

MP keen to be greener

We saw an opportunity to publicise a client's energy efficiency house checks that was too good to pass up.

Knowing that Cheltenham MP Martin Horwood had a strong green agenda, we offered him a free energy audit on behalf of our client to identify areas where heat was being lost, carbon footprint could be reduced, and savings could be made.

He already had solar panels installed on his roof, but the audit suggested improvements such as blocking unused chimneys, installing a wood-burning stove and using a smart meter to track unnecessary electricity usage.

The event attracted media interest and was well covered by the local dailies. Crucially, it linked our client to the wider green issues, and gave them a local PR boost where they were primed to offer their services.