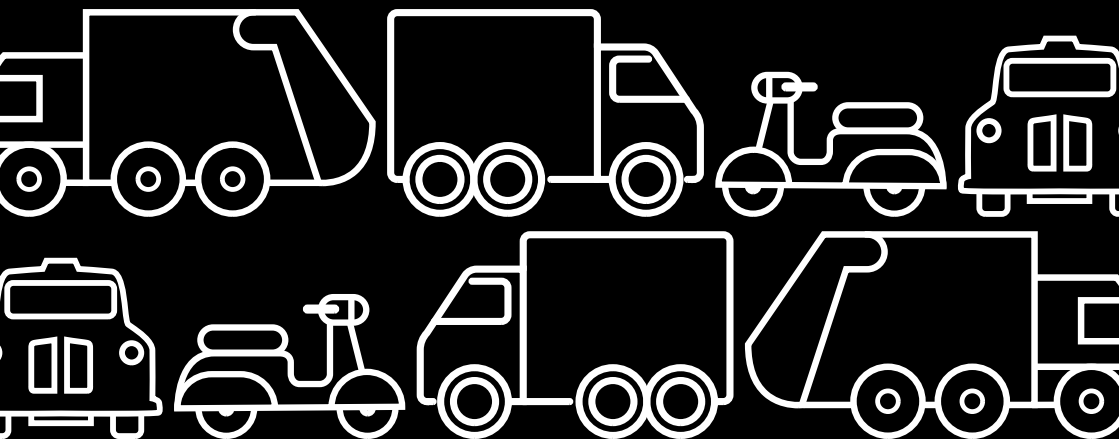




#DontBeIdle

Pledge your support



Westminster suffers from the worst air pollution in the country. Road transport contributes to more than half of the deadly emissions.

Thousands of Londoners die prematurely as a result of **poor air quality** and **new evidence** links living with **prolonged poor air** to increased risk of conditions such as **dementia** and **low birth weight** in babies.

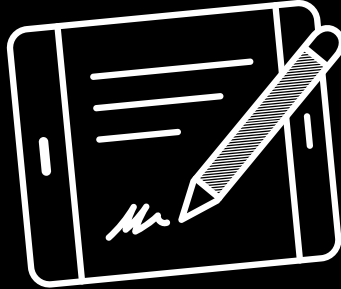
As a major user of **Westminster's road network** your organisation has the opportunity to make a **real difference** to the lives of London's residents by taking **small actions** while saving money through **fuel efficiency**.

We are asking **all drivers** in Westminster to **turn off** their vehicle engine while waiting at the side of the road or collecting a passenger to help **improve air quality** in Westminster.

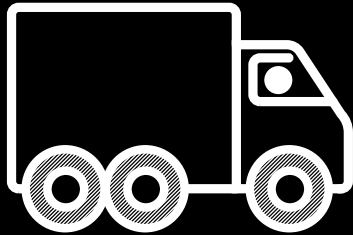
How to get involved

Join the **10,000** drivers who have already pledged their support to **#DontBeIdle**. Here's how your organisation can get involved.

1 Pledge Support



2 Train your drivers



3 Fund an air quality marshal to engage directly with drivers



1 Pledge Support

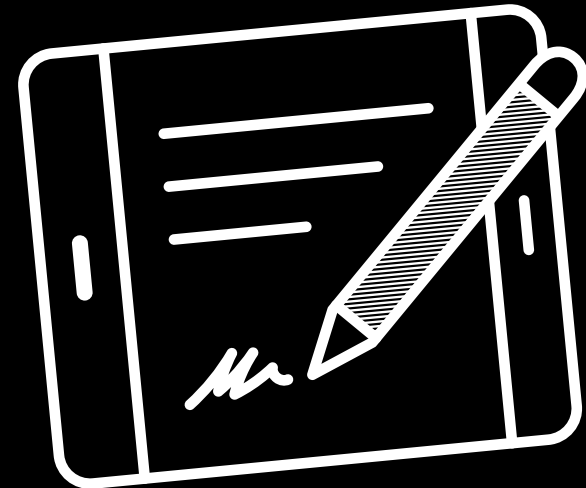
Display the **#DontBeIdle** stickers in all your vehicles (we can provide the stickers).

Add the **#DontBeIdle** logo to the corporate social responsibility section of your website.

Display our posters in staff rooms and at depots.

Use the social media posts in the Pledge Pack to tell your customers.

Let your trade media know by using the template press release in the Pledge Pack.

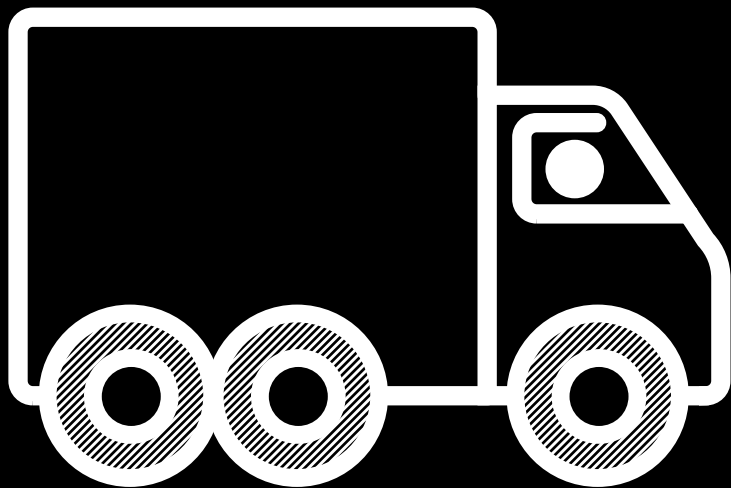


2 Train your drivers

Organise training sessions for every driver to explain why they should not allow their engines to idle when stationary at the side of the road.

Use your organisation's internal communications channels to spread the #DontBeIdle message amongst drivers and all staff.

The Pledge Pack contains a powerpoint presentation for you to use.



3 Fund an air quality marshal to engage directly with drivers

In 2017 our air quality marshals and volunteers approached 20,000 drivers to talk about engine idling.

Your organisation can sponsor an air quality marshal for £5,000 for six months. Alternatively, encourage your own staff to volunteer at our anti-idling events across Westminster.



#DontBeIdle

Download a pledge pack at
westminster.gov.uk/dont-be-idle-business

Contact us
dontbeidle@westminster.gov.uk

