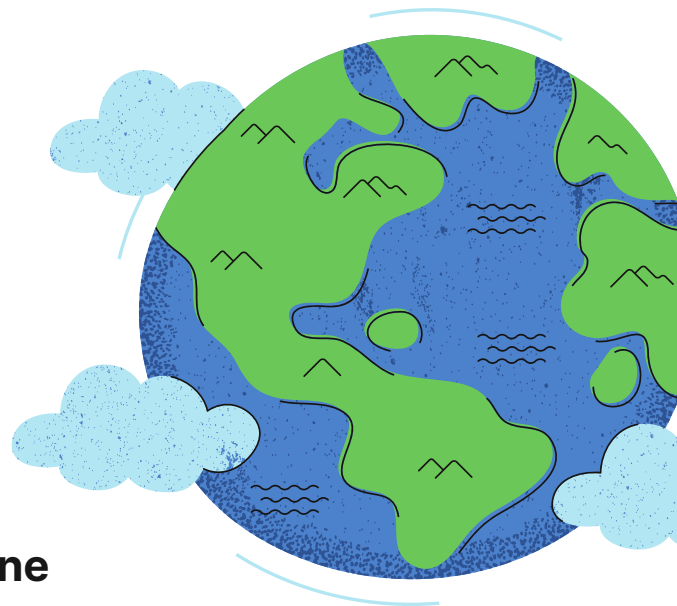


WORKPLACE CLEAN AIR CHALLENGE SUMMARY



15-19 June 2026 | Clean Air Day: 18 June

The Clean Air Challenge, developed by Hampshire County Council's Travel Planning Team, supported workplaces to take simple, practical steps to reduce local air pollution while promoting employee wellbeing and sustainability goals. The campaign encouraged organisations to demonstrate environmental leadership through small, achievable actions.

Overview

The challenge was structured around a series of short, daily actions supported by ready-made content, making it easy for organisations to share messages through existing communication channels. The light-touch approach required minimal time and resource, helping workplaces to engage without adding pressure.

Key activities included:

- Sharing air pollution awareness messages
- Improving staff understanding through short explainers
- Promoting no idling behaviour
- Encouraging active and sustainable travel
- Engaging wider professional networks

Social Media Impact

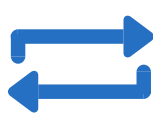
LinkedIn was the primary platform used to promote and support the challenge as it was most suited to the audience. Seven LinkedIn posts were made in total, two from Hampshire County Council's profile and five from the Travel Planner who delivered the challenge. Our social media promotion achieved:



95
Reactions



2526
Members
Reached



23
Reposts

ENGINES OFF WHEN PARKED OR WAITING

A small change that helps reduce local air pollution.

Why switch off?



An engine idling for two-minutes uses the same amount of fuel as driving for one mile.



Idling for longer than a short pause wastes more fuel than restarting the engine.



Idling vehicles pollute the air around us, affecting everyone's health.

Reducing air pollution is something we can all contribute to, starting at our workplace.

Switching off your engine when parked or waiting, where it's safe to do so, helps cut unnecessary emissions and improve local air quality. Small changes like this can make a real difference to the health of people and the environment across Hampshire.

If you're stopped, please switch off your engine.



**Change how
you travel.**



**Change the air
you breathe.**



- Find what works for you.
- Make it part of your routine.
- Start this Clean Air Day.

Outcomes

- Six workplaces participated across higher education, healthcare, insurance, data and local government sectors.
- Raised awareness of the links between air quality, health and travel choices.
- Encouraged staff engagement through practical, low-cost actions.
- One workplace signed up to Modeshift STARS Business following the challenge.
- Existing Modeshift businesses added The Clean Air Challenge to their Travel Plan to help achieve accreditation.
- Created new relationships with workplaces not previously engaged with Hampshire's Travel Planning Team.
- Generated valuable feedback on travel behaviours, sustainability priorities and support needs.

PARTICIPATING WORKPLACES	NO. STAFF ENGAGED
Basingstoke and Deane Borough Council, Basingstoke	500
Zurich Insurance, Farnborough	604
Hampshire and IoW Healthcare NHS Foundation Trust, Various	TBC
Winchester University, Winchester	TBC
Indra, Whiteley	45
Hayling College, Hayling Island	70

Future Opportunities

- Establish the challenge as an annual campaign.
- Create a contact database for earlier promotion and increased participation.
- Refresh content using participant feedback and emerging air quality research.
- Develop partnerships with public transport operators to provide incentives.
- Work with Public Health to offer climate change training and wider sustainable travel support.
- Strengthen links to Modeshift STARS Business and workplace travel planning.

Feedback

Feedback received so far has been positive, with participants valuing the Challenge and finding it easy to engage staff. The main opportunities for improvement focus on earlier provision of resources, more practical examples and case studies, greater flexibility in communications materials, and stronger links to wider organisational and educational activities. The recognition of the Challenge as supporting ISO 14001 accreditation stands out as a particularly strong benefit that could be highlighted more prominently in future promotions.