

# The Edith M Ellis 1985 Charitable Trust

## ecobirmingham

#KSYWRR95ZD submitted on 6 March 2024

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### **1.1 Please summarise what you are seeking from us**

We are seeking a £3,000 contribution towards our Sustainability Advice Project during 2024-25. The funds will go towards the rollout of our project, including training anchor community organisations, through our strong relationships, over the city to create local sustainability champions. These bases and points of contact will ensure we have long-term advice centres across the city, which are tailored to local needs, long after funding ends.

### **Tell us more about your project and the impact it will have on those it aims to help, and how it will bring about significant change**

The desire for change and improvements in nature and the local environment is strong amongst Birmingham residents. According to Sustainability West Midlands, 88% of residents believe that the environment should be prioritized, signalling a strong desire for greener and healthier living. Guided by the One Planet Living Framework, which encompasses 10 simple principles covering social, environmental, and economic sustainability, our project is designed to enhance quality of life from multiple angles. This includes improvements in physical and mental health, facilitating community socialization and support, alleviating financial pressures, and promoting equitable working conditions for residents. Drawing from the values ingrained in our Quaker heritage, we have devised three pillars to drive change:

1 - Working with community groups across the city to train sustainability champions in One Planet Living, so that they can be a point of contact for support throughout their sustainability journey.

2 - Assisting in developing individual sustainability action plans that set realistic targets for living within the limits of our planet. Over six weeks, workshops in each community will focus on various One Planet Living Principles. These plans could encompass actions such as adopting a more seasonal, plant-based diet to reduce food emissions and promote a healthier lifestyle, walking or cycling distances under 1 mile to reduce fuel emissions and traffic, and participating in a 'No Shop Challenge' to curb unnecessary consumption and encourage upcycling.

3- A community event, organised by the beneficiaries which will be relevant to their cultural heritage and the principles that have most interested them. In our test event, a women-only community group organised a successful clothes swap event in Sparkhill. As a group, they had identified their mass-consumption of Asian-dress which went largely unused, so felt a second-hand market event and swap shop best represented their local needs, and worked towards identifying the need to reduce spending and consumption and instead works towards a circular economy of clothing. The women who participated are eager for this to continue on a regular basis, highlighting the long-term change and impact we could observe from this project. Other events could include litter picking walks, food growing workshops, cycle lessons, or making festivities sustainable (Christmas, Diwali etc.).

We will showcase that sustainable action does not have to be hard-work or expensive. It can be gradually implemented into lifestyles whilst improving fitness, overall health, and connecting communities. This will later improve air quality and reduce traffic levels around Birmingham. Accessing green spaces will be popularised and ecological footprints will drop. Our beneficiaries will be from a range of ethnic groups, and from low-income households. These individuals will most likely live in the most polluted areas of the city with little access to green spaces, and so are the most in need of tools to

improve their local environment.

This project is innovative because we are celebrating and being guided by the city's diverse communities and faiths. Birmingham is a diverse, multicultural city where the approach to sustainability cannot be standardised. Our expert project coordinator specialises in adult education and is well suited to tailoring the workshops to communities to create the most social change. Too many sustainability messages are led by businesses who do not know what communities need. We are addressing this through grassroots education and implementation that is not daunting, imposing or off-putting.

### 1.3 Which grant-giving categories does your project fulfil?

A - Quaker work and witness, particularly work relating to peace

D - Peace work connected with climate breakdown

#### 1.3a Quaker work and witness, particularly work relating to peace

ecobirmingham is an independent charity founded in 2009 by Central England Quakers as 'Northfield Ecocentre' supporting Greener, Fairer and Healthier communities across Birmingham. Our relationship with the Central England Quakers is strong and supported by ongoing funding and representation on our board of trustees.

#### 1.3d Peace work connected with climate breakdown

Birmingham is a diverse city, with cultural segregation across wards. Our project will unite communities, encouraging support networks. A collective attitude to sustainability is essential to mobilise change. The networks provide accountability and support for those struggling, while the benefits of the lifestyle changes will be shared, creating a motivational environment that has exponentially positive effects on the local environment.

### 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

Yes, we envisage that this pilot project will give us the information, feedback and experience to expand the project into more communities across the city in years to come. The development and training of anchor organisations and sustainability champions will ensure the community support will continue after we have completed the project.

### 1.6 How will the project be monitored and evaluated?

Yes, we envisage that this pilot project will give us the information, feedback and experience to expand the project into more communities across the city in years to come.

## 2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
Staff salaries	£23,394	Project Coordinator, Project Assistant, Comms Coordinator, Admin
Freelancer cost	£500	
Marketing costs	£700	
Project costs	£500	Venue hire
Equipment and materials	£800	
Overheads	£2,590	10% total project cost

TOTALS	£28,484	
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## 2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
Reserves	£8,261	£8,261	Pre-allocated
Shoosmiths Trust	£10,000	£0	Ongoing application
TOTALS	£18,261	£8,261	

### 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?

Yes

#### 2.4b Please provide the date of the previous application

December 2017

#### 2.4c Was this previous application successful?

Yes

#### 2.4d How much did you receive?

£1,000

#### 2.4e When did you receive the grant?

March 2018

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

£221,146

### 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

ecobirmingham

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### 3.1 Your name

Emily Wright

### 3.2 Your contact telephone number

0121 448 0119

### 3.3 Your position within the organisation

Fundraising Coordinator

### 3.4 Your email address

[emily@ecobirmingham.com](mailto:emily@ecobirmingham.com)

### 3.5 Organisation name

ecobirmingham

**3.6 Please state the status of your organisation**

UK Charity

**3.7 Please summarise what your organisation does**

We give the people of Birmingham the tools to take positive environmental action and help others do the same.

We look at sustainable living holistically and our core areas of work cover – Transport, Food, Education, Waste, Water, Arts Engagement and Energy.

We deliver grass roots activities, events and programmes that engage, educate and stimulate communities and volunteers; supporting, advising, challenging and training organisations and influencing wider social change through dissemination, partnerships, research and internships.

**3.8 UK correspondence address for organisation**

ecobirmingham  
Northfield Ecocentre  
53 Church Road  
Birmingham  
West Midlands  
B31 2LB

**3.9 UK telephone number**

0121 448 0119

**3.10 UK charity number (if applicable)**

1177761

**3.11 Year established**

2018

**3.12 Website (if applicable)**

<https://ecobirmingham.com/>

**3.13 Social media accounts (if applicable)**

@ecobirmingham (Twitter, Instagram, Facebook and LinkedIn)

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

Quakers

Previous application to The Edith M Ellis Trust