



SusWOT QUARTERLY

SusWot Using less Living More

Summer Solstice edition

June 2011

Inside this issue:

Government announces further Green Deal details	1
What sort of fur is that ?	2
New EU Energy Label	2
Neighbourhood Partnership	2
'How to overcome the environmental lobby'	3
1000+ tomato plants sold	3
Sustainable Food	4
The REPLAY Shop	4



Photo Voltaic cells are Spreading !!!

Already on the Primary Care Centre roof, the PV infection is very likely to break out on the Parish Church roof and may be on other large buildings in the Village in due course.

Your house may be eligible for Green Deal Support at low price

Diary

June	Monday 13 th	Display in Westbury Library
June	Saturday 18 th	Red Squirrel Day. Westbury Primary School
June	Monday 20 th	Quiz Victoria Pub Chock Lane. 8.00pm prompt start
June	Saturday 25 th	Local Produce Market 9.00 to 1.00pm
July	Sunday 3 rd	Badocks Wood Bio-diversity & Social get together & Picnic
July	Saturday 23 rd	Local Produce Market 9.00 to 1.00pm
Aug	Saturday 27 th	Local Produce Market 9.00 to 1.00pm
Sept	Saturday 10 th	Westbury Flower show The Village Hall

All photographs in this edition by crabchick

Government announces further Green Deal Details

The Government has revealed more details about the Green Deal scheme that it hopes will make the UK's homes more energy efficient. Homeholders will be able to access loans of up to £10,000 from private companies to pay for the installation of a range of 23 types of energy efficient home improvements, such as wall and loft insulation, condensing boilers, draught proofing, solar panels and double glazing.

The plan is due to be launched in autumn 2012 making homes cheaper to run and warmer. People will then be able to pay back the money through charges on their energy bills. The loans will be paid back over a period of up to 25 years through household energy bills. Interest will be levied on payments but rates have yet to be set although the scheme will ensure that homeowners will save more on their bills than they pay back.

The DECC expects 14m households to qualify for an energy-saving overhaul in the next 10 years, with all 25m UK households assessed for efficiency improvements by 2030. If someone moves out of the property where an energy efficient measure has been installed, the financial obligation for paying back the loan moves on to the new owner.

Firms that get involved with the scheme will be expected to use assessors to work out how much people can save through energy improvements. Accredited installers will then carry out the work, after which people will begin to pay the money back.

What are the possible problems?

The loans will be subject to an unknown, but regulated interest rate. 8% is currently being quoted and probably tied to bank rate.

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Every tonne of paper recycled saves 17 trees.

(Source: The Green parent website).

Continued from page 1

43% of UK homes are classified as 'hard to treat', meaning that energy efficiency improvements will be a costly process that won't necessarily yield a return on the up-front investment. For households in fuel poverty who don't have the heating on because they can't afford it, there will not be much of a reduction in energy bills to cover the Green Deal repayments.

With no incentive beyond the market benefits of energy efficiency, there is a danger that scepticism about the projected savings, stubborn wariness over an ongoing charge or sheer apathy will remain barriers to uptake,

An Alternative Strategy?

Solar prices are sinking according to SolarSense (Spring news letter 2011) Installing a photovoltaic system now costs around 12% less than pre-April 2010. Combined with the 43.3p Feed in tariff rate (FIT), your return could be between 9 and 12% per annum.

The attractive FIT rates may not be continued after April 2012 when the guaranteed present rate is already planned to fall. Now may be the right time for a personal investment..

Other possibilities

Eon, the energy firm, launched a deal last week that offers cavity wall and loft insulation for £99 each. The offer is open until August 31 and you do not have to be an existing Eon customer to qualify. The company also said it would cover the costs of pipe lagging and vents, to a maximum £200. British Gas offers free cavity wall or loft insulation—but only to existing customers. Everyone else is charged £199 for each measure.

What sort of fur is that ?

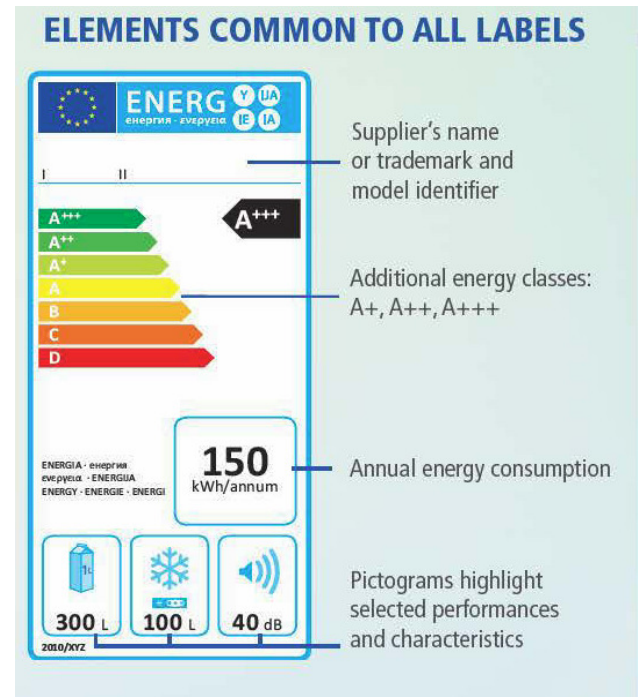


Consumers will no longer be at risk of buying by mistake textiles that contain real fur or leather after the European Parliament backed new labelling rules on 11 May. The Parliament's negotiating team, led by Dutch liberal MEP Toine Manders, won concessions from member states that will lead to mandatory labelling of fur and leather parts and a feasibility study on origin labelling.

After the vote, products containing "non-textile parts of animal origin" must be labelled as such. Under the new rules, any use of animal-derived materials will have to be clearly stated on textile product labels. Fur, for example, is often used to trim cheaper garments, making it difficult for consumers to distinguish between real fur and good quality fake varieties.

99% of all those things we buy are not in use after 6 months.

New EU Energy Label



Dishwasher, Washing Machines, Fridges and Freezers will have a new energy label after December 2011. Three new categories: A+, A++, and A+++ as well as A, all of which are designed to promote better energy efficiency. The noise emission will be clearly shown. In addition each label, depending on the appliance, will have more information (pictograms) included. For example the number of place settings, drying efficiency, the annual water consumption, the volume of starred and non starred storage for fridges and freezers.

If you have been on a wine buying spree to France, you will also be pleased to know that wine storage appliances are included in the first round of the new labelling. In addition to energy consumption, the number of bottles and the noise of the cooler are the two pictograms used.

**Neighbourhood Partnership
Henleaze, Stoke Bishop and
Westbury-on-Trym**



SusWot acknowledges, with thanks, the continuing support from the Partnership. This year we have been provided with a grant towards an A3 printer and other office equipment and supplies to improve our communications with the residents of Westbury.

We use over six billion glass bottles and jars each year. It would take you over three and a half thousand years to sing "Six Billion Green Bottles"!

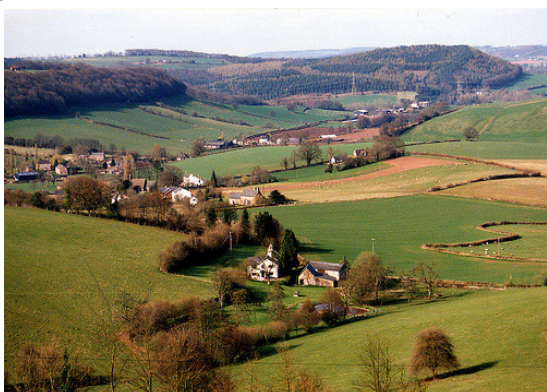
'How to overcome the environmental lobby' The corporate presentation

Many of us become incensed about new commercial projects that are very likely to have a serious impact on the environment. Should you become involved fighting an proposal with which you disagree on environmental grounds, try and put yourself in the other party's shoes and think how they may go on the offensive.

The following example is based on a presentation by the developers of an 'oil from shale' project in Pennsylvania. The presentation was designed to equip their supporters to overcome objectors such as the environmental lobby.

The arguments used are designed to show the developer in the best possible light. This extends to the use of a photograph to illustrate the local countryside that is not in fact Pennsylvania but Gloucestershire. The company presentation sought to ensure that the 'right words' were always used to any potential objector whether face to face or using the media.

The examples below are from a specific proposal. There are parallels with other similar projects from developers in the UK.



By a careful choice of words to be used

The word fracking - Call it hydraulic fracturing. Sounds better. Don't use slang, use technical words wherever possible.

Remind people that the Marcellus shale is one mile down, under the aquifer i.e. total out of sight and not their problem.

Certain words such as waste can be seen as a negative term, so don't call it frack water. It's "produced water" or "brine",

Tell people that we recycle most of it. - You don't have to mention that the rest is pumped into wells, or sprayed on roads, or whatever.

Stay away from the word benzene and other chemicals that may lead to an emotive response. So for example: "The chemicals in hydraulic fracturing can be found under the kitchen sink".

Use positive words to emphasise the benefits. We call it CLEAN natural gas, remember? Cleaner than coal.

Go on the offensive

Jobs and the need for local employment are always good- but don't mention that when in production the labour requirements will be low.

Benefiting the local economy

Explain to local politicians and residents how the project bring benefits all around the area

The media and opposition from the environmental lobby

You emphasise that the environmentalists: "that they're fear mongering, they're spreading hype, and their stories are anecdotal" They are tree huggers, standing in the way of progress and don't understand the long term benefits that the project will bring. They are a small pressure group standing in the way of progress.

Energy independence and CO2 reduction (the politicians and environmentalists love this).Talk about rising price of oil, talk about unrest in Libya and where and the latest OPEC decision not to increase output Endeavour to include any reductions of CO₂ into the atmosphere

The REPLAY Shop

A new sort of shop. RECYCLE and REUSE our children's stuff as well as raising money for yourself or *uniquely* choose to nominate your school, organization or charity (or our charity, cleft lip & palate association).

Toys, books, dvds/games, clothes, nursery equipment, prams, highchairs, bouncers, playpens, stairgates, cots, slings, in fact anything aimed at the 0 to 9 age group.(n.b. we don't accept car seats as we can't verify their history)

Sellers...You get to keep up to 70% of the proceeds (for yourself or nominated others) depending on the value of the item as well the satisfaction that someone is able to use your redundant items.

Buyers.....we believe there are very few things you need to buy new so grab a bargain at the fraction of the cost as well as the satisfaction of being an eco consumer.

For further information

17 Chandos Road, Redland, Bristol, BS6 6PG

tel. 07703 54 86 85. email replay.bristol@hotmail.co.uk

Dates for Local Produce Market 2011

Primary Care Centre Car Park

Next to the Methodist Church Westbury Hill

9.00am – 1.00pm Please come and support good local produce!

June Saturday 25th

July Saturday 23rd

August Saturday 27th

September Saturday 24th

October Saturday 22nd

November Saturday 26th

December Saturday 17th

suswot2050@gmail.com

Sustainable Food

SusWot continues to support the local Produce Market that takes place in the Primary Care Practice Car Park on the fourth morning Saturday of each month. Local produce usually means a specified maximum distance from the market, alternatively obtained from within a named county or region. There is often some confusion as to what various definitions of food mean.

The following has been taken from a longer article in Action for Sustainable living that also extols the benefits of organic farming in detail: www.afsl.org.uk

Conventionally Farmed Produce – Commercially produced, most widely available and usually cheapest.

Organic produce – Generally farmed using sustainable agricultural techniques, which minimise environmental impact and are healthier for both the consumer and the economy. Usually more expensive than conventionally farmed produce.

British Organic Produce – Organically farmed in the UK, benefiting the local economy and further minimising environmental impact through reduced food miles. Also more expensive and limited by seasonal availability.

Fair Trade – Most organic production is small scale and ethically driven. Some organic products are given fair trade certification as an additional guarantee of protection of workers health and safety and income, by the removal of middlemen.

A combination of options – Where cost and availability are restraints, individuals may choose specific items of organic produce in their weekly shopping.

Impacts on Sustainable Living

Organic farming is a modern, sustainable farming system, which maintains the long- term fertility of the soil and uses less of the Earth's limited resources to produce high quality, nutritious food. These methods benefit our health as individuals, the environment and the economy.

Environmental Benefits

Organic farming prohibits the use of artificial chemical fertilisers and pesticides relied on in "conventional" farming. This avoids their impact on the wider environment, e.g. polluted water sources.

Healthier livestock is reared on organic farms with better diets and without the routine use of drugs, antibiotics and wormers common in intensive livestock farming. This is a better ethical practice and leads to a better quality of meat and dairy produce.

Buying from UK organic Farmers guarantees high standards of animal welfare and cuts down on unnecessary food miles, vastly reducing pollution and climate gas emissions.

Ways you can eat more sustainably

Buying, organic, seasonal and locally produced food reduces the ecological footprint of our diet. By aiming to reduce the animal products we consume, it can be lowered further. A diet low in animal products is beneficial to your health, animals and the environment.

A vegetarian diet requires significantly less land and resources than that of a meat eater. A vegan diet needs even less resources.

Keeping animals alive for meat and dairy is an extremely inefficient way of obtaining food. There are now more than three and a half times as many farmed animals as people on this planet, responsible for 18 percent of greenhouse gas emissions measured in CO2 equivalent. This is a higher share than transport.

Try to cut back on the amount of animal products you consume to help the environment today! Switching to a vegetarian or vegan diet needn't be about denying yourself food you like, but an exciting way to explore new cooking methods and get fit.

1000+ tomato plants sold



The tomato project appears to be a great success although the proof will come in the eating!

Some 10 individuals were involved in sowing the seeds of five different varieties of tomatoes during the last few weeks of March.

On Easter Monday we had an enjoyable afternoon, having set up a production line to pot the small seedlings into a larger pots. Selling the plants has been fun, giving us the opportunity to talk not only about tomatoes but about our concern to make Westbury a more sustainable community.

Will we repeat the project in 2011? Probably. Ideally we would like more people to join in to spread the load. More pots will always be needed and more selling venues would be welcome.

Contact email: Tomatwot@gmail.com

The sales campaign began on the 4th Saturday in April at the local produce market. We have some plants left and it is no too late to plant them in the garden or in a large pot. Remember to keep watering them.

Each year in Britain, we throw away 28 million tonnes of rubbish from our homes. This weighs the same as three and a half million double decker buses. A queue of buses that long would go around the world one and a half times. (Source: The Green parent website).