

Project activities, evaluation and monitoring

Desired Outcome	Baseline Data/Monitoring Methods	Success	
		Short Term	Long Term
Competition to be entered by the schools	Total number of schools engaged in project	Schools accepting the project in 2021	Schools continuing to promote the project in 2022+
	Total number of children engaged in the competitions (attending the schools)	Lots of children entering the competition	Children still promoting the AQ values to their Families
	Total Number of parents given the information	All of the Parents in the 3 boroughs to receive all the information	The parents still receiving the information, this time about how well they are all doing in 2022+
	Total number of extra schools requesting to be involved.	More Schools wanting to join the project	New Schools continuing to promote the project in 2022+
	Total number of entries	Total Number of entries	Gaining a pictures we can use "forever"
	Total number of Bumper Stickers Displayed	Issuing the children with the bumper sticker	Children continuing to get their parents to display it on all their cars 2022+
Biggest NO₂ Loser entries, and to continue running each year.	Total Number of Schools entering	Schools accepting the challenge and us putting up the AQ tubes	The same schools continuing to enter, and more schools entering and the NO ₂ always decreasing. Eventually the competition will have to be change to "Who can keep the NO ₂ the lowest.
	Continuing reduction in NO ₂ – or not!	Reduction in NO ₂	Baseline % reductions from COVID results achieved.
	Those who continue to enter in 2020 +	Number of schools	Number of schools who continue to lose or achieve COVID baseline.
Changes in behaviours	Schools asked to see if the idling has reduced	School noticing less cars idling and less cars driving to school	The NO ₂ reducing outside the school and an increase of alternative transports to school.
	Parents to find out if they have changed their behaviour/ or seen a change in others.	Parents actively changing their habits and turning off the engines and using alternative methods of transport to collect their child(s).	The NO ₂ reducing outside the school and an increase of alternative transports to school. Displaying the bumper stickers.
	Taxi drivers to find out if they have changed their behaviour/ or seen a change in others.	Monitoring at taxi ranks and seeing that they have turned off. No Warning of FPNs issued	Monitoring at taxi ranks and seeing that they have turned off. No Warning of FPNs issued

			& bumper stickers displayed.
	Air Quality Officer to see if behaviour has changed in relation all 3 of the PPP Boroughs	NO ₂ from the Diffusions tubes and CM showing a reduction.	NO ₂ from the Diffusions tubes and CM continuing showing a reduction year on year.
Improvement in local air quality within/near AQMAs	Assessment of levels of idling in the AQMAs.	Reduction of NO ₂ levels	A continual reduction of NO ₂ levels to prove that the message is spreading and be habit has been formed
	Levels of NO ₂ measured within/adjacent to the AQMAs.	Reduction of NO ₂ levels	A continual reduction of NO ₂ levels to prove that the message is spreading and be habit has been formed
	Levels of NO ₂ taken at the schools	Reduction of NO ₂ levels	A continual reduction of NO ₂ levels to prove that the message is spreading and be habit has been formed
Sign/ Banner deployed	The number of signs/banner deployed	The number of banners deployed and people who actually notice them and take action.	A reduction of NO ₂ in those locations (monitored by diffusion tubes – already in place)
Publics Change in Behaviour from the AQMA signs and press	Checking to see if more people have stopped idling under the posters, banners, and behind the bumper stickers.	Reduction in idling and NO ₂ and they areas which are advertising not to idle	A continuing reduction on NO ₂ to show that the behaviours have changed.
Bumper Stickers to be used	Seeing the vehicles with them on	Seeing the vehicles with them displayed and seeing that the idling has decreased.	Reduction in NO ₂ as more vehicles continue to display them.
PM 2.5 Reductions	Indicative Monitors	Finding what the annual mean is for PM2.5 at each school, and ascertaining any peaks and if so what is causing them.	Achieving the PM2.5 objectives (2025) and removing the localise PM2.5 sources if peaks are found.
Deliver the project within budget	Check level of spend for budget code against anticipated spend. (Cost Code allocated)	Spread sheet balancing at all times	Amount spent in-line with DEFRA's time table