A yellow license plate

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**TEMPLATE LETTER FOR BUSINESSES**

*NB. Please amend the first paragraph as necessary to reflect the specific vehicle usage of the business you are approaching e.g. commercial vehicles idling around town or staff usage.*

Dear Sir/Madam,

As a local resident, I am concerned by the number of commercial vehicles sitting outside your business premises and in neighbouring roads with their engines running while stationary. It means that we are having to walk through toxic exhaust fumes to get to and from our homes, often with our children. It also means that your own representatives are putting their own health at risk as the air quality inside a stationary vehicle with the engine running is up to seven times worse than the air outside.

Long-term exposure to air pollution can contribute to the development of lung conditions, heart disease and dementia. It is also well known that polluted air affects children’s lung and brain development. With 1 in 20 deaths in Colchester linked to air pollution, that’s why I’d really like to see your business take positive steps to reduce your impact.

Colchester City Council is running the CAReless Pollution campaign, encouraging drivers in and around Colchester to switch off their vehicle engines when they are stationary, in order to improve their own health and help reduce air pollution in the town. Their research shows that it is often an inadvertent habit for drivers to leave the engine running – so please help us to remind your drivers, staff and visitors to your business, to switch off every time they wait.

CAReless Pollution have a range of FREE campaign materials available, include all-weather outdoor boards, postcards to hand out and posters for your reception area or notice boards. They also have template text for your social media pages or staff newsletters, one of their campaign team could come and give an informal talk, and they can even help you to develop a corporate no-idling policy. All the materials can be downloaded at [www.cleanaircolchester.org](http://www.cleanaircolchester.org) or requested by emailing [cleanair@colchester.gov.uk](mailto:cleanair@colchester.gov.uk).

I really hope that as part of your employer commitment to look after the health of your own staff, as well as being a socially responsible local business, that you will join in and take action to help make the air in Colchester cleaner and healthier.

Thanks in advance,

[Your name]