

**Keep customers and staff comfortable.  
Cut energy usage by 50%. Save money. Improve air quality.**

**Here's why closing the door makes sense for retailers:**

- Enhances **staff and customer comfort** through better internal temperatures and **improved air quality**
- **Reduces negative health impact** of bad air quality inside the shop from diesel fumes on the high street
- Reduces energy usage and energy costs by up to **50%**
- Cuts a shop's CO<sub>2</sub> emissions by up to **10 tonnes/year** = 3 return London/Hong Kong flights or 31000 car miles
- Allows energy use to be kept at a **consistent low level** – a hot shop means customers in coats are too hot
- Any access issues can be resolved by **attentive staff** on hand to help with pushchairs or wheelchairs etc.
- **Reduces shop lifting** and is safer for any small children in the shop
- Stops need for so-called "air curtains" over the door: a single one consumes 24 kWh per day. This is equivalent to emitting 91 kg CO<sub>2</sub> per week, or **more emissions than a return Glasgow/London coach trip**

**About Close the Door**

Close the Door is a business-friendly voluntary campaign working to get shops to close the door when using heating or aircon on the high street. Our energy savings data comes from a [Cambridge University Research](#) Survey involving close the door trials at Cambridge Toy Store and Ryman. Both the Cambridge Toy Store and the Ryman chain are now signed up! We will shortly be working with King's College London to evaluate air quality in central London shops.

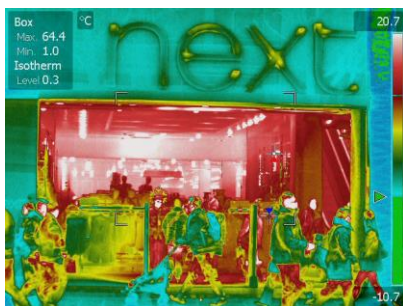
**Supporters**



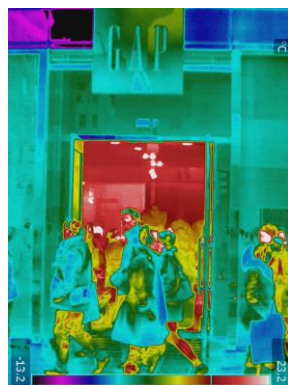
- Over **500** shops in Cambridge where the campaign began and **many more** in centres across the UK
- Broad cross party political support and endorsements from many big names like Ed Davey, Boris Johnson, Vince Cable, William Hague, Zac Goldsmith *etc.*
- Welsh, Scottish and London Assemblies, local councils: Bath, Birmingham, Bristol, Cambridge, Guernsey, London (City of London, Camden, Islington, Richmond, Wandsworth, Westminster, Kingston)
- A growing presence and following on [Facebook](#) and [Twitter](#)

**Awards**

- **Climate Week Awards 2012** Best Campaign, **Sustainable City Awards 2013** Air Quality – highly commended



Heat in red, floods out of open doors at a shop on Oxford Street, London



Stores like this can generate an extra 10 tons of CO<sub>2</sub> each year if doors are left open



Open doors such as these can double a shop's energy use.

## **Close the Door campaign endorsements**

### **Ed Davey MP, Secretary of State for Energy**

"I thoroughly support Close the Door's objectives to save energy and cut carbon emissions in shops with such a simple measure. This is such an easy and positive contribution retailers may make to cut energy use significantly while reducing their fuel bills - and increasing the comfort of their staff and customers. I applaud the many stores of all types and sizes who have adopted a closed door policy when using heating or air conditioning, and urge those who haven't to join the campaign now. It is simply common sense"

### **Boris Johnson, Mayor of London**

"I want London to become a leading low carbon, energy efficient city. This requires everyone to take action to become far less wasteful. Many people will be astonished that 50 per cent of energy usage in shops can be taken up just by keeping the doors open. The Close the Door campaign is one of the simple ways London's vibrant and innovative retail sector can help us achieve this, whilst saving money off fuel bills at the same time."

### **Vince Cable, Secretary of State for Business, Innovation and Skills**

"This campaign highlights a business practice where an open door policy is operated on the high street irrespective of outside temperature. When heating or air conditioning is being used there are environmental consequences, and the cost of energy waste is added to the cost of trading. Close the Door have shown that thousands of retailers of all types and sizes are trading responsibly and successfully by simply closing the door when the heating or air conditioning is on."

### **William Hague MP, Foreign Secretary, MP (Con) Richmond (Yorks)**

"I am very pleased to support the Close the Door campaign. Climate change is one of the most pressing issues of our time and we must all do what we can to help. To address the challenges it brings, the environment needs to be at the top of the political agenda, but campaigns such as this are an important reminder that politicians alone do not have all the answers. It is only by working collectively now that we can help preserve our planet for future generations, so please do join me in remembering to close the door! With one small action individually we can make a huge difference together."

### **Ruth Bond, Chair, The WI (National Federation of Women's Institutes)**

"As seasoned climate change campaigners, WI members are always keen to prevent energy waste so asking shoppers and retailers to reduce their carbon footprints in one easy step seems a natural fit. Closing the door is a straightforward and common sense action that everyone can take to make a difference. The NFWI is delighted to back the campaign"

### **Usdaw, The Union of Shop, Distributive and Allied Workers**

"Usdaw is pleased to support the work of the Close the Door campaign to improve conditions for shop workers. As well as wasting money and energy, open shop doors in winter can cause great discomfort to staff who may spend all day in cold or fluctuating temperatures. Closing the door when it's cold outside makes both staff and customers more comfortable and is something all shops should be doing."

### **Zac Goldsmith MP, Conservative MP for Richmond Park & North Kingston**

"Energy efficiency is by far the easiest, quickest and cheapest method of reducing bills and emissions. I recognise the clear and obvious benefits of the 'Close the Door' campaign, both in terms of saving money for businesses, and lowering CO2 emissions. In addition, there is evidence in other shopping areas that a 'door closed policy' does not stop shoppers from entering shops, and I fully endorse the 'Close the Door' campaign."

### **Caroline Lucas MP, MP Green Party, Brighton Pavilion**

"I am very happy to be supporting the Close the Door campaign which encourages shops to save money and carbon emissions just by closing their doors. Research from the Cambridge University proves that closing shop doors in winter reduces energy usage and carbon emissions by up to 50%. I am delighted that the campaign's first group of school pupils is from Patcham High School in Brighton. This is a wonderful example of how young people can engage with their local community to bring about change for the better."