

People-Friendly Streets Competition



Calling all secondary school pupils!

In the UK, the transport sector is the biggest source of greenhouse gases that are contributing to the global climate emergency. The toxic air pollution produced by road traffic damages our health and is responsible for **36,000 deaths in the UK each year**.

Wouldn't it be great if streets were more about people and less about cars?

Quiet streets are safer and more pleasant for walking and scooting and more room to play!



Could you persuade people to drive less and keep streets in your neighbourhood free of cars and lorries to reduce air pollution?



17 June is Clean Air Day when people across the country raise awareness about the harm that air pollution is doing to us and our planet and share ideas that can help to reduce this problem. **This is your chance to make a difference!**

If you think that you could find ways to change people's behaviour, enter the My Journey Clean Air Day **People-Friendly Streets Competition** for a chance to win great prizes including vouchers for fun activities such as climbing and donutting.

myjourneyhampshire.com/cleanairday



Hampshire
County Council



SOUTHAMPTON
CITY COUNCIL

Pupil Competition:

On your own, or in a team of no more than five students, plan a campaign to promote people-friendly streets and explain why it is good for people to leave their cars at home and keep your local streets free of traffic.

- 1. Select who you would like to target (e.g. fellow students, parents, residents, businesses, school staff).**
- 2. Carry out a brief survey of some of your target audience to help you plan your campaign. For instance, ask them to think of any pedestrianised areas that they have experienced and to consider:**
 - what they enjoy about quiet streets and how they may be used;
 - what they dislike about walking beside busy roads;
 - any advertisements and campaigns that they remember, and which persuaded them to try something new (were they funny, informative, cute, or scary?).
- 3. Use this information to think about the best way to encourage your target audiences to leave their cars at home and make your local streets more people-friendly.**
- 4. Plan your campaign which should include at least three actions from the following list. Please state who your campaign materials are targeted towards:**
 - be an environmental correspondent and write a front-page article for your local or school newspaper;
 - write a letter to your local MP or councillor supporting low traffic neighbourhoods;
 - draw an entertaining comic strip;
 - use your musical skills to write a song or rap;
 - draft an engaging 'Tweet'-like news release of no more than 280 characters;
 - make an eye-catching poster/meme with a memorable slogan that could be displayed locally in community centres and shop windows;
 - develop a storyboard for a campaign video that would last for no more than 30 seconds;
 - design a campaign T-shirt with a memorable slogan.

For a chance to win some great prizes, ask an adult to save the details about your campaign and your materials in one PDF file (max 10MB) and complete the pupil competition entry form at myjourneyhampshire.com/cleanairday. Closing date for competition entries

Friday 25 June 2021

Schools Clean Air Day exhibition

Any schools who organise and publicise to their parent community, a Clean Air Day exhibition of the people-friendly streets campaign materials online, in a newsletter or in the school hall or playground will be entered into a draw to win a PlantLock cycle store.

Please share evidence of your exhibition and promotional activities by uploading your school details and one PDF file (max 10MB) by **Friday 25 June 2021** using the school competition entry form at myjourneyhampshire.com/cleanairday

Sources of useful information and ideas to inspire:

- **Global Action Plan: Clean Air Information Hub**
- **Global Action Plan: Clean Air Vision for Schools**
- **Sustrans: What is a Low Traffic Neighbourhood?**
- **BBC How our daily travel harms the planet**
- **BBC Young Reporter**
- **BBC [Storyboard template](#) and [Storyboard production](#)**
- **BBC How to write a song**
- **Playing out Play Streets**
- **School Streets**
- **Young Reporters for the Environment**

