



# #DontBeIdle

Driver training presentation



#DontBeIdle

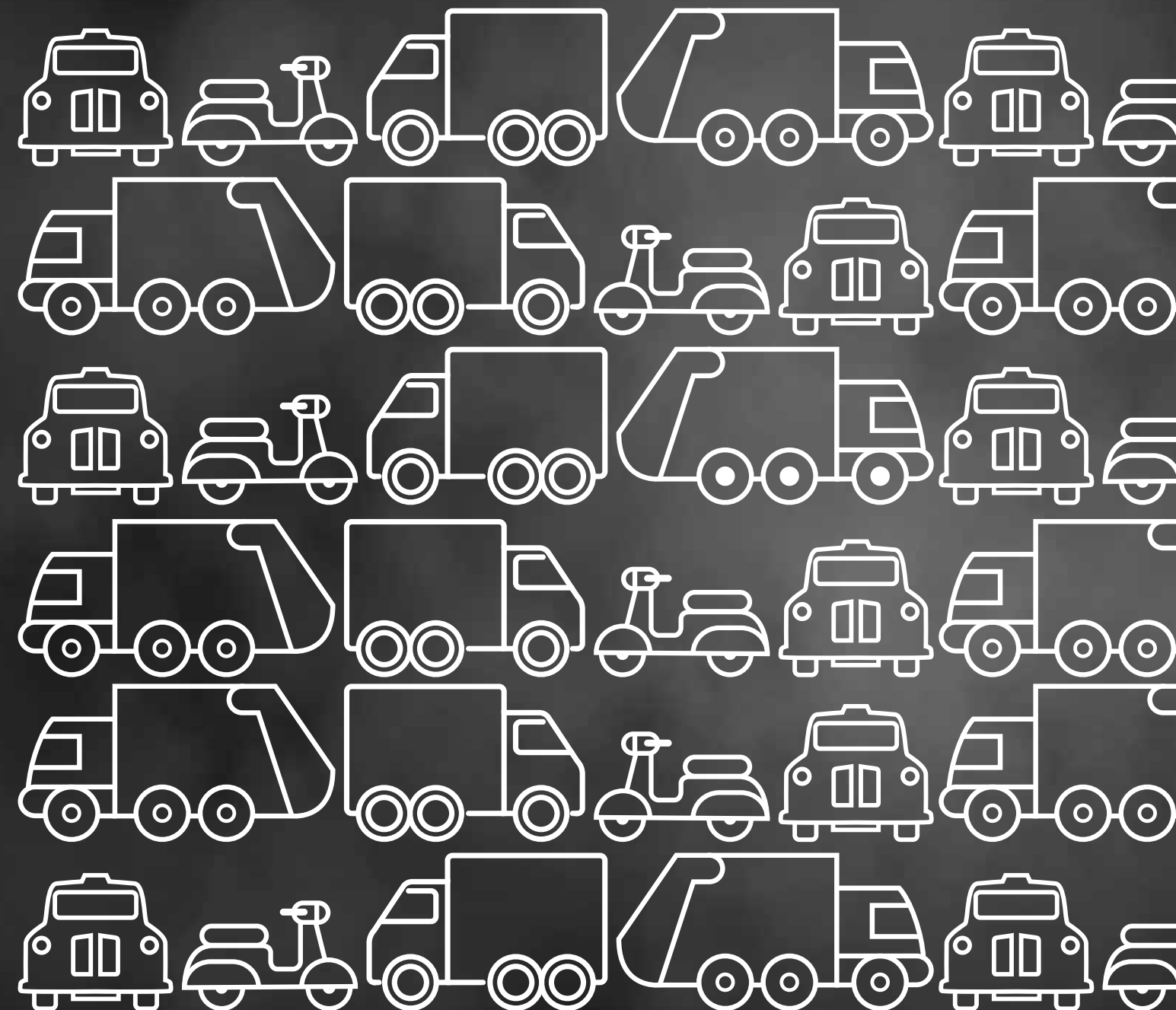
[westminster.gov.uk/dont-be-idle-business](https://westminster.gov.uk/dont-be-idle-business)



City of Westminster

Westminster suffers from the worst air pollution in the country. With **9.9 million drivers** in the capital and **370,000,000 miles** driven in Westminster each year, road transport contributes to **more than half** of the most deadly emissions.

The council is taking action to improve the **air quality** for its community and visitors, by **eliminating** engine idling from the areas of **highest pollution** in the city.



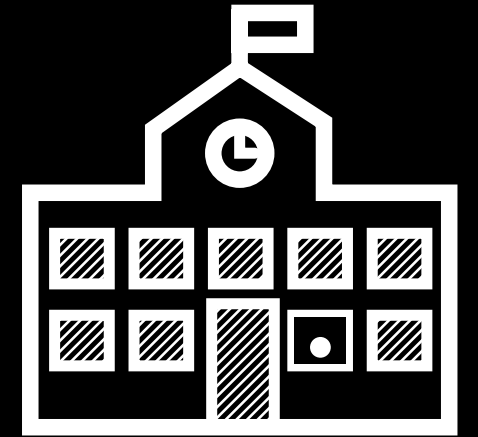
**#DontBeIdle**

Westminster City Council launched its **#DontBeIdle** campaign in **2017** and **10,000 people** have already signed the **#DontBeIdle** pledge to turn off their engine while waiting at the side of the road.

Now, organisations such as ours are getting involved.



# What is **idling**?



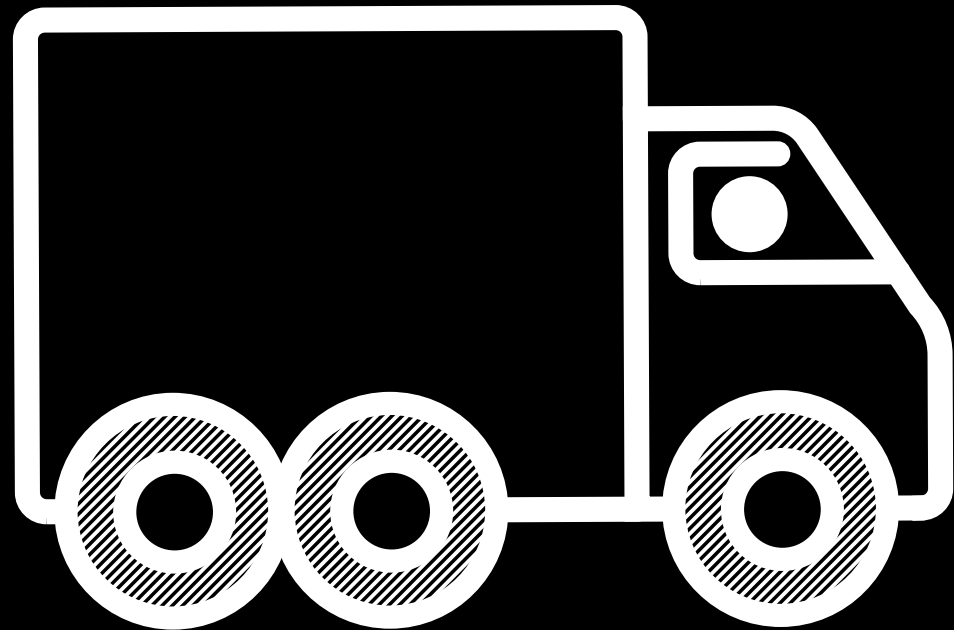
Leaving your vehicle's **engine running** at the **side of the road** while waiting to pick up a passenger or making a delivery is **idling**.

You are not **engine idling** if you are waiting in traffic or at a pedestrian crossing.



#DontBeIdle

# How we can all make a **difference**



Vehicle idling contributes to **premature deaths** and unnecessary **health issues**.



Turning off your engine will help **children's health, reduce asthma, heart disease and lung cancer**.

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# Myth

# busting

1

Doesn't turning your engine off and on again use more fuel and damage your engine?



Turning off your engine and turning it back on as little as a minute later is **actually more fuel efficient** and less damaging to your car than leaving it running.

2

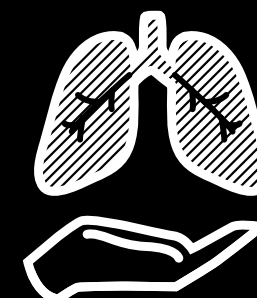
It's cold, I need to leave my heater on!



**Longer battery life** allows you to run your heater with the engine off for longer in modern vehicles.

3

What's in it for us drivers?



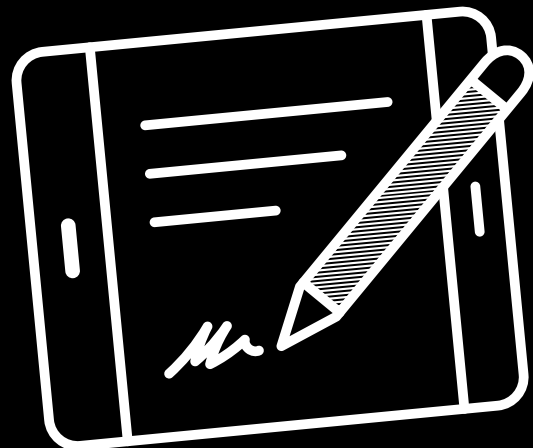
Air quality inside an idling vehicle is usually worse than air quality outside so **turning off the engine is good for your health!**

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# Here's how we can join the #DontBeIdle campaign

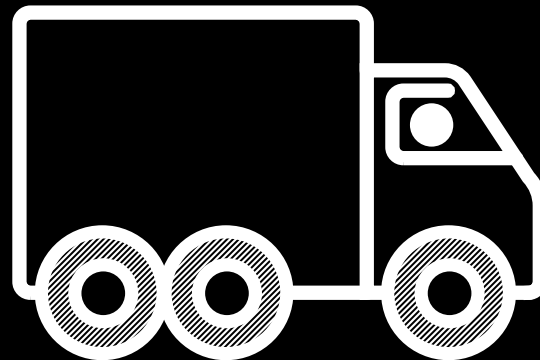
## 1 Pledge Support

Pledge our support for the campaign publicly and display vehicle stickers.



## 2 Driver training

Talk to drivers about the effects of engine idling and ask them to make the Driver's Pledge.



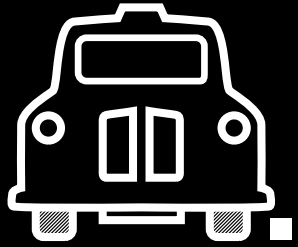
## 3

## Fund an air quality marshal to engage directly with drivers

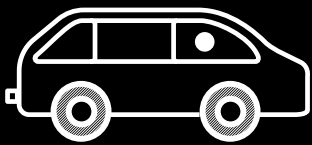
Take part in Westminster's Air Quality Action Day events to spread the word to other drivers.



# Driver's Pledge



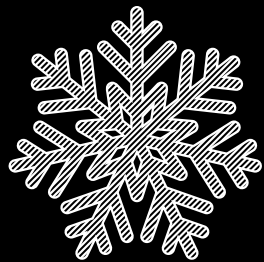
When parked at the side of the road –  
**I will not idle the engine**



When making a delivery or picking up a passenger –  
**I will not idle the engine**



When I want to charge my mobile phone –  
**I will not idle the engine**

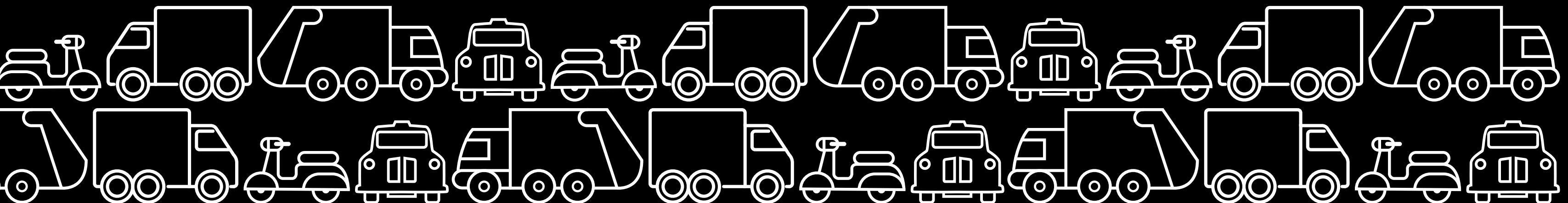


In cold weather –  
**I will not idle the engine**

#DontBeIdle



# #DontBeIdle



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