



# 'CLOSE THE DOOR'

Closing your shop door will reduce the level of airborne pollutants in-store by a third – making your stores a safer, healthier place for customers and staff.

Keeping your doors closed will also reduce electricity usage (and costs) by up to 50% when heating is in use. Being more energy efficient not only cuts costs, but reduces emissions from on-site boilers and/or the electricity grid.

## CLOSE THE DOOR TO:

- Reduce the amount of air pollutants entering your store for a healthier customer environment
- Raise awareness of London's air quality challenge
- Lower heating and cooling costs



The John Lewis Partnership keep the street doors of their John Lewis and Waitrose stores closed to increase energy efficiency and benefit both customers and Partners.

## TAKE THE NEXT STEP

- The [Close the Door Campaign](#) provides advice to businesses considering closing the door. This includes free decals for your door which make customers know why your doors are closed and promotes your efforts to the large and growing number of environmentally-aware customers.

\*Research by large retailers has shown that closing the door does not have detrimental effect on profit. In fact, making your customers know why your doors are closed will promote your positive action to the large and growing number of environmentally-aware customers.



Bond Street | Oxford Street | Regent Street

### FACT BOX

# 23%

Reduction in heating costs

# 1/3

Reduction of indoor air pollutants

# NO

NO detrimental effect on profit or footfall\*