



ClairCity: Citizen-led air pollution reduction in cities

D4.18 City Day - First City (Bristol)

December 2018

Document Details

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Description	<p>The report is about the implementation of Task 4.4.3. City Day: Discovering my City - Healthy and Clean Tips in Bristol.</p> <p>The activity based on the concept and design, developed by the REC for a 'City Day' event: Discovering my City - Healthy and Clean Tips. The topic of the activity is smart, non-motorised mobility of citizens in Europe to show the walking and cycling routes of the city. The activity invited older citizens from the cities to promote their own smart mobility.</p> <p>Short films were prepared about the smart mobility tips which show the health, environmental and social benefit of the smart moves in the city. The REC provided guidelines and some templates, which described the general concept of organising the ClairCity Film Campaigns, culminating in the City Days. Based on this information the Bristol project team adapted the methodology to their specific circumstances and implement the campaign for filming and the City Day event.</p>

Version History

Version	Updated By	Date	Changes / Comments
V1.0	Gabor Heves/Eva Csobod	November 2018	The first draft of the report was developed
V2.0	Laura Fogg Rogers & Corra Boushel	November 2018	The first draft was commented, v2
V3.0	Eva Csobod	December 2018	Based on the comments, v3

Contributions and Acknowledgements

The authors would like to thank the following people for their important contributions used in the preparation of this final document.

Quality Assurance	Eva Csobod, Gabor Heves (REC)
Native Language Check	Corra Boushel (UWE)
Project internal comments	Laura Fogg Rogers & Corra Boushel (UWE)

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1. Executive Summary

This report summarises the experiences of Bristol in delivering Task 4.4.3 “City Day: Discovering my City - Healthy and Clean Tips.” REC developed the framework for the activity, the concept and design for a ‘City Day’ event and video competition. Short ClairCity films collected so called ‘smart mobility tips’, demonstrating the health, environmental and social benefits of walking and cycling in the city. The activity focuses primarily on elderly citizens to share their experiences and opinions.

The Bristol ClairCity City Day took place as part of the ALD Automotive Clean Air Zone event on 6th November 2018. There were over 200 attendees at the event, who were able to see the ClairCity videos at a stall, and learn more about the project.

The experience in Bristol was that residents were reluctant to make their own videos. However, some individuals were willing to be filmed if ClairCity staff managed the filming. By linking with local organisations that related to walking and cycling for older people, we found more residents who interested in being filmed and had views that they were happy to share.

An additional benefit of this approach was that local organisations were then interested in making use of the videos for their own uses and promotions, adding value to the process and a collaborative rather than competitive element.

Local residents participating in the ClairCity Bristol video project shared a range of thoughts and ideas:

- Older people in Bristol use walking and cycling as efficient modes of transport to get around the city, as well as leisure activities in their own right.
- Walking and cycling are enjoyable, social experiences. They allow people to connect to their surroundings, nature and other people in their community.
- Walking and cycling are important health activities for older people, whether for staying generally fit and active, recovering from injury or managing long term conditions.
- Older peoples’ experiences of walking and cycling are varied. Speed, joy and pushing physical limits are part of these activities for older people, not only for younger people.
- Walking or cycling with friends or in a group can help to motivate people, combining a social experience with health benefits.
- Older people walking and cycling recognise that their choices have benefits for the whole community in reducing traffic and congestion, as well as for the person taking the action.
- Older people can experience feeling less safe when walking or cycling related to the time of day, walking alone and experiences of certain areas being more risky. People develop a range of strategies to deal with these issues.
- Many older people identify air pollution as a risk to their health and a negative experience for their community, related to conditions that they suffer and the impact on their friends and families.

2. Introduction

The current report is about the implementation of the Task 4.4.3. in Bristol, UK, namely the City Day: Discovering my City - Healthy and Clean Tips. REC developed the framework for the activity, the concept and design for a 'City Day' event. The topic of the activity is smart, non-motorised mobility of citizens in Europe to show the walking and cycling routes of the city. The activity invites older citizens from the cities to promote their own smart mobility. Short films were prepared about the smart mobility tips which show in figures the health, environmental and social benefit of the smart moves in the city.

REC, in cooperation with UWE (WP2 team), developed guidelines for ClairCity cities and regions including a film campaign and a City Day (see Appendices). The aim of the film campaign is to promote non-motorised local mobility. Short ClairCity films collected so called 'smart mobility tips', demonstrating the health, environmental and social benefits of walking and cycling in the city. The activity focuses primarily on elderly citizens to share their experiences and opinions. These films will then be shown to a wide audience at the City Day. The mayor of the city and relevant departments might be asked to integrate these smart mobility tips in the city's mobility policy.

3. City Day and filming in Bristol

The Bristol ClairCity City Day took place as part of the ALD Automotive Clean Air Zone event on 6th November 2018. This event was run by ALD Automotive as part of national and local conversations in the UK about changing urban transport priorities, charging for transport access in urban areas, electrification of business fleets and increasing use of electric cars. The event was free and took place at UWE Bristol's Exhibition Centre, widely known to the public. As such, it provided a relevant audience to share the ClairCity videos and information about other aspects of our work in Bristol and around Europe.

The Bristol ClairCity staff attendance and participation in this event was the culmination of several activities and events to generate "smart mobility tip" videos from older people, with residents discussing their walking and cycling choices and experiences. Any people who attended the events or groups where we filmed or who contacted the Bristol team of the project to participate were included in the videos.

1.1 Summary of videos

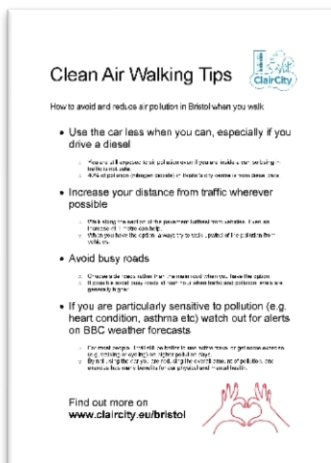
Local residents participating in the ClairCity Bristol video project shared a range of thoughts and ideas:

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- Walking and cycling are enjoyable, social experiences. They allow people to connect to their surroundings, nature and other people in their community.
- Walking and cycling are important health activities for older people, whether for staying generally fit and active, recovering from injury or managing long term conditions.
- Older peoples' experiences of walking and cycling are varied. Speed, joy and pushing physical limits are part of these activities for older people, not only for younger people.
- Walking or cycling with friends or in a group can help to motivate people, combining a social experience with health benefits.
- Older people walking and cycling recognise that their choices have benefits for the whole community in reducing traffic and congestion, as well as for the person taking the action.
- Older people can experience feeling less safe when walking or cycling related to the time of day, walking alone and experiences of certain areas being more risky. People develop a range of strategies to deal with these issues.
- Many older people identify air pollution as a risk to their health and a negative experience for their community, related to conditions that they suffer and the impact on their friends and families.

To see the Bristol ClairCity videos, please visit our YouTube channel

<https://www.youtube.com/playlist?list=PLtz0rUQvSHEAuJtwsjgVKT4Ex6VpInWBE>

1.2 Smart mobility tips



As part of the video production and engagement with organisations and residents, the Bristol ClairCity team produced a leaflet for walkers sharing Clean Air Walking Tips. This responded to the most frequent questions and concerns from people at events, especially those considering or already walking as a mode of transport and hobby.

The leaflet have been shared at numerous events, and are available on our website <http://www.claircity.eu/bristol/get-involved-2/reduce-and-avoid/>

The Bristol team plan to use the leaflet at several promotion event of smart mobility,

1.3 Video project process and reflections

The experience in Bristol was that residents were reluctant to make their own videos. However, some individuals were willing to be filmed if ClairCity staff managed the filming. By linking with local organisations that related to walking and cycling for older people, we found more residents who interested in being filmed and had views that they were happy to share.

The Bristol team worked with Bristol Ageing Better, Wellspring Healthy Living Centre, LifeCycle and Bristol WalkFest. The Bristol ClairCity staff also approached a number of other organisations, but they were not able or interested in collaborating in this part of the project.

Bristol Ageing Better is a partnership working to reduce social isolation and loneliness among older people and help them live fulfilling lives. As an umbrella organisation connected to many local groups that target older people, it was an ideal partner to advertise the opportunity to participate in our film competition. The Bristol staff spoke at one partner meetings (Bristol Older People's Forum), put an advert for the project in their magazine and featured on their website (Active Ageing Bristol). The activity was also advertised on social media (Facebook and Twitter) in relevant networks, e.g. Bristol Cyclists etc.

LifeCycle is a charity that promotes cycling for people of all ages. One of their organisers saw our social media advertising about the project and got in touch to film with the Bristol ClairCity team. The team attended one of their "Over 55s" rides but only the group leader was willing to participate in filming.

We approached the Wellspring Healthy Living Centre as a doctor's surgery and community space in a deprived central area of the city. They put the ClairCity team in touch with their "Walking for Health" group, who were keen to be involved and have a film made about their activities.

Finally, the ClairCity team approached Bristol WalkFest, an annual event to promote walking in the city. The team offered to run a walk as part of their month of activities. Many of their walks had themes, so we gave "Clean Air" as our theme. The ClairCity team offered

attendees the chance to be filmed when they arrived, and the team also (with permission) filmed the walk itself so that ClairCity team and Bristol WalkFest could use this asset.

In each case, the ClairCity team interaction with community or voluntary groups involved liaising with the organisers, then attending their events with a camera from UWE and a staff member to conduct the filming. This meant the ClairCity team were responsible for producing the videos. By connecting to local organisations, the Bristol team aimed for videos to also be valued assets for these organisations to disseminate and promote their own work.

As the Bristol team took a collaborative approach to making the videos, it was not appropriate to run the process as a competition. Instead of an individual “winning”, the team have had feedback from our organisational partners saying they are grateful to have videos made and that they would make use of them.

“This video is great! Thank you so much for sending this through and for getting in touch in the first place... we can use it on our website etc.”

Rosie Sadler, Physical Activity Co-ordinator and Wellbeing Practitioner, Wellspring Healthy Living Centre

4. Bristol City Day agenda

Bristol’s videos were shown as part of a larger event of significant importance in the city – the “Clean Air Zone Conference” on Tuesday 6th November 2018.

A number of public figures, individuals from large local organisations and academics attended the event (around 200), and the event was free for members of the public to attend.

The event details: <https://r1.dotmailer-pages.com/p/RW3-A99/uwe-caz-bristol> Bristol does not participate in any open events for European Mobility Week.

1.4 Agenda of the event

9.00 Arrival and Registration

9.30 ALD Automotive & Lombard - Introduction

9.40 Keynote Address

9.50 Jo Barnes (UWE) - Air quality and Clean Air Zones

10.05 Graham Parkhurst (UWE) - Clean Air Zones and Local Transport Policy.

10.35 Energy Saving Trust - How the EST can assist you

10.50 Coffee & Networking – **ClairCity videos shown**

11.15 Dave Petts (Ford) - Innovations happening now

11.25 Kia - Innovations to help air quality

11.35 Matt Dale (ALD Automotive) - Our PHEV trials

11.50 Tom Callow (BP Chargemaster) - Charging infrastructure (home, business & public)

12.05 Q&A Session - Your questions answered by the experts

12.20 ALD Automotive & Lombard - Conclusion

12:30 Lunch & Networking – **ClairCity videos shown**

14:00 Close

1.5 City day event process and reflections

The Bristol team made use of a large local event to show our videos to an industry, local authority and wider audience, where Dr Jo Barnes from ClairCity was also speaking as part of the event.

The Bristol team are using their social media channels to share the videos with the communities and groups who collaborated on the project, and will also be showing the videos at future events in partnership with the Bristol City Council.



5. Guideline for the cities/regions about how to prepare the ClairCity Films and City Days

This section contains the full text of the main document. The Guideline was prepared by the REC with the support of UWE for the cities and regions.

This activity belongs to WP4.4 – Citizens and their Health, Task 4.4.3 - City Day: Discovering my City - Healthy and Smart Tips

1.6 Summary

The task is to promote non-motorised local mobility. First a promotion campaign will be organised. Short ClairCity films will collect so called 'smart mobility tips', demonstrating the health, environmental and social benefits of walking and cycling in the city. The activity will focus primarily on elderly citizens to share their experiences and opinions.

These films will be shown to a wide audience at the *City day: Discovering my City - Healthy and Smart Tips*. The mayor of the city and relevant departments will be asked to integrate these smart mobility tips in the city's mobility policy.

1.7 Concept, target audience and practical procedure

In the following we summarise the basic concept and give practical guidelines. Certainly, you will need to adapt the specific details to your local circumstances. In case of questions please contact Eva or Gabor at REC.

'Campaign' to promote non-motorised mobility (CA)

1. **Short ClairCity films** will be produced **to promote the health, environmental and social benefits of walking and cycling** in your city/region. In addition, the films could recommend concrete suggestions for the local decision makers to improve the local walking/cycling situation. (However, bear in mind that the films' main focus has to be on awareness raising.)
2. The activity engages **elderly citizens** and/or elderly people associations. Old people are often neglected in our modern societies. Now this will be a very good opportunity to use their knowledge and life experience.
3. These elderly people will develop a **script** for the short films. As the films should be very short (max. 1.5 – 2 minutes long), this script should be also very short and cover only their main messages. Please see some examples in Annex 2.
4. Based on these scripts, the actual films will be made. Ideally, these should be done by the authors. However, in practice it is much more likely that a young person would give help and would do the actual **film shooting** (incl. interviews with the elderly people, on-site shots or info graphics), and then cutting.
5. If the option is chosen where older and younger people work in teams, it would be also a very educational experience for young people. Bringing together young and old people is a social innovation concept, with a number of recent positive examples.

6. The recommended procedure is the following:
 - i. Go to pensioners' homes, clubs, associations, and invite them directly to take part in the campaign. If they need technical assistance for film shooting and cannot e.g. ask their grandchildren to help, you can also do some advertising to recruit young people.
 - ii. Advertise the campaign. E.g. articles, advertisements, stand at the local market (or railway station, main square etc.), facebook etc.
 - iii. People will be motivated to participate in the campaign by 1) promising visibility of their films, 2) the best 3 would be shown at your city day and 3) by promising them **valuable awards** (e.g. a bicycle as 1st prize), some bike accessories, or some walking accessories.
 - iv. Film producers are given **full creative freedom**. Only the above described overall topic, the duration (max. 1.5 – 2 minutes) and some limited technical specifications are given: **max. full HD, MP4 format**.
 - v. Films should be uploaded to the **producers' own YouTube channels**, and then a link should be sent to the organisers. If this is not possible, the file should be submitted to the local organisers.
 - vi. A **competition YouTube channel** will be set up, where all short films will be gathered (linked). This YouTube channel will be advertised widely by the project, and the local population will be invited to watch and to 'like'.
 - vii. It is in the films' producers interest to collect 'likes' on YouTube. And this way the **viral marketing** starts and your campaign spreads!
 - viii. The aim is to have at least **15-20 short films**. If less are received, it may mean that promotion was not enough: the deadline should be extended and promotion intensified.
 - ix. The **best 3 films** will be selected based on who gets the most 'likes' on YouTube. You may also decide for a jury to pick the 3 best films.

1.8 City days

Your campaign will culminate in the organisation of a **city day event**. It is organised in combination with an existing local festival or cultural event, where many people show up. The best would be within the framework of your a European Mobility Week activities¹. This event will include three components:

1. **Award ceremony**. The 3 best ClairCity films will be shown and the film producers will receive their valuable awards.
2. **Smart mobility tips** from the films will be introduced. (As written earlier, the aim of these tips is awareness raising of citizens).
3. The **project's key findings** will be shared with the audience, using a creative and interesting format. The mayor or some other high-level local representative will be asked to integrate these in the future policy and smart development of the city. Outputs, such as the new walking and cycling maps will also be introduced.

¹ Even if you decide for a different time, we encourage you to register your city day at <http://www.mobilityweek.eu/about-mobilityactions/> and benefit from international visibility. You would be also eligible to use the European Mobility Week campaign stamp and promotional materials.

Please see an example in Annex 3.

1.8.1 *The outcome of the City Days*

- The **project’s key findings**. This is a very short and easy-to-understand document, presented preferably in bullet point style. Max. 1 page. This is submitted to your politicians in your own language and no English translation is required.
- A **summary document**. This is a bit more informative document, describing your key results & findings. The target audience is quite wide, i.e. all those stakeholders and people who are interested to read about your achievements.
This document includes 1) your smart mobility tips, 2) your general findings from the video campaign, and 3) some further ClairCity experiences and results that you think would be useful to share.
This does not need to be along document and it should be easy-to-read. This document should be in your own language. This document is a public project deliverable and will be uploaded to the ClairCity website. Therefore please provide an English translation. This is D.4.4.3 in the project contract.

1.9 Measuring success

How would you measure if you were successful or not with your campaign? We recommend that before you start your campaign you come up with **your own impact indicators**. After implementation you can then evaluate your activities using these. (E.g. number of people reached in your campaign, number of films produced, number of YouTube likes, number of City Day participants, number of your recommendations included in your city/region’s development strategies, number of articles published about the campaign etc.)

1.10 Time frame

- REC circulated this guideline for feedback: Dec 2016 /Jan 2017/update April 2017
- Translate this guideline to 6 local languages: from May 2017-optional
- Preparation of campaign: end of Dec 2017-January 2018
- Recruiting film crews: Jan-March 2018
- On-site film shooting (i.e. we need nice weather...): Apr-Sept 2018
- City Day event: Dec 2018 - Nov 2019.

1.10.1 *Timeline of key activity*

Key Activity Task 4.4.3	Lead	Activity Dates	Linked Deliverable
Development of the design and methodology of the drafting and update	REC	M1-M9	

Circulation for feedback of the design and Guideline to the cities/regions and WP3 partners	REC	M10-M12	
Translation of the design and guideline for the cities/regions-optional	REC	M13-15	
Identification and selection of organizations for filming	REC	M20-	
Technical work on filming and the City day	REC	M24-M32	
Promotion of non-motorised transport- filming and the City day	REC	M24-M32	
City day	REC WP2/UWE	M32-M43	D4.18 and D4.19

Support required

Description of support/evidence needed	From which WP / Organisation / Individual	By when
List of selected senior citizens-organisation for filming from the cities/regions	cities/regions	M16-M20
Preparation of the City Day with the cities-regions		

1.11 Possible linkages with other WP4 tasks

This activity is in the second half of the project and builds on the results of earlier tasks, most importantly WP4.2 (GAME), WP4.3 (APP) and WP4.4 (Mutual Learning Stakeholder Workshop).

Help

In case of questions please contact Eva Csobod and Gabor Heves from the REC.
ecsobod@rec.org, gheves@rec.org, +36 26 504-000

Annex 1: Example Ideas for ClairCity Films

The main aim is to promote the health, environmental and social benefits of walking and cycling in your city/region. Aimed film length: 1.5 minutes. This is a creative task, so the actual implementation is up to the film elderly organisation and individuals who are the producers. However, we give some content ideas below to kick start this creative process.

Basic ideas

- Interviews about how people's health improved through walking and cycling. Including also environmental and social benefits.
- 'Smart mobility tips': collection of opinions about what people like in walking/cycling, and what they would improve.
- Interviews with older people who walk/cycle every day and therefore relatively fit and healthy.
- Drafting cycling and walking maps of the city/region.

By 'interviews' we mean only a few second cuts! The (long and boring...) original interviews should be broken up / narrated / edited so that the film is interesting to watch! An example is given in Annex 2.

A bit more creative ideas

- Mobility in my childhood and now.
- XY goes to discover the city on bike
- 1 day of 2 people (one living in a healthy way (walking + cycling), the other only drives cars)
- 1 day of a family (walking + cycling)
- An interesting, real life story relating to sustainable mobility
- A touristic advertisement to discover your city on bike.
- Mobility solutions in our city that we can be proud of. And things that need to be improved.
- The life of XY and ZY in one minute: contrasting the life story of a cycling + healthy person with a car driving + unhealthy person.
- The same mobility-related question is asked from 10 year old children, young adults, medium age adults, older people.

Artistic ideas (optional)

- A music video of a local music band
- An art installation
- Some video effects
- A comics or a narrated funny story
- City impressions

Annex 2 : Example film script

Nr.	What	Images	Graphics	Text/Narration	Time (sec.)
1	Introduction to mobility	Street traffic: cyclists, cars, pedestrians passing by.	Basic figures about your city's mobility.	An introduction to your city's mobility situation.	0-7"
2	Introduction to health	People walking, gardening, doing sports etc..	Basic figures about your city's health situation.	An introduction to the health situation of your city/region.	7-14"
3	Introduction to environment	Images of parks, lakes, smoking chimneys		An introduction to the environmental situation of your city/region.	14-20"
4	Introduction to interviews	A person closes his house's front door and gets on his bike, and goes on a trip with his family.		Lead-in question	20-25"
5	Topic 1 - few related sentences of 3-4-5 interviewees	Relevant footage from the streets		Interviewee's talk about why they like to cycle in the city.	25-50"
6	Bridging narration	The family arrives at a nice park and does some picnic.		Bridging narration and lead-in question.	50-55"
	Topic 2 - few related sentences of 3-4-5 interviewees	Relevant footage from the streets		Interviewee's talk about what they would like to improve.	55-70"
	Conclusion	They arrive home and have a nice evening.		The main conclusion	70-85"
	End		City, EU, ClairCity logo, contact information		85-90"

Annex 3: Example consent form (Bristol)

ClairCity Mobility Videos Ethics

Ethics Consent for Participation

Information should first be sent to community groups, inviting their participation in the competition. This should be sent in a Participant Information Sheet by email or by post. In order to take part, older people will need to sign a Consent Form.

Researcher: Dr Enda Hayes and Dr Eva Csobod



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ClairCity: Citizen-Led Air Pollution Reduction in Cities
Mobility Videos Participant Information Sheet

You are being invited to take part in the ClairCity Mobility Videos, a project and research study. Please do ask us if there is anything that is not clear or if you would like more information, using the details above.

ClairCity is an innovative project involving thousands of people in cities across Europe, enabling us all to decide the best local options for a healthier future with clean air and lower carbon emissions.

We would like to invite you to take part in our ClairCity Mobility Videos project. You will create a video which shows how you like to get about in your local area without using a car, perhaps by cycling or walking. The videos will help other people in your area to find cleaner, safer and healthier transport options.

You will load your video onto a YouTube channel and will take personal responsibility for this. The videos will be publicised to celebrate your achievements on the ClairCity website and on YouTube. Overall outcomes from the competition will be published in reports to the European Commission, on our website www.claircity.eu, and through wider media.

Your details will be processed by the ClairCity project in accordance with the terms and conditions of the 1995 EU Data Protection Directive. We will hold your data securely and not make it available to any third party unless permitted or required to do so by law.

It is up to you to decide whether or not to take part in the videos. You can withdraw your participation from the project at any time. This study was given ethics consent by the Research Ethics Committee of the University of the West of England, UK
researchethics@uwe.ac.uk.

ClairCity Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.



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ClairCity: Citizen Led Air Pollution Reduction in Cities

Video Consent Form

I have read the information on the Participant Information Sheet and consent to taking part in the ClairCity Mobility Videos.

I understand the videos will be celebrated publicly and online, and I am responsible for the content within.

I understand I am free to withdraw from the project at any time.

Name _____

City _____

Signature of Participant _____

Date _____

Name _____

Signature of Researcher _____

Date _____

Annex 4: WP2 ClairCity Film Communication Guidelines

ClairCity Film Communication Guidelines

WP2: Laura Fogg Rogers & Corra Boushel

February 2018

Introduction

Across ClairCity, we have a range of engagement activities designed to target different audiences. Some audiences are particularly relevant to the issue of air pollution due to their increased vulnerability to health impacts associated with poor air quality. Older people are a vulnerable group, which is why they are targeted in WP4.4.3. As an audience, they may require slightly different approaches and techniques to other segments of the population.

The aim of this WP task is to collect short films on 'smart mobility tips', demonstrating the health, environmental and social benefits of walking and cycling in the city. There are specific guidelines from REC for this task, so if you have specific questions you should contact Gabor Heves GHeves@rec.org

This guide covers some suggestions on how to plan recruitment of older people to activities for the video project in WP4.4.3. This guide supports the guidelines produced by REC for WP4.4.3 which are available for partners on [Sharepoint](#). Each city and region has different staffing, resources, existing events and expectations so everywhere will have a different set of plans to promote ClairCity. However, across the project there will be commonalities of how we use our key messages in order to make the project engaging and exciting, as well as raising awareness of air pollution, carbon emissions and health in cities.

Recruitment targeting

To involve any target audience, a good place to start is to think about where they are already interacting or active. This may be through identifiable groups who work with or on behalf of older people, or through activities and locations that are likely to appeal to an older age cohort.

Are there associations or community groups specifically for older people in your area?

- Do they run events you could attend?
- Do they have a newsletter or other ways to contact members or communities?
- Would they be interested in supporting or promoting the video project for their own use as well?
- Do they have any suggestions for how to best adapt to meet the needs of older people?

Are there activities or locations that tend to include older people?

- Are there hobby groups, activities or certain sports that may be more frequented by older members of the community?
- Are there certain cafes, public spaces, libraries, churches or other locations that older people use?
- Are there services provided by the local authority that are accessed by older people, where it would be appropriate to share information about the video project?

What are the best channels of communication with older people?

- Are they likely to be on social media?
- Are there groups who may be able to share and promote your post if you contact them directly?
- What networks, newsletters or groups are older people more likely to be part of or see?
- What image can make the activity appealing to our target audience? From engagement research, showing a woman participating can increase the take-up by women (and typically does not reduce the number of men who participate).

Are there walking or cycling groups who may be able to help?

Although we are specifying “older people” as the primary target audience, our target audience is also “people interested in talking about walking or cycling”. Perhaps there are local walking or cycling groups who might be keen to support the initiative, even if they are not specifically for older people. They may have older people within their membership, or may be interested in promoting themselves to and with older people.

Examples from Bristol's approach

1. We updated the relevant page on the ClairCity website with information so that organisations could share the link with their members. See <http://www.claircity.eu/bristol/get-involved-2/videos/>
2. The Bristol team had a meeting with Bristol Older Peoples' Forum and placed an advert in their newsletter, which targets over 4000 older people in the region (see below). Through the forum, we were connected to other groups that run activities for and with older people that we could email to share the information.

Walking and cycling in Bristol – Tell us your story!

- Are you an older person who loves getting about and wants to share your experiences?
- Would you like some advice on how to avoid air pollution when walking or cycling?

Come to our ClairCity Bristol event at WalkFest 2018 to tell us what you love about travelling around Bristol, as well as what stops you getting about. We will film your experiences and share top tips for avoiding air pollution.

The University of the West of England is running ClairCity, an EU project aiming to raise awareness about the effects of air pollution and carbon emissions caused by transport. Your messages will be shared with others to make Bristol a better place for our future with clean air.

Wednesday 2nd May

10am to 1pm Filming Event

11am Walk around College Green

Meet at: The Writing Room, City Hall, Bristol City Council, College Green, Bristol

3. We contacted relevant groups by email to get them to share in their email newsletters. We included a pdf and jpeg of the advert for them to share (see appendix for editable version). We also told them to follow us on Facebook so that they could share our post if this was appropriate for their group.



Figure 1 Bristol Walk Fest organise walking events for all ages and shared our post.



Figure 2 Active Ageing Bristol are a community group for older people who heard about our call out and shared the information on Facebook.

4. UWE staff will run an event as part of the Bristol Walking Festival and bring our own camera, in case people want to participate but don't want or feel able to do the filming themselves.



Walking and cycling in Bristol: Tell us your story!



Are you an older person who loves getting about in the greater Bristol area and wants to share your experiences?

Are there any issues you want to highlight, which would make your mobility easier?

Or how about memories of how Bristol used to be?

ClairCity Bristol is seeking videos about older people's experiences of walking or cycling.

The films only need to be 2 minutes long. You can make the videos yourself on a smartphone, or we can discuss options to film your group. You might record a chat with a friend, or film the best (or worst) bits on a walk you often take, show some views that you get on a bike ride or film the well-deserved cup of tea at the end.

Who counts as 'older'?

We are happy for anyone to decide for themselves. The World Health Organisation often use 65 to describe people as 'older', and this group tend to suffer more health impacts of air pollution – along with young children. However, in our project it can be anyone who wants to get involved!

What will the videos be used for?

The University of the West of England is running ClairCity, an EU project aiming to raise awareness about the effects of air pollution and carbon emissions caused by transport. The videos will be shown to Bristol City Council representatives at an exhibition later in 2018. The videos will be shown on YouTube and linked to our ClairCity website. <http://www.claircity.eu/bristol/get-involved-2/videos/>

How to submit your film:

1. Upload your film directly to YouTube (you will need to open a YouTube account if you don't already have one, but [this is quick and free to do](#)). Once the film is uploaded, send us the link: claircity@uwe.ac.uk
2. If you can't to set up a YouTube account, you can email us the video file claircity@uwe.ac.uk
3. If you would rather send it to us via WhatsApp, email claircity@uwe.ac.uk and we will send you a mobile number that you can use.

Come to our Bristol WalkFest 2018 event.

We will film your experiences so that you don't have to. Our team will be on hand to share top tips for avoiding air pollution. If you have any questions or ideas you would like to talk through, get in touch with claircity@uwe.ac.uk



Wednesday 2nd May 2018

10am to 1pm Filming Event

11am Walk around College Green

Meet at: The Writing Room, City Hall, Bristol City Council, College Green, Bristol



Citizen-led Air Pollution Reduction in Cities
www.claircity.eu/bristol/get-involved-2/videos/



Figure 3 An advert for Bristol Older Peoples' Forum and other networks that explains the video campaign and invites people to our event.

Events

If you are attending or running events in this part of the project, be sure to think about the needs of an older audience.

- Is there a time of day or day of the week that will be better for them? In the UK, we find that evening events can be more difficult for older people to attend.
-
- Is the event space accessible for people who may have reduced mobility? This doesn't only apply to events with older populations! Many older people are extremely fit and active, but if we are targeting groups that may be more affected by air pollution it is important to make sure they can use the space comfortably.

Sound quality for filming

If you are planning to film (or encourage others to film) at an event, make sure to find a space that will be quiet enough. You might use a space with a separate room for filming, or select a venue with good sound proofing and low background noise.

Support

REC have provided helpful ideas in the guidelines for this activity for ways that older people could approach the film storyboard.

Is there any other support that might be useful to enable people to participate? You could add these as links on the website, in any social media or other dissemination posts, or as printouts at events.

- Easy [online tips](#) for making films with a mobile phone
- A link about how to set up a YouTube account
- REC have provided a suggested script/activity within their guidelines for the film. Are there any other locally relevant questions that might spark interest?

You could share links to websites, or you might think it helps to prepare your own printable versions for people to use. If you give out your own versions, it helps to:

1. Number the steps
2. Keep the language very simple and non-technical
3. Keep each step and the overall instructions short
4. Include images to show e.g. what button to press etc.

Summary

This WP4 Engagement activity requires the participation of a specific audience. Considering how to target this audience can help increase the efficiency of the resources each organisation allocates to this part of the project, ensuring a bigger impact and wider dissemination.

If you have any further questions or would like to discuss how the ClairCity film project will work for your city/region, do not hesitate to contact corra.boushel@uwe.ac.uk for WP2 support, or gheves@rec.org/ecsobod@teammembers.rec.org for WP4.4 support

