

Chaddesley cares about Planet Earth

Why can some people not manage joined up thinking?!

I have been talking to some friends recently about the Walking Bus, which it is hoped to re-establish soon. The benefits are, of course, considerable –

- Fewer cars in the village creating congestion and aggravation
 - Less fuel wasted
 - Good outdoor exercise for adults and children
 - Decrease in petrol fumes
- to name but a few

But.....to achieve this requires volunteers to be CRB checked (not a quick and easy process); to fill in several forms; and to undertake training. For a busy person, perhaps a step too far – certainly somewhat discouraging, and yet this is surely exactly the sort of activity we should be aiming to encourage?

Junk mail could also do with some joined up thinking.

As you may know by now (I am writing this in the middle of March), some sort of deal has been reached between Royal Mail and the postal workers. This includes an end to the limitation imposed by the Unions on delivering no more than 3 items of unaddressed mail per home per week.

From the Royal Mail point of view, this increases revenue possibilities, as they will be hoping to be paid to deliver yet more flyers. From the point of view of the marketers, this is also an excellent opportunity. But is it ultimately the best way of marketing, bearing in mind the environmental cost and the relative inefficiency of the system? – (figures from The Independent)

- More trees turned into paper (currently 9.35 million)
- Energy cost of paper production (currently 550,000 tonnes of paper required)
- More stuff through the door that most of us do not want (the Direct Mail association claims that door drops work)
- More paper to be recycled (a watchdog claims that less than 5% of the paper is from recycled or managed resources; the Direct Marketing association claims that junk mail makes up less than 2% of our waste).
- I also have a memory of reading somewhere that glossy paper is more expensive to produce and more difficult to recycle

Surely we should be looking for environmentally friendly alternatives to junk mail, not encouraging more of it

Martin J. Kenrick

For the Working Group set up by the Parish Council