

Parklands Primary School Air Quality Pilot Project -

Targeted intervention action on air quality,
health inequality and school travel

Licensing and Regulatory Committee

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Oadby & Wigston | **Our borough -
the place to be**

Why intervention was needed

- South Wigston was identified as a priority location for action
- Higher respiratory-related hospital attendances among children and young people
- Congestion and school traffic around Blaby Road
- Higher levels of deprivation
- Clear case for a targeted, place-based pilot



What the pilot aimed to achieve

Parklands Pilot Project update



Anti-idling campaign

Student ambassadors

Oadby & Wigston Our borough - the place to be



Modeshift

Move it March

WOW tracker

Data analysis from zephyr

Monitoring and evaluation

Banner competition

- Improve local understanding of air quality
- Increase active school travel
- Raise awareness among pupils and families
- Test a practical partnership model that could be used elsewhere

A joined up local response

- Oadby and Wigston Borough Council
- Leicestershire County Council – public health and sustainable travel team
- South Leicestershire School Sport Partnership
- Parkland Primary School

This was delivered through partnership working, not as a stand-alone council project.

What was delivered

- Air quality monitoring at the school site
 - WOW Travel Tracker for pupil journeys
 - Active travel campaigns and cycling support
 - Clean Air Day and anti-idling activity
 - Classroom engagement and learning resources
- The pilot combined evidence, education and behaviour change.



Air quality findings

No monitored exceedances were identified during the reporting period.

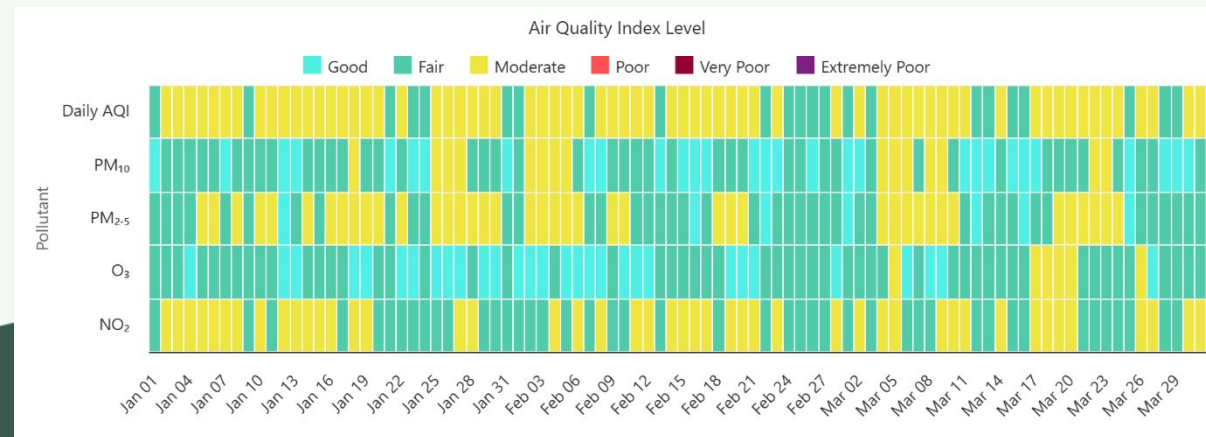
- NO₂: 10.5 µg m⁻³ annual mean and 68.9 µg m⁻³ hourly mean
- PM₁₀: 9.9 µg m⁻³ annual mean and 36 µg m⁻³ hourly mean
- PM_{2.5}: 6.1 µg m⁻³ annual mean

There is a clear indication that pollutant levels rise during school term, and peaks can be observed at drop off/pick up times

The pilot strengthened local intelligence and provided reassurance on monitored levels at this site.

Air Quality Objective levels

1. Nitrogen dioxide annual mean 40 µg m⁻³
2. Nitrogen Dioxide hourly mean 200 µg m⁻³
3. PM₁₀ annual mean 40 µg m⁻³
4. PM₁₀ daily mean 50 µg m⁻³
5. PM_{2.5} annual mean 20 µg m⁻³



Active travel increased

47% → 73%

Increase of 26 percentage points

- Baseline: October
- Follow-up: June

Value for money

Funded equipment:

- Zephyr monitor: £5,500 (funded through s106 developer contributions)
- WOW Travel Tracker: £1,047.10

Delivery model:

- No dedicated programme budget
- Staff time provided in kind across partners

The pilot delivered measurable activity, useful local learning and wider partnership value through a relatively low-cost model.

Wider impact

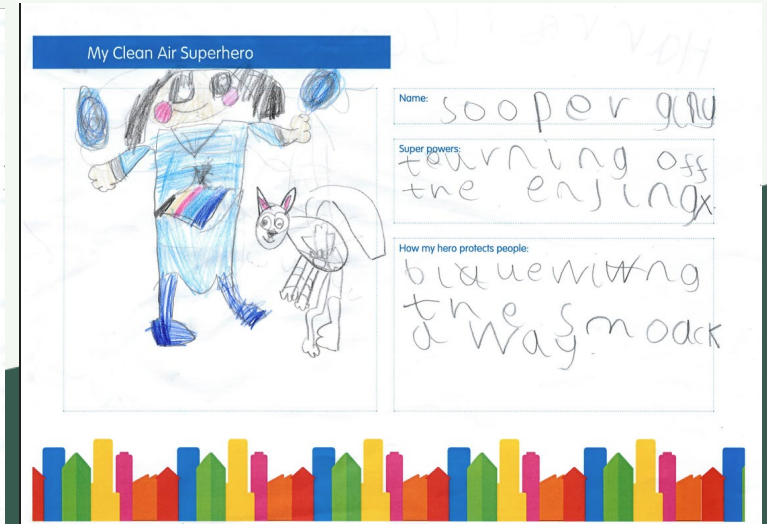
- Strengthened relationships across local partners
 - Informed similar work which then took place in Harborough district
 - Launde Primary identified as the next school partner which is ongoing
- Wigston Academy identified for project work 2026/2027 academic year
- Learning from the pilot supported the Council's Air Quality Strategy

The benefits of the pilot are already extending beyond one school site.

Local confidence in the approach

- Positive feedback from teachers, partners and members
 - Pupils found activities engaging and educational
 - Clean Air Day activity saw strong uptake
- “A great example of partnership working.”

Examples of child's superhero artwork for Clean Air Day



Feedback from the school

‘The programme has enabled partners to develop a relationship with the school and open dialogue about the wellbeing 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 in South Wigston. It is my belief that this programme has been a great example of partnership working’.

‘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 focussed resources and improved understanding of our organisations, services, offers and the local area.’

‘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!’

Closing message

This pilot shows how targeted partnership work can improve local intelligence, support healthier school journeys and provide a practical model for future delivery.

- Clear local need
- Positive behaviour change
- Scalable approach for future schools

Children learning about air pollution

PRIMARY schools have had air quality monitors fitted in a bid to raise awareness of air pollution and the health issues it can cause.

Parkland Primary, in South Wigston, and Launde Primary, in Oadby, had the sensors installed over the summer holidays.

They measure levels of PM10 and PM2.5 - two of the most dangerous air pollutants - in the areas surrounding their school.

Pupils at both schools are learning how to read the sensors and why air quality is important, and are talking about ways they can improve air quality, such as looking at how they travel to and from school.

Mayor of Oadby and Wigston Councillor Jasvir Chohan visited Launde Primary, where a presentation was given to pupils by the borough council about the monitors and the impact that poor air quality can have.

Coun Chohan also spoke to pupils in Years 5 and 6 who have been appointed the school's Eco Warriors and Road Safety Officer.

Year 5 pupil Aaron said: "A cleaner planet begins with better choices."

"Cars near schools make bad air,



and less cars make good air. Choose health, choose walking and let fresh air be everywhere."

Year 6 pupil Sreen said: "It is important we keep the air we breathe clean because air pollution like car fumes is bad for growing children and all the people around the world."

Year 5 pupil Anagha said: "Air pollution is making the earth prematurely grey!"

Coun Chohan said: "Parkland and

Launde were chosen for this project as we have data which shows they are both located in areas with poor air quality compared to other parts of the borough.

"Of course the problem is far wider than school traffic alone, but by introducing the topic to children we can spark conversations and get the whole family talking about steps they can take to make a difference, whether that is walking to school, ditching the car for shorter journeys

or exploring public transport options.

"Air pollution has very real and measurable consequences on people's health, and it is so important that we introduce this topic to our young people so we can all do our bit to build a greener future."

The air quality monitors from Leicester company EarthSense were paid for by the council using government funding.

Recommendations

- Note the positive outcomes from the Parkland Primary pilot
- Support continued partnership working on air quality and active travel
- Endorse roll-out of the model with future schools, including Launde Primary
- Support stronger monitoring and school engagement arrangements in future delivery

Member ask: Back a scalable, low-cost approach that supports healthier school journeys and wider prevention objectives.