

Hello,

I am reaching out to suggest collaboration and joined up online campaigning with Bath Preservation Trust for Earth Hour action across Bath on the 25th March 8.30-9.30pm.

Earth Hour is an international event organised by the WWF. The initial brief was about how the WWF could inspire people to take climate action without using fear. A simple idea was born – asking people to switch off the lights for one hour as a symbolic stand. Since then, many landmarks around the world have taken part.

In Bath iconic illuminated landmarks that are nationally and international recognisable include the Abbey, Prior Park College, Pulteney Bridge and the Roman Baths – switching off these lights for Earth Hour would be really impactful.

This Earth Hour we are calling on residents, institutions, organisations and businesses across Bath to join BPT in a collective attempt to temporarily reduce sky glow, and lower carbon emissions by switching off and dimming lights and restoring the night sky for wildlife and stargazing. We will reach out to residents, property managers, and those using floodlighting and ask that they commit to reducing light brightness and switching off unnecessary lighting (while maintaining safety) during this time. And call for a collective dimming of the city to tackle light pollution and reduce energy waste.

Light pollution in Bath and its rural fringes continues to get worse, as our Green Belt is eroded and with the proliferation of cheap to run, blue spectrum LEDs increasing obtrusive light along the skyline, and harmful effects of light spill and sky glow on landscape character and World Heritage Site setting. Increasing luminosity can have a significant intrusive disturbance to habitats, contrary to B&NES' objectives for the Climate and Ecological Emergency. Blue spectrum LEDs used in street lighting are a real problem for many species of insects, causing populations to crash and upsetting the food chain.

Please will you join BPT and raise awareness of the need to tackle light pollution and the climate and ecological emergency in Bath, and support and/or partner with BPT for this campaign via your networks and social media channels?

BPT has created sharable social media graphics for your team to post with the hashtags #BiggestHourforEarth #MyHourforEarth #RestoreNature #EarthHour #BathDarkSkies

If you are able to make changes to the lighting of property we are asking of details can please be shared with us by 21st March. We are also welcoming statements of support and endorsement.

We look forward to hearing from you.

Please reply to Joanna Robinson at jrobinson@bptrust.org.uk

Thank you!

