or van will work with their business model. 11 trials have been undertaken with mixed reception, the common issue being that the vans are not currently large enough.

**ISEP membership:** The ZEN works closely with the Islington Sustainable Energy Partnership as there is much crossover in the work that both projects do. We have so far paid for 6 Islington ZEN members to join ISEP.

**Cycle Safety Seminar:** 4 businesses have undertaken a cycle safety seminar and 44 employees have been in attendance in total.

**Cycle maintenance course:** In order to reduce reliance on Dr Bike sessions we have recently developed a cycle maintenance course. By teaching staff how to fix bicycles themselves we are hoping to create a more sustainable project.

An exercise to derive potential NO<sub>x</sub> savings from each of the above measures is provided in Table 14.3

**Table 14.3 NOx saving per measure**

Measure funded	NOx Saving kg /p.a	Other Benefit
84 Action Plans developed	-	<ul style="list-style-type: none"> <li>Businesses able to develop a clear strategy for reducing their emissions</li> </ul>
65 workplace grants	4.68	<ul style="list-style-type: none"> <li>69 grants for new facilities to encourage greener travel (showers, cycle parking, pool bicycles etc)</li> <li>Many businesses signed up to TfL Cycling Workplaces scheme.</li> </ul>
55 Car Club memberships	56.80	<ul style="list-style-type: none"> <li>Reduced congestion</li> </ul>
43 Dr bike Sessions	-	<ul style="list-style-type: none"> <li>500 bikes fixed</li> <li>Improved cyclist safety</li> <li>Increased lifespan of bicycle (and potential hours cycled)</li> <li>Active travel improving health</li> </ul>
29 Eco-audits	-	<ul style="list-style-type: none"> <li>29 businesses undertaken energy and waste audit</li> </ul>
29 EV taxi sign-up	1.32	<ul style="list-style-type: none"> <li>Improved perception of EV's</li> <li>Reduced noise pollution</li> </ul>
16 cycle training lessons	-	<ul style="list-style-type: none"> <li>Increased number of ZEN members able to cycle</li> <li>Active travel improving health</li> </ul>
11 cargo bike trails (12 purchased)	46.2	<ul style="list-style-type: none"> <li>Reduced noise pollution</li> <li>Active travel improving health</li> <li>Improved brand image</li> </ul>
11 EV trial / 2 EV purchase	5.14	<ul style="list-style-type: none"> <li>Improved perception of EV's</li> </ul>
6 business with ISEP membership	-	<ul style="list-style-type: none"> <li>Given further guidance on how to operate sustainably</li> </ul>
4 Cycle safety seminars	-	<ul style="list-style-type: none"> <li>Increased number of ZEN members able to cycle</li> <li>Improved cyclist safety</li> <li>Active travel improving health</li> </ul>
2 Cycle Maintenance courses	-	<ul style="list-style-type: none"> <li>Ensure longer term use of bike by teaching riders to perform basic maintenance</li> </ul>
<b>Total</b>	<b>114.14</b>	



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