

South Wigston Air Quality Partnership Project

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Background

In 2022 partners came together to work in collaboration to deliver a series of educational activities and active travel initiatives, with the hope of reducing some of the health issues associated with high levels of school/commuter traffic and congestion in the borough.

The South Wigston area had been highlighted by a study between UHL and the Leicestershire Public Health Team as having high levels of A&E attendance for children and young people with viral wheeze and asthma. Specifically, Blaby Road has been identified by local observation and data as a key hotspot for commuter traffic and congestion, increasing the levels of poor air quality in the area and contributing to the risk of related harm within the vulnerable groups within the population.

One of these groups with higher risk from poor air quality is children and young people.

Following these studies, the partnership has developed a project plan following recommendations for more action to address the air quality in this area.

Data

Asthma and Viral Wheeze admissions in Leicester, Leicestershire and Rutland (LLR)

LA Area
Multiple values

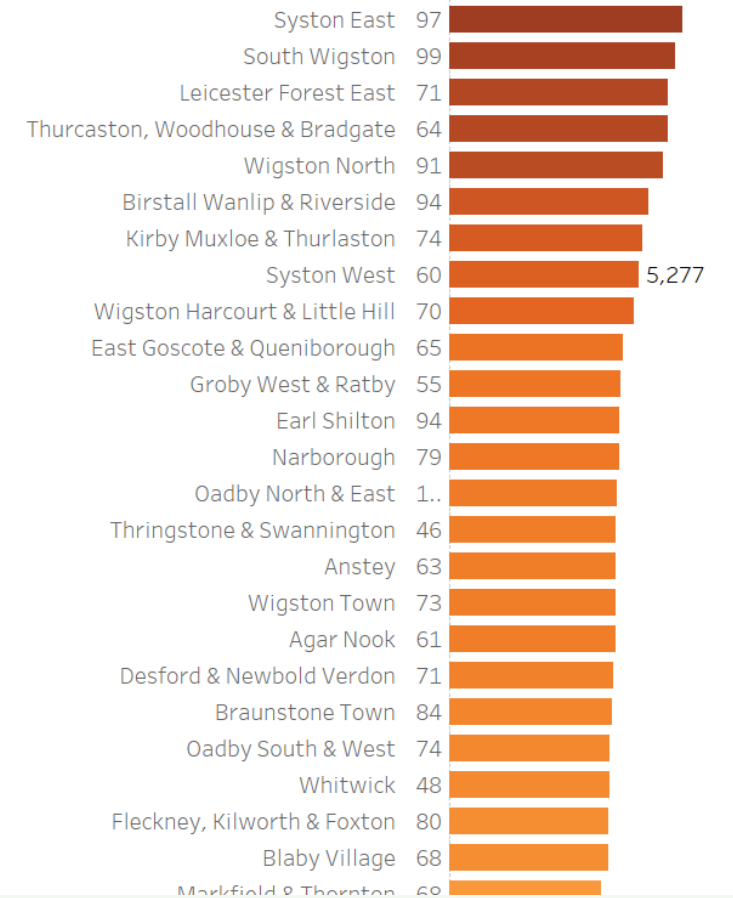
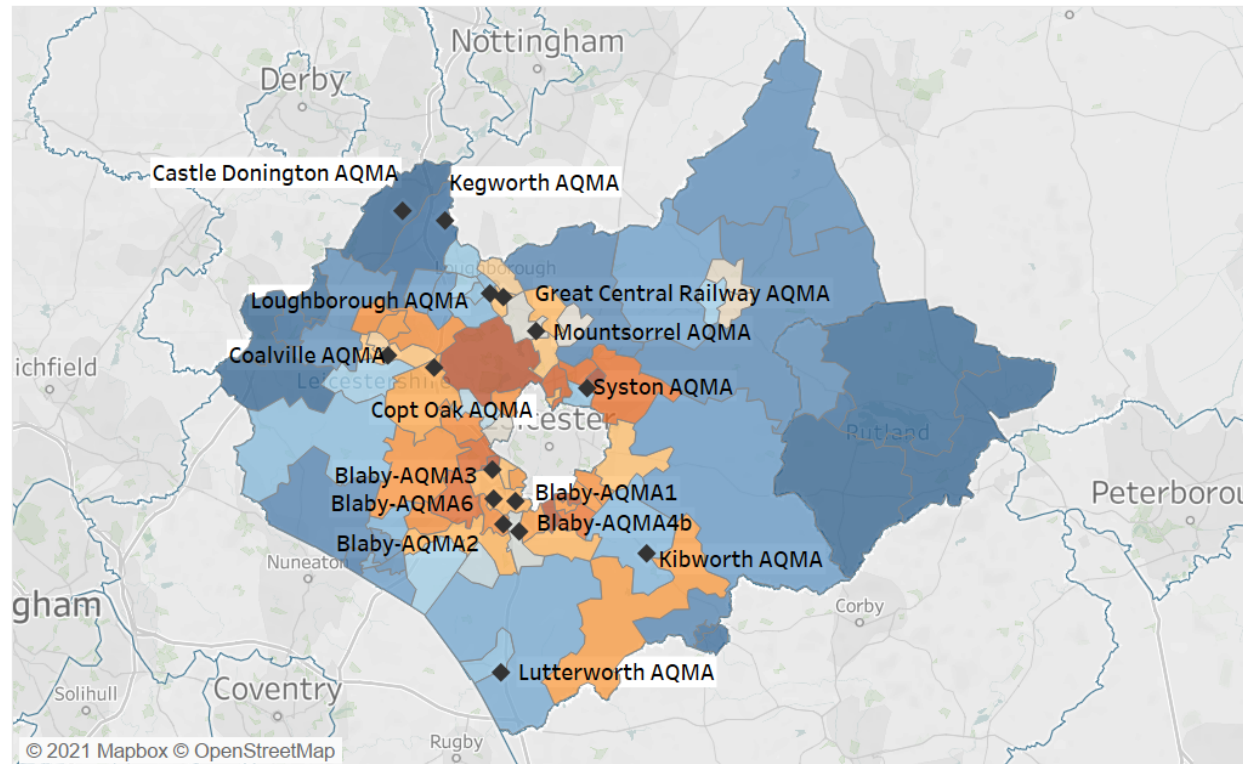
Year of Arrival Date
All

Age Band
Age 0-15

First Diagnoses Description
All

Inpatient Indicator
All

Rates per 100,000 population mapped at Middle Super Output Area (MSOA) with locations of Leicestershire AQMA's.



Setting up project

Oadby and Wigston Borough Council set up a working group of partners to understand and address the concerns. The working group includes partners from Leicestershire County Council and South Leicestershire School Sport Partnership.

Parklands Primary School was also identified as a key partner to work with and pilot these programmes and initiatives.

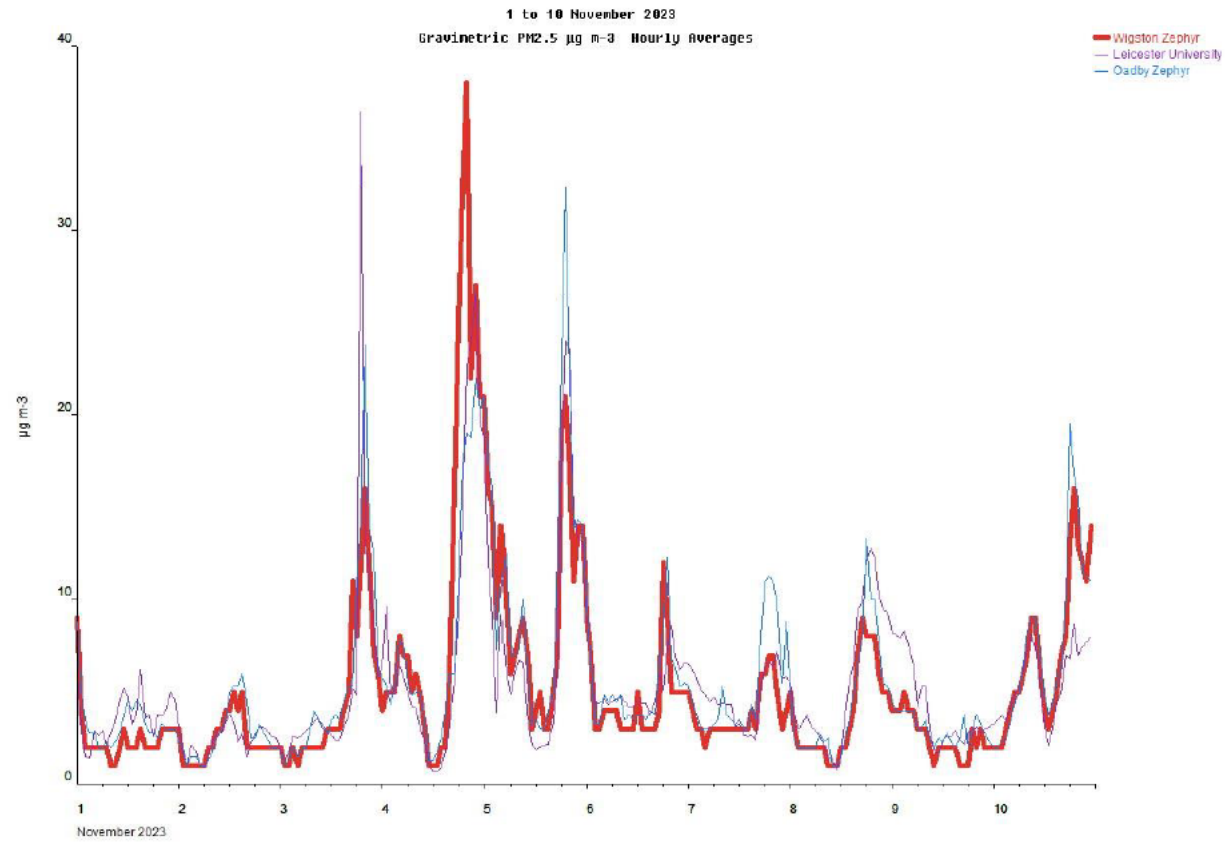
An air quality monitor has been purchased and will be installed close to the school and provide real time air quality (particularly measuring particulates PM10 and PM2.5 as we know these can have an adverse impact on a person's health, in particular vulnerable groups).

Project Aims and Objectives:

- To raise awareness of air quality data along the road corridor
- Measure particulate concentrations in this area
- Engage with schools and their pupils on a number of low-cost projects to influence behaviour
- Influence future Highway Authority transport plans
- Demonstrate how we are responding to data and fulfilling our role as community leaders

Zephyr Data

There were PM_{2.5} peaks around the November bonfire night celebrations.



PM_{2.5} Particulate Matter Hourly Mean Concentrations during November 2023

Primary School

We have worked with Parkland Primary School throughout the whole project. This has included 574 pupils.

Work in the school has included:

- Assemblies
- Performance in Education
- Competitions
- Poster competitions
- Challenges
- Mascot visits
- Learn to cycle
- Anti-idling campaign
- Clean Air Day
- WOW tracker



Performance in Education

Last year Leicestershire County Council contracted Performance in Education to deliver an interactive air quality education programme in a selection of primary schools. Parklands was one of school selected.

Objectives:

- Raise awareness of the potential consequences of poor air quality on health and well-being
- Identify the causes of poor air quality.
- Understand ways pupils can reduce their negative impact on air quality.
- Motivate pupils to improve their air quality by walking, cycling or using public transport, especially for the daily journey to school.
- Investigate the positive benefits of using sustainable travel.
- Inspire pupils to motivate your entire school to make a positive change on air quality.

Parklands staff reported that the performance was 'informative but super fun and engaging.'

WOW Tracker

Living Streets' WOW Activity Tracker is an interactive platform which tracks pupils' activity as part of WOW - the year-round walk to school challenge. The Activity Tracker uses an engaging interface to quickly and efficiently log pupils' journeys on a daily basis. Clear reporting dashboards show how classes are performing, and which pupils have earned a WOW badge.

In the last academic year, engagement was 38% which is higher than the national school engagement of 35%.

Total active trips recorded was 26,397.

Badges awarded was 1784.

Evaluation

'The programme has enabled partners to develop a relationship with the school and open dialogue about the well-being challenges that children and families face in South Wigston. Partners have implemented actions to support the school. This process has been important because of the health inequalities exist in South Wigston.

It is my belief that this programme has been a great example of partnership working.'

'One of the biggest successes of the project was the effective partnership working, which greatly benefitted the project through the sharing of resource, expertise, as well as allowing for a more holistic approach to design and delivery. A big thank you to all involved!'

'The Oadby and Wigston Air Quality programme has been a pleasure to be a part of. The partnership between Public Health-LCC, the OWBC, the Choose How You Move Team, the South Leicestershire School Sport Partnership and Parkland Primary School has been very successful. We met regularly to draw upon the expertise of all partners to devise a comprehensive programme to improve air quality and active travel opportunities for families in South Wigston. The programme was so successful that it is now being replicated in the Harborough District (with 3 targeted school).'

'It was positive to see the investment and commitment from O&WBC to the pilot to improve health outcomes and reduce inequality for their residents.

I also enjoyed the multi-partner commitment to this work, it focused resources and improved understanding of our organisations, services, offers and the local area.'

Press Releases



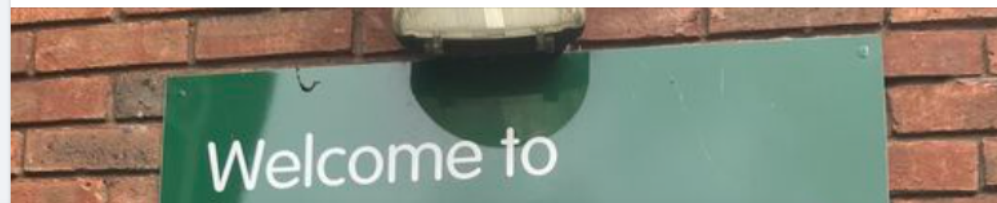
Oadby & Wigston Borough Council

8 February · 🌐

We have teamed up with Parkland Primary School and [Leicestershire County Council](#) for a project to tackle air quality around Blaby Road in South Wigston ❤️

Congratulations to Year 4 Parkland pupil Elsa, who recently won a competition to design a banner to encourage pupils to walk, cycle or scoot to school - look out for it to be displayed soon! 🥳

You can learn more about the project here 🖱️ https://www.oadby-wigston.gov.uk/.../new_project_to...





Thank you for listening.

Any questions?