

☒] ^} åæ to Cabinet report, 3rd September 2013:
“Air Quality grant bid”

Note: This is a copy of the grant application document



Annex B: Defra local authority air quality grant application form 2013/14

Submission on behalf of:

Lancashire Local Authorities: Blackburn with Darwen, Blackpool, West Lancashire, South Ribble, Chorley, Hyndburn, Ribble Valley, Pendle, Burnley, Rossendale, Fylde, Wyre, Lancaster, Preston and Lancashire County Council including Public Health.

28 June 2013

Application for air quality grant for local authority capital expenditure on a project to be carried out in connection with air quality management duties under Part IV of the Environment Act 1995. This application form should be a stand-alone document. No additional supporting documentation, such as commercially sensitive quotes for project work and diagrams, will be accepted.

These blue instruction boxes are used throughout the application form, to provide guidance on completing this form.

Further information which will help in the completion of this form can be obtained from the LAQM helpdesk (0800 032 7953 or email LAQMHelpdesk@uk.bureauveritas.com).

Applications will be evaluated against the following:

- Quality of the proposed project.
- Proposals to evaluate the effectiveness of the project.
- The plan to disseminate findings more widely.
- The extent to which the project outcomes are more widely applicable/reproducible.
- The extent to which the project provides value for money.
- The suitability of this funding opportunity for the project.
- Whether or not additional or match funding has been identified for the project

Applications to fund the continuation of AURN or local monitoring sites, unless essential to implementing specific actions to reduce NO₂ will not be assessed.

This form must be returned to air.quality@defra.gsi.gov.uk before 5pm on 28 June 2013. Defra reserves the right not to accept or evaluate any applications received after this time and date. 5

Section 1: Contact Information

1. Local authority name/address/email and phone number

Only certain authorities are eligible to apply for grant funding as set out in the introductory letter. Please see for more information on which these are.

Where the application is for a cluster or group of authorities, please provide details for the lead authority with names of the other authorities in the group. Please give an indication of the proportion of input to be had by each local authority to managing the project and/or undertaking any of the project work. Eg Local Authority 1 – 80%, Local Authority 2 – 15%, Local Authority 3- 5%.

Lead Authority:-

Lancaster City Council - (15%)

Paul Cartmell, Air Quality Officer, Lancaster City Council, Health and Housing Service, Morecambe Town Hall, Marine Road East, Morecambe, Lancashire, LA4 5AF

pcartmell@lancaster.gov.uk

01524 582728

Other Authorities in the cluster:-

Lancashire County Council – (20%) (this will include officer time including professionals from the three Lancashire Directors of Public Health and the Lancashire Public Health Collaborative, the Environment Directorate (including Transport and Highways) and other officers and specialists as appropriate)

Note - All authorities below will provide officer time from across their organisations, ranging from environmental health to communications experts.

Blackburn with Darwen (5%)

Blackpool (5%)

West Lancashire (5%)

South Ribble (5%)

Chorley (5%)

Hyndburn (5%)*

Ribble Valley (5%)

Pendle (5%)

Burnley (5%)

Rossendale (5%)

Fylde (5%)*

Wyre (5%)

Preston (5%)

*these local authorities are not included in the Defra list of eligible authorities but have indicated wish to participate in the project.

In addition to the above a project lead is sought through the grant application (full time post for period of two years located at Lancashire County Council, County Hall, Preston)

Please see emails accompanying the application (two pdf documents contain these) from the various authorities listed above indicating support for the proposed project.

Section 2: Technical Information

2. Which pollutant(s) does the project target?

Please indicate which pollutant(s) the proposed project will tackle. The 2013/14 Grant must focus on NO₂ issues.

NO_x/NO₂

NO_x/NO₂ / PM₁₀ / PM_{2.5} X any additional pollutants

If additional pollutants please provide details :

CO₂ emissions will also be impacted by the project

3. Please detail the aims and objectives of the proposed project.

Please provide details of the aim(s) of the proposed project and where possible relate these to measures relevant to your air quality action plan. (200 words or less)

Aims:

Achieve improved air quality through influencing behaviour and raising awareness to support public health objectives. This is considered to be the essential stage to promote suitably prioritised local action, support continued action and to ultimately effectively contribute to regional compliance with European air quality requirements.

The overarching aims of the project through the Large Scale Change model are :-

Reduce air pollution / emissions in Lancashire and specifically to work towards :
meeting air pollution objectives/limit values for nitrogen dioxide
minimising levels of particulate air pollution
reducing carbon dioxide emissions

Better understand the benefits and conflicts arising from policies, plans and actions and to present them in a format to influence and assist decision makers

Provide a lasting structure for ongoing participation, consensus building and overseeing of air quality matters.

Ensure clarity is provided to what is intended from plans and policies (new or existing) and for roles and responsibilities of all stakeholders to be understood and accepted.

Engage communities, businesses, local authorities and employers to understand the issues regarding air pollution and to work collaboratively to reduce air pollution for the benefit of the Lancashire community.

3a.

Objectives:

Provide a platform for better knowledge on local air quality impacts and areas for future research to enhance knowledge (including working with DEFRA, Lancashire County Council, district and unitary authorities, public health bodies, academic institutions).

Establish and maintain a forum to obtain a consensus about public support for air quality.

Review the existing policy framework and tackle underlying conflicts or limited ambitions (e.g. local development and transport plans, procurement policies etc...) and maintain engagement where policies are amended or introduced.

Define and agree the accepted roles and responsibilities of the partnering authorities and with developers.

Behaviour change of organisations and citizens of Lancashire

4. Provide a brief description of the proposed project for which funding is being sought.

Please describe what the proposed project will involve. Include details on what and how this will be done, any public or private partners (refer to MOU for information on confidentiality), the overall timescale for implementation and the project duration. Where projects are to be match funded (see para.10) please describe what the air quality grant part of the project will deliver. (500 words or less)

Title : Delivering Air Quality Improvement through public health 'Large Scale Change' methodology

In Lancashire region it is estimated that between 4.3% and 5.1% of deaths are attributable to particulate air pollution (see <http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000043/par/E12000002/ati/102/page/3>)

In order to deliver a sustainable programme which achieves real health benefits for the people of Lancashire, we will adopt the Large Scale Change (LSC) model. This will also facilitate long term planning across physical and political boundaries.

The Process this project will follow using the the Large Scale Change model methodology is detailed in the section below. An animated video by Alison Wheeler explaining the 'Large Scale Change' methodology can be seen at : <http://www.youtube.com/watch?v=FyKRWcIOFLc>

This complex model of change management moves towards a new vision which is better and fundamentally different from the status quo. It is fuelled by the passion in Lancashire that comes from the belief that there is something very different and better that is worth striving for.

Air quality improvement lends itself perfectly to this form of project management style in order to influence multiple processes and sub-systems (e.g. public opinion, policy, procurement, traffic management and service delivery).

This model has been effective in achieving improvements for example 'Smoke Free' and ' Make Poverty History'. These two campaigns radically influenced the way in which agencies and communities behave in relation to these issues. The Lancashire Public Health Team is trained in the LSC approach and are using this methodology already.

'Large Scale Change' harnesses the imagination and participation of stakeholders and communities. It builds devolved leadership which is active. These "leaders" will work in partnership to co-design the changes which they have identified. The partners will enable these changes and provide the space to let it happen.

'Large Scale Change' is emergent and looks at whole systems change, behaviour change and is large in terms of geography and numbers of active participants.

In essence it concentrates on framing the need for change, engaging other active participants who make the changes happen, which in turn attracts further interest and active engagement to create a virtuous and sustainable circle of action and engagement and improvement.

The communication methods outlined above will act as the catalyst for this "movement" and help us to "frame" the issues to attract others and create and sustain momentum. We will work in action cycles of 30/60/90 days to enable the framing, reframing and engaging and connecting others effectively. This will ensure pragmatic changes can be made in multiple systems and processes and may be repeated in an unpredicted and iterative way.

To help this, we will:

- facilitate stakeholder co-design of the vision and plan (through an initial launch workshop)
- undertake a stakeholder continuum of commitment analysis
- create and maintain momentum
- measure and manage performance
- celebrate success
- build devolved leadership and real community ownership

The project is for two years and will be launched after completing some initial social marketing insight work with small targeted groups. These findings will feed into the communications element of the programme and will allow a more effective Lancashire implementation of the outcomes of the Defra national project (see section 7 below) planned to be delivered in February 2014.

The project will be launched in January 2014 for two years with the intention that the systems and processes will be fully embedded and momentum sufficiently gained that the approach will be mainstreamed.

Process:

- Appoint Lead to coordinate the approach
- Input of recommendations from Defra national consultation project (see Section 7 below).
- Insight work commissioned with Lancashire citizens to inform social marketing strategy (to direct triggers/methods to be used for effective issue communication and for behaviour change – will include work with small targeted groups)
- Launch workshop planned using insight information.
- Engage and energise key partners (directorates from each Local Authority, the County Council, business and employment networks, community groups) to develop a vision and primary drivers and identify leads for each driver.
- Each lead identifies key partners that will support them in delivery of their driver and develop secondary drivers in consultation.
- Primary driver leads meet regularly to ensure momentum continues, frame and re-frame the issues, and complete a stakeholder analysis.
- Make change visible to attract further interest.

The grant funding will deliver 50% of the project the remaining 50% being delivered through the use of existing staff resource as indicated in Section 1 above to deliver 'Large Scale Change' process.

5. What are the key benefits and outputs of the proposed project?

Please provide details of the key benefits and outputs of the proposed project including those benefits to the local authority / authorities and others. Letters of support from third parties evidencing the wider benefits of the project should be provided where possible

Please detail wherever possible the potential reductions in levels/emissions of the pollutant of interest that may be anticipated as a result of the proposed project, how the project may enable the local authority to make an evidence-based decision to implement measures or not, and/or how the project will enable successful cooperation and knowledge transfer between local authorities to tackle pollution issues. Please detail whether or not the project will generate any intellectual property. (300 words or less)

The issue of air quality is included in the Public Health Outcomes Framework, this enables Directors of Public Health to prioritise action on air quality in their local area to help reduce the health burden from air pollution. This project will tackle a significant public health issue estimated to be in the range of 4.3% and 5.1% of deaths in Lancashire.

We will commit resources as identified above but a key benefit is that this will allow access to the North West Regional Facilitators for 'Large Scale Change' - we will offer ourselves as roll-out advisors to other local authorities regionally and nationally.

The communication aspects of this project will act as a platform to support decision making for subsequent revitalised and prioritised Air Quality Action Planning in Lancashire and will also provide and maintain support for such action. The project will also support joint prioritised working between Public Health, the County Council (including transport sections) and the Local Authorities, so that an appropriate action response can be developed to tackle air quality issues.

This collaborative Large Scale Change approach aims to provide:

Increased awareness and behaviour change to improve the health impact of local air pollution within communities (e.g. assessed by focus groups, social media etc.)

Increased awareness by decision makers promoting proportionate, prioritised action responses.

Use of established untapped resources of communities and engagement specifically with persons affected by poorer air quality (person living in a AQMA) – Engagement with houses in AQMA using a 'Large Scale Change', asset based approach.

Providing an infrastructure to permit and maintain this communication (measured through delivery of selected infrastructure).

A shift in behaviour (e.g. captured by survey and/or monitoring methodology)

In addition to a behaviour change strategy Lancashire citizens will be challenged to consider proportionate responses to dealing with air pollution, other examples may include:

Councils working together to develop and promotes sustainable modes of transport in the light of insight provided by the project.

Traffic management options (working with Lancashire, Blackpool and Blackburn with Darwen Highways and Transport Authorities)

Working with public transport operators.

Reviewing the Highways and Transport Masterplans for Lancashire in the light of this studies findings.

Planning policies and mitigation requirements

Councillor and celebrity buy in

6. Please detail how the proposed project will contribute to national efforts to achieve compliance with the Air Quality Objectives and EU limit values.

Please provide details of how this project could benefit efforts to tackle air quality issues across the country and how it could help tackle other environmental issues such as the emission of greenhouse gases and noise. (200 words or less)

- 1) Aid decision/support for local and regional action to improve air quality particularly within AQMA to contribute to EU limit value/national compliance.
- 2) Actions that reduce air pollution in AQMA's are also likely to reduce levels of noise (associated with reduced road traffic) and may reduce carbon emissions.
- 2) Influence behaviour to benefit air quality (see chart below indicating the range of potential benefits arising from decreased car ownership).
- 3) Provide a clear example of communication implementation (with lessons learnt) for other local authorities/regions to follow.
- 4) Supports the Government's desire for more 'connected communities' e.g. less traffic encourages people to move around their local environment more.

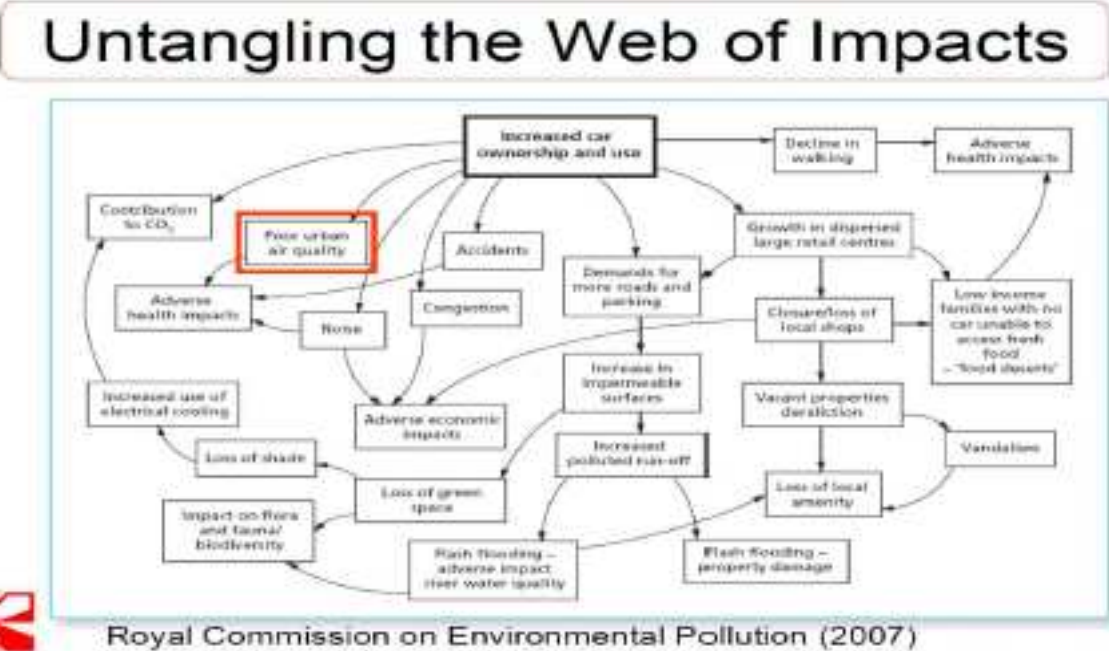


Chart taken from Presentation by Dr Tim Chatterton to IASPC conference in December 2008 entitled 'Urban Design, Air Quality and Health'. - available at: http://www.iaspc.org.uk/chatterton.php?cha_id=22

7. Detail any previous work carried out in this area that the work will build upon.

Please provide details of any previous work, such as previous projects, reports, which have been used in the planning of this project, and detail how these earlier findings will be expanded upon in this project. Applications will not be penalised if there is no earlier work to reference. (200 words or less)

Clearing the Air – The Air Quality Strategy for Lancaster sets out a process to set the best environment to enable a successful action plan to arise. Communication of health issues/ participation is a key element to the Strategy. Such an approach is seen as a key step for any local authority needing an effective and appropriately prioritised action plan and for delivery of the plan.

Lancaster City Council is named as a collaborator on Air Quality Consultants Limited bid to Defra relating to 'Developing communication methods for localised air quality and health impact information'. Although the successful tenderer has not yet been determined by Defra, it is anticipated that any work undertaken within this project would be fully integrated with work being undertaken at a national level (through whichever bid is successful). This may entail testing the communication toolkit proposed, hosting stakeholder workshops, or feeding in more generally to the generation of messages to be used to change behaviour in order to improve air quality in the longer term.

Previous grant award to Wyre Council regarding reducing car journeys in Poulton (Nr Blackpool). The proposed project is related in terms of promoting behaviour change.

8. How will implementation of the project be monitored, success measured and the project evaluated?

Please provide outline details of the selected success criteria for the proposed project and preliminary thoughts on how these will be monitored and the project evaluated. (200 words or less)

Please ensure your response relates to the project for which funding is being sought and not a future project which may, or may not, come out of any feasibility work.

The partnership group is committed to a process which requires measured and quantified outcomes from this project. Lancashire already has in place systems to monitor air quality and to count traffic amongst others. Measurement systems will include :

- 1) Delivery of recommended infrastructure/systems for communication
- 2) Communication (delivery and response counting)
- 3) Survey including Living in Lancashire (Lancashire County Council survey panel) to monitor attitude changes.
- 4) Counting systems available to assess changes (traffic count, cycle count, message count, feedback count)
- 5) Air quality monitoring and assessment
- 6) numbers / amount of community or partner involvement
- 7) numbers of community champions
- 8) PH intelligence data to use as benchmarking and improvement tool
- 9) changes made - new ways of working identified and rolled out

The nature of 'Large Scale Change' allows for evaluation techniques to be developed and changed as the project moves through the framing cycles – we will continuously evaluate as part of the 'Large Scale Change' process.

9. How will any findings be disseminated for the benefit of other local authorities?

Please provide details on how the findings of this project will be distributed. For example, will a report or guidance note be produced? Will the results be presented at air quality working groups or similar organisations? Information on a website etc. (200 words or less)

Report experiences of implementation and free availability of materials produced through process.

We will be proactive in encouraging others to take this approach and will be prepared to demonstrate how Large Scale Change and Assets Based Approach can have cross-over benefits as we will have co-designed services, active and engaged citizens who create their own future. They are given the space to shape, create and flourish.

The project has the potential to be rolled out nationally (using the 'Large Scale Change' model) and dissemination of process would be part of the outcomes from this project (Please note we are also willing to present this proposal to Defra/other interested authorities to further explain the Large Scale Change approach).

Being able to demonstrate real value for money in today's financial climate - redesigned services (or communities doing their own stuff) which reduces the £ spend but provides more.

Public and professional facing website and use of social media will allow findings to be easily accessible and disseminated.

Attendance at regional and national events to promote the approach and findings.

Section 3: Financial Information

Please see for information and details on other potential funding streams for air quality management.

10. Please answer the following questions:

- a. Could the proposed project be financed through Section 106 agreements relating to planned developments?**

Yes No X Don't Know

- b. Could the proposed project be financed through Section 106 agreements relating to planned developments?**

Yes No X Don't Know

- c. Could the proposed project be financed through the Mayor of London's Air Quality Fund?**

Yes No X Don't Know

- d. For Authorities outside of London, could the proposed project be financed through use of the Local Sustainable Transport Fund?**

Yes No X Don't Know

- e. For London Boroughs Only, will this project be match funded through the 2013/14 LIP annual spending programme?**

Yes No Don't Know

If "yes" for **a**, **b** or **c** please provide details on what has been explored, whether these have been successful, what is currently being explored or is awaiting decision and any plans you have for any (further) investigation of these funding routes. (100 words or less)

If “**yes**” for **d**, will the project be identified in the TfL LIP Annual Spending proforma by detailing the Defra grant funding (and any other funding) which is contributing towards the costs of measures? (100 words or less)

f. Please provide details of any other public funding awarded

None

for the proposed project (50 words or less)

g. Please provide details of any other public funding sought for the proposed project and the extent to which the project is reliant on this funding. 50 words or less)

None

h. Please provide details of any third party contributions, either financial or through support, available for the proposed project.

For example, will the project be supported by any private sector companies, or research bodies?

Please provide a figure in £ for the total third party funding applicable to or required for the delivery of the project. Please outline any conditions attached to this funding. (200 words or less)

See below and Section 1 above regarding cluster participation

- i. Please confirm the planned financial contribution by the local authority / authorities to the project and the proportion of the total. Where more than one local authority is contributing please provide a breakdown of the total costs by local authority.**

£292 total cost

% 50 of total

Breakdown (if multiple authorities)

See Section 1 above (contribution in terms of staff time)

11. Please identify the total financial support sought for the proposed project, breakdown of this figure into categories and work packages and information on how has this been calculated.

Please note there will not be a chance to later revise any amounts requested here and Defra may decide not to award the full level of grant funding you request.

Breakdown: please breakdown the total cost into the categories below. In addition, if the project has milestones or discrete packages please describe how the total cost is split between these packages, % figures or financial breakdown would be useful. Breaking your work into work packages can help our assessors in understanding and awarding funding which will ensure the success of the project.

Calculation: For example, have quotes been sought or have man hours been estimated for specific elements of the project? Please do not attach commercial in confidence quotes or name contractors.

Please note that where you seek to procure the supply of any goods, works or services from a third party you shall ensure that procurement complies in all material aspects with all relevant European and UK Legislation on public procurement, including without limitation the Public Contracts Regulations 2006.

The amount of grant requested should be made of the basis that the amount requested from the Authority takes account of all VAT liabilities and you shall not charge VAT on any expenses which are not chargeable to VAT.

Project Lead/manager	£70,000 (incl. on-costs)
Communications Interventions/tactics:	£20,000
Social Marketing Insight work	£40,000
Stakeholder Events:	£8000
Website development:	£8000
Other:	£0
Total:	£146,000

If the project has milestones or discrete work packages please provide information on the split of these packages below (50 words or less)

See description below

Information relating to how the total has been calculated (50 words or less)

The total is composed of appointment of a project lead to manage the Large Scale Change project over a period of two years. A amount of money to facilitate communication to convey messages through various media (directed by Insight study). A contracted package of work covering the social marketing needs (an Insight study investigating triggers to change behaviour and to convey the issue message) of the project provided by a specialist consultant.

Up to 10 stakeholder events covering the launch of the project, stakeholder and progress meetings and events celebrating success.

The provision of a hosted web site or branded web pages (web site costs are taken from a comparable project recently undertaken by Lancashire County Council).

Please Note: The Deadline for Submission of Grant Applications is 28 June 2013.
Please return to air.quality@defra.gsi.gov.uk