

Communications & Education

Green Welcome Packs

Overview

Objective: To encourage people in new homes in Warwickshire to live a more sustainable lifestyle.

Main Partners: **Warwickshire County Council, Barratt Mercia, Charles Church Developments, Cala Homes, George Wimpey Homes, David Wilson Homes, Laing Homes Ltd, Harvon Development Ltd, GSP Construction, Reeves & Partners.**

Audience: New Home Buyers, Home Developers in Warwickshire.

Rationale: Much can be done around the home to reduce the consumption of finite natural resources. We can all: become more efficient in how we use energy, reduce the amount of waste we produce and change our travel habits to less carbon intensive ones. People need the right information in order to make informed decisions about sustainable choices. For example, energy is wasted all around the home. The average home spends six hundred pounds a year on energy but in most cases at least a third of this is wasted. Through a number of simple steps energy wastage can be reduced and household bills will decrease.

Green Welcome Packs

An innovative project aimed at people moving into new homes in Warwickshire was launched in March 2006. Developers building locally joined forces with Warwickshire County Council to produce 'Green Welcome Packs' for new residents. The idea behind the project was simple: a new home offers the perfect opportunity to start a more sustainable lifestyle.



The packs, funded by the Developers, contain an array of environmental information on everything from an A-Z Energy Efficiency (PowerWise), Recycling and sustainable travel guides to bus routes plus useful freebies including an energy efficient light bulb and a compost bin. Also, there's a copy of the Friends of the Earth book 'Save Cash and Save the Planet'.

At the launch of the project, Friends of the Earth commented that they knew of no other Local Authority doing this type of scheme and that they'd really like to see it catch on.



The housing developers involved in the scheme are responsible for the delivery of the pack to new home owners. Five hundred and twenty two homes have already received the Green welcome pack with plans to distribute a further 555 in the financial year 2007/08.