

'Fresh Air Starts Here' ~ Clean Air Day Poster Competition 2026

Guidance for Richmond primary schools – KS1 & KS2

1. Competition summary

- Design an **A4 portrait poster** for the theme “**Fresh Air Starts Here**”.
- Think about the people, homes, school and community around you. What affects the air where you live, and what could make it fresher?
- Make it bright, bold and easy to read when it's scanned or displayed online (avoid small writing).
- Winning posters will be displayed on Air Quality Monitoring Stations in Richmond.
- Prizes are available for winning entries.
- Deadline for submission is **Friday 26th June**

2. Poster Ideas

Use these to get pupils thinking, they can pick one category or use all four. *Show us where fresh air starts for you.*

People

- Who breathes the air where you live?
- How do you and your family get around?
- What helps people breathe easier?

Homes

- What does your street look like?
- Are there chimneys, cars, trees, gardens?
- What could make the air outside your front door fresher?

School

- What happens at the school gate at drop-off time?
- What do you see, smell and hear on your journey to school?
- What does your playground feel like?

Community

- Where do you go to take a really big deep breath? Think about your parks, high street, or river.
- What do you see flying in the sky above Richmond?
- What would your favourite place look like with even cleaner air?

3. How to enter

- i. There are two categories, KS1 and KS2. Each school can **enter either one or both categories**.
- ii. **Short-list your best five entries** for both KS1 and KS2 (max 10 total submissions per school).
- iii. **Scan** the short-listed entries and email them as **separate file attachments** to [Tom Fiedosiuk tom.fiedosiuk@merton.gov.uk](mailto:tom.fiedosiuk@merton.gov.uk) by **Friday 26 June**.
- iv. File-name each scan as: *SchoolName_KS1or2_Number* (e.g. *OakPrimary_KS2_4*).
- v. In your submission email Include a **list of pupils' first names and ages** linked to the file names to identify each scanned poster (e.g. *Lucy, 8: OakPrimary_KS2_4*).
- vi. Please **keep originals** until winners are announced (in case we need rescans).

4. Specifications for entries

- One **portrait** sheet of **A4** only, any medium (pen, paint, collage, digital print-out).
- Content must remain clear after scanning.
- No child's name/age on the artwork itself; please include a separate list of first names & ages that matches file names.

5. Judging & prizes

- Entries will be divided into two key stage categories for judging: KS1 and KS2.
- Judging will focus on the **originality** of the entry; how well the **brief** was met; and the **content clarity** for public display on the monitoring station.
- Judging will take place and winners notified by Friday 10th July.
- Prizes will be awarded to the winning student, runner-up, and best school in each category (KS1 and KS2).
- Prizes include book-tokens, and “Clean Air Day” footballs and stationary.
- A selection of posters from the winners and runners-up will be printed onto air quality monitoring stations in Richmond, along with the posters from a previous year’s competition.

6. Extra resources

- Point 7 on the next page gives lesson ideas for creating your posters.
- The National campaign [Clean Air Day](#) on Thursday 19th June 2025.
- [TfL Travel for Life](#) to list this activity as part of your school’s accreditation.
- Information about air pollution from the [Clean Air Hub](#).
- [Air pollution levels now](#) and [London Air’s 30 second guide](#) to air pollution.
- Richmond Council’s [Schools Air Pollution pages](#).

If you have questions or need more information,

Please contact [Tom Fiedosiuk](#)

tom.fiedosiuk@merton.gov.uk

(Air Quality Officer for Richmond, Wandsworth and Merton Councils)



See your posters printed on our Air Quality Monitoring Stations around the borough.

This is our brand-new monitor opposite Richmond Station, and there are two other larger locations in Barnes and Castlenau

At least 5 posters from this year’s entries will be printed onto the monitoring cabins, along with entries from previous years

7. Lesson ideas for teachers

Aim: help pupils connect air quality to the places and people in their everyday lives, then turn those observations into a poster.

i. Breathing on your street

- Ask pupils to close their eyes and imagine their walk or journey to school this morning.
- What did the air feel like? Cold, warm, fresh, stuffy? Did it smell of anything – flowers, exhaust, rain, cooking?
- Now imagine that same walk, but the air is completely fresh. What has changed? What's different about the street?
- This grounds the poster in a real place the child knows, rather than an abstract idea

ii. What affects the air here?

- On the board write two headings: "Things that make the air worse" and "Things that make the air better."
- KS1 suggestions: cars and lorries, bonfires, chimneys; trees, parks, walking, riding a bike.
- KS2 might add: idling engines at school gates, wood burners, flights over Richmond; electric buses, cycle lanes, green walls.
- Teacher note: wood burners are a significant source of fine particle pollution in Richmond. A single stove can produce more particle pollution than a busy road. Children might not think of a cosy fire as an air quality issue, so this is worth raising.

iii. Personal link: "How does it affect me?"

- Ask: does anyone have asthma, hay fever, or know someone who does?
- How do polluted days make them feel? What triggers symptoms?
- KS1: "I can play outside without coughing."
- KS2: "People with asthma would need their inhalers less often."
- Discuss: what is one thing we could do this week to make the air a little fresher? (Walking or scooting to school, taking a quieter route, not idling the car.)

iv. Plan the poster

- Share the four prompt categories with pupils: People, Homes, School, Community.
- Ask each child to pick the category (or categories) that mean the most to them.
- Some suggestions to help pupils to think of ideas:
 - A place you know, shown with clean, fresh air.
 - Something people do (or could do) to keep the air clean.
 - Before and after: the same street, park, or school with dirty air and then fresh air.
- Reminder: big shapes, bright colours, clear picture and message.

Permissions & display:

By submitting entries to the competition, you agree to the following:

- any display of the poster entries (hard copy and/or digital copy) can include the artist's first name and age, and the school that they attend.
- that possible locations for displaying the posters can include, but are not limited to:
 - at air quality monitoring sites in the borough
 - the Schools Air Pollution pages on the Council website
 - air pollution workshops for schools in the borough.
 - public library noticeboards
 - local NHS facilities

The organiser will endeavour to contact schools prior to displaying posters so that they can advertise this to the artists and the wider school community.