



Being 'Green' isn't only about **climate change** or '**saving the planet**' (the planet does not need saving, we do) - it is also about **common sense**, **saving money**, and making your home **healthier** and **more comfortable**.

The properties that opened their doors have taken practical steps to make them more **Energy Smart** - **cheaper** to run, **cosy**, and **good for our environment**.

From **simple steps**, such as draft-proofing, or more complex installations such as bio-mass boilers, our Green Doors display a large range of modifications that **we can all benefit from**.

This year we are also promoting the **Green Deal** - the government scheme designed to make expensive retrofit measures **affordable**.

We also have information on recommended **local suppliers** and **tradespeople**.

We hope you enjoy your visit, and are inspired to make your home **Fit for the Future**.

Transition Town **Shrewsbury**

Presented by James Smith, TTS Building Group



SGD 2012 – Getting Started

- TTS Building Group (re) formed October 2011 (+ Claus, - Bill)
- First meeting proper mid-December
- Decided to hold an Open Doors event, to spread awareness of eco-options, and to disseminate information
- End of March date picked – hopefully weather ok, but winter still fresh in minds..
- Meeting early Jan – 8 people, brainstormed properties
- Invited Kate Watson from BGD to come and chat to us
- Carried on regardless in our own typical TTS ad hoc, ‘organic’ fashion!
- By sheer luck were able to apply for LEAF funding
- 2000 Map Guides all over town, press releases, local radio, emails...

**Transition Town Shrewsbury
Building Group**

<http://www.transitiontownshrewsbury.org.uk/>
<https://www.facebook.com/TTShrewsbury>

Coton Crescent Residents
C/o Simon Ross
Marches Energy Agency
The Pump House
Shrewsbury SY1 2DP

16th January 2012

Dear Simon

Re: Coton Crescent Residents LEAF Funding bid

With regard to the above funding bid, and particularly TTS Building Group's involvement in setting up and running the Open Green Doors event on the 24th and 25th of March, 2012, please find below our fee proposal for the design, production, and distribution of promotional material, and costs to cover the event days themselves:

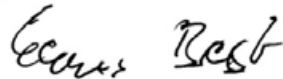
Design of promotional material – flyers, posters, banners, factsheets 3 days @ £300/day:	£900.00
Design and administration of event website:	£250.00
Printing costs - based on 500 x full colour A4:	£250.00
Public Liability Insurance	£250.00
Consultancy fees (Bristol Green Doors) – 1 day total	£300.00
Contingency – miscellaneous event running costs:	£250.00
Total:	£2,200.00

TTS Shrewsbury is a not for profit charity, the above prices are based on costs only.

We believe this could be a great event, publicising a great project which will surely go a long way to promoting energy efficiency and retrofit in buildings in Shrewsbury and Shropshire and wish you every success with your funding bid.

Please contact me if you have any queries.

Yours Sincerely



Claus Best – Group Convenor









SGD 2012 – The Event

- It was scorcio! Barbecue weather...
- 24th & 25th March, 11am til 5pm
- 22 properties, over 200 visits, 100 individuals
- From Georgian to brand new
- Wide range of measures and technologies
- Some very simple low-cost, others full re-furb
- Some houses very busy at times!





SGD 2012 – Feedback/Lessons

- De-brief meeting – all agreed event was a success!
- It may take time, 2 or 3 events, to ‘build the brand’
- Perhaps the ridiculously good weather kept some people at home?
- We need to start promoting earlier, and more thoroughly – after the event acquaintances said they would’ve come had they known!
- Those that did visit, were particularly enthusiastic about the conversations they had had – independent advice!
- Some form of info point would be useful - perhaps we need a ‘hub’
- Potentially also include homes showing local/sustainable crafts and conservation?
- Decided to do it all again next year, and hoped it was 18° and overcast...



SGD 2013 – Getting Started

- Got the ball rolling again in late 2012
- Got lucky again - secured £4,500 funding early
- DECC funding, remit to promote Green Deal and local suppliers
- Were able to re-do website and have banners printed!
- Also re-did Homeowner questionnaires & kept better databases
- MEA allowed our fliers/posters for inclusion on their GD promotional van
- 18 Properties – dropouts + a couple new
- SGD HQ at Shropshire Wildlife Trust – would've preferred shop..

**Transition Town Shrewsbury
Building Group**

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<https://www.facebook.com/TTSshrewsbury>

Simon Ross
Marches Energy Agency
The Pump House
Shrewsbury SY1 2DP

31st January 2013

Dear Simon

Re: DECC LA Funding bid, Show Homes Promotion

With regard to the above funding bid, and particularly TTS Building Group's involvement in setting up and running the Open Green Doors event on the 23rd and 24th of March 2013, please find below our fee proposal.

Design of promotional material – flyers, posters, presentation boards, banners, factsheets, map guides, Green Deal info, home posters - 6 days @ £300/day:	£1,800.00
Production of promotional material:	£600.00
Design and administration of event website - 2 days @ £300/day:	£600.00
Production, distribution, collection, and collation of Homeowner Questionnaires – including product and supplier info – 2 days @ £300/day	£600.00
Set-up, hire, and running of Event HQ, leading up to Event Weekend – including official invite to presentation/briefing/info sharing for other interested groups within Shropshire and telford & Wrekin:	£600.00
Public Liability Insurance	£300.00
Total:	£4,500.00

TTS Shrewsbury is a not for profit charity, the above prices are based on costs only.

We believe this will be a great event again, and trust it will go a long way to promoting energy efficiency and retrofit in buildings in Shrewsbury and Shropshire, with particular focus on the Green Deal and local suppliers, goods, and services.

Please contact me if you have any queries.

Yours Sincerely



James Smith – Group Convenor





SGD 2013 – The Event

- Same weekend, 1 – 5pm both days
- It snowed. A lot.
- A few places cut off
- Only 50 visitors
- But quality not quantity! ('No tyre kickers')
- SGD HQ 15 visitors – but didn't have much time when not talking. Shop in town would've been better..
- 1500 Map Guides went!





SGD 2013 – Feedback/Lessons

- We need to start promoting earlier, and more thoroughly
- Did do a lot more though, and are expecting glossy editorials next time..
- Most home owners felt that 2 days too much
- New website had hits from countrywide!
- Photos of work in progress at the homes would be good for visitors to see..
- Need more properties on the books! Good broad mix
- People who have not opened their houses before may be nervous – they could be present at someone else’s house for the day for the first year.
- It would also be good to ask trade/installers to be present.
- Had a SGD stall at several events in summer, continuing to build brand..
- Will need funding, although less - need to remain independent
- Potential for ‘Ask The Installer’ event to run concurrently perhaps
- Decided to do it all again next year, and hoped it was 18° and overcast...



SGD is over for another year and the Green Doors have closed.
If you have any questions regarding any of the properties, please contact us and we'll pass on your queries -
Please don't contact them directly.
Look out for the Map & Guide in March 2014!