



London Residential

The 'Lifestyle' Estate Agent

London Residential opened its doors at the end of July 2008 and promised to be the area's first 'Eco Estate Agent'. The Parkway office contains a host of environmentally-friendly features including sustainable paper, recycled furniture and green electricity. They are also London's first Carbon Neutral Estate Agency.

Key Achievements

1. Sponsors of the Camden Green Fair 2008; London Residential staff handed out over 4000 environmentally friendly shopping bags and launched the 'trees for keys' initiative.
2. 'Trees for keys' - each time London Residential rents or sells a property they plant a tree on behalf of the owner of the property. Since September 2008, the 'trees for keys' programme has planted over 100 trees.
3. Office furniture was supplied by London's leading eco-friendly furniture producer, Herman Miller. The chairs used are made from 96% recycled content.
4. Tenants are supplied with an eco-awareness start up pack when they move into a property, including energy efficient light bulbs and environmentally friendly shopping bag.
5. Staff walk, use a fleet of low emission Fiat 500's and a set of electric powered scooters to get to meetings.

"Being an Estate Agency comes with the usual stigma attached to it but we are trying our utmost to change this view. We are genuinely trying to do something positive to show that we do care about our environment and the local community"

*Gaby Noble
London Residential*



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How London Residential achieved these improvements

One of the key beliefs of the 'lifestyle' estate agents was the desire to reduce the environmental impact from their operations and to give back to the community therefore, London Residential set about implementing an uncompromising **green business strategy**.

In the early stages of formation, London Residential recruited staff that shared the enthusiasm for environmental initiatives. The partners believed that the word 'Eco' was used too loosely by companies and therefore wanted to ensure they were able to prove their environmental credentials.

The main objective on opening their new office on Parkway (Camden Town) was to make it as environmentally friendly as possible. **Recycled furniture** was sourced from Herman Miller, **low energy lights** were installed, electricity was supplied by Ecotricity, Office paper is FSC certified and cleaning services were provided by Green Your Office, which only use eco-friendly products.

As estate agents are often out of the office there was a need to address the impacts from transport. Staff were provided with membership to **Fitbug**, a high tech pedometer which measures steps taken and calories burned during the day; helping to show staff that they can reduce their environmental impact and get fit at the same time.

Low emission Fiat 500's and a set of electric powered scooters were purchased for journeys that could not be made by foot to ensure that impacts would be kept to a minimum.

London Residential also worked with www.carbonfootprint.com to calculate their remaining emissions and offset them by investing in projects that would reduce greenhouse gas emissions, therefore becoming carbon neutral.



London Residential's low emission Fiat 500's

London residential wanted to go beyond looking at their own operations and consulted Better Climate for Camden about how they could help their customers and local community to make smarter environmental choices.

The '**Trees for Keys**' idea was born, where a tree is planted for every house that is sold or let and customers were provided with an **eco-awareness start up pack** in their new homes containing low energy light bulbs, energy saving tips and a reusable shopping bag.

London Residential also sponsored the Camden Green Fair 2008 in Regents Park, helping to distribute reusable bags and green messages and have donated reusable bags for painting in local schools.

Further Information

1. [Green Office Company](#)
2. [London Residential link](#)
3. [Camden Green Fair link](#)

The Camden Climate Change Alliance has been formed by Camden Council and organisations in Camden that are committed to reducing their carbon dioxide emissions and helping to tackle climate change. For more information visit betterclimateforcamden.org, tel: 020 7974 5657 e: better.climate@camden.gov.uk to join the mailing list.