

The Edith M Ellis 1985 Charitable Trust

ForcesWatch

#4C8TGFPGWM submitted on 14 January 2022

1.1 Please summarise what you are seeking from us

ForcesWatch are seeking funding for two videos which will form a key part of our Arms Out of Education project to raise awareness amongst students, parents, teachers and policy-makers about the role of arms companies in STEM secondary education in the UK. The videos will contain bite-size information that is easily digestible and shareable, engaging the viewer and encouraging them to share across social media platforms.

1.2 Tell us more about your project, the impact it will have on those it aims to help, and why you consider the proposed approach to be innovative

The Arms Out of Education project is a long-term investigation into the role of arms companies in primary and secondary education in the UK: through sponsorship of schools, provision of learning resources and workshops, and careers activities - particularly around science, technology, engineering and mathematics (STEM) subjects. The project will include a research report, alternative learning resources, and a website presenting the material in accessible formats.

ForcesWatch have been researching the involvement of the armed forces in UK education for a decade, charting the rise of 'military ethos' initiatives and reporting on the recruitment agenda behind armed forces visits to schools. With the opening of University Technical Colleges (for 14-19 year olds) in England from 2013, we started to monitor the involvement of wider military interests – including arms companies – in the education system. The current focus on STEM and careers-led education has allowed commercial military interests to directly access young people via industry partnerships and the provision of free activities and resources.

Our report, to be published this Spring, will outline the involvement of military interests in education (focusing on the defence industry), providing detailed analysis of sponsorship and activities in technical institutions for secondary age pupils and the activities offered to all schools by the largest arms companies. It discusses concerns around educational ethics, whitewashing of arms company activities, and prioritising of defence agendas over those that seek to benefit society.

We aim to raise awareness among stakeholders – pupils, parents, teachers, educational workers and policymakers – and provide access to resources through which they can challenge this involvement or present alternative viewpoints. Our experience is that there is little general awareness of this involvement but there is potential for it to be challenged because of widely felt concerns about the activities of the arms trade. We also aim to raise the level of debate within the media, and amongst teaching unions and education policy-makers.

As a small organisation with three part-time staff we are fundraising for additional expertise to aid aspects of project outreach. Whilst we have secured funds for our general outreach needs, we are seeking additional funding for video creation. We see video content as essential to ensuring the information has the widest possible reach.

Video content is now the primary way of disseminating information to young people - particularly via Tiktok and Instagram, which are the favoured platforms of secondary school pupils. It is also an increasingly important method of making information more accessible and quickly digestible to all audiences, across social media platforms but also on websites, particularly because of the dominance

of phones for accessing information.

A professional videographer will help us create two short videos outlining the extent of involvement of arms companies in education and the issues this raises. The first video will be around one minute long and will be for use on social media and as an initial introduction on the website. The second video will be 3-5 minutes long, presenting the issue in more detail and in a way that allows it to be utilised as a classroom learning resource. The videos will be aimed at catching the eye and maintaining the attention of secondary school pupils, but will also work for other stakeholders and a general audience. The videographer will work with the staff team and an outreach freelancer to develop content and style and resolve any legal aspects. The videos will be tested with our target audience of young people.

1.3 Which grant-giving categories does your project fulfil?

B - Peace-building and conflict resolution

1.3b Peace-building and conflict resolution

The project is part of our wider work challenging the presence and influence of military interests in British educational settings. It is our belief that this presence works to normalise conflict – and works against peace building – by sanitising the image of the armed forces and defence companies. Raising awareness is key to reversing this trend.

1.4 Which country is the project based in?

United Kingdom (GB)

1.5 Will the project continue after initial funding has ended?

Yes

1.5b Please give details of how you plan to continue after initial funding has ended

The wider Arms Our of Education project will be an ongoing process of awareness raising. In that sense, the wider project will continue after the initial funding for the video project has ended as we will continue to use the videos to further raise awareness (and they will continue to exist as sources of information for many years to come).

1.6 How will the project be monitored and evaluated?

The videos will be part of a wider project which we will be monitoring for reach over time, looking at social media take-up (using YouTube and social media metrics), website visits, report and learning resource download statistics, requests for more information, etc. With our experience of working with the media and additional outreach expertise that we will be utilising, we are aiming to get a good level of coverage in national and educational media outlets.

2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
Video content creation (including videographer and purchase of stock footage).	£4,500	
	£0	
TOTALS	£4,500	

2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
N/A - this is a non-profit project so we will generate no income.	£0	£0	

	£0	£0	
TOTALS	£0	£0	

2.3 What is the total amount (in £ sterling) your organisation is requesting from The Edith M Ellis Trust?

£3,000

2.4 Has your organisation made an application to The Edith M Ellis Trust before?

No

2.5 Please state your organisation's annual turnover (in £ sterling)

£58,000

2.6 Do you wish to upload your audited accounts or financial statement?

No

2.7 Please tell us where payment should be made if your application is successful

Forces Watch

65394816 00

089299

3.1 Your name

Luke Starr

3.2 Your contact telephone number

07983624509

3.3 Your position within the organisation

Coordinator

3.4 Your email address

coordinator@forceswatch.net

3.5 Organisation name

ForcesWatch

3.6 Please state the status of your organisation

Unincorporated association (and a small research organisation that functions similar to an NGO)

3.7 Please summarise what your organisation does

ForcesWatch monitor the British armed forces with particular focus on their interactions with, and impacts on, civil society and democratic institutions. This includes recruitment practices (from the tone of videos to the targeting of young and vulnerable adults), military ethos programmes in schools, initiatives that support calls for war and, more broadly, the processes that underpin the spread of militarism in everyday life. In many ways we function like an NGO.

3.8 UK correspondence address for organisation

5 Caledonian Road

London

N1 9DY

3.9 UK telephone number

07983624509

3.10 UK charity number (if applicable)

–

3.11 Year established

2010

3.12 Website (if applicable)

<http://www.forceswatch.net>

3.13 Social media accounts (if applicable)

Twitter: <https://twitter.com/ForcesWatch>

Facebook: <https://www.facebook.com/ForcesWatch>

4.1 How did you hear about The Edith M Ellis Trust?

Quakers

Word of mouth