

The Edith M Ellis 1985 Charitable Trust

Left Foot Forward LTD

#PZ4TVX3TK3 submitted on 14 January 2022

1.1 Please summarise what you are seeking from us

Left Foot Forward is seeking to improve the quality and diversity of coverage of the climate crisis in the UK media. To this end, we are seeking funding for increased reporting on the climate crisis, the politicians and industries that are driving it, and the movements in the UK that are fighting for climate justice.

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

In the aftermath of COP26 and with the growing urgency for meaningful and radical action to mitigate the climate crisis, the need for media outlets which hold the decision makers and industries driving climate catastrophe to account as well as simultaneously raising the voices of those organising for climate justice has never been greater. Too often, the UK's media fails to accurately report on the climate crisis, and its editorial independence on the issue is compromised as a result of sponsorship and advertising from industries driving it – from the aviation and fossil fuel sector to the financial institutions that bankroll them.

It is in this context that Left Foot Forward intends to significantly increase the level of reporting we produce on the climate crisis, the politicians and industries that are driving it, and the movements in the UK that are fighting for climate justice. Left Foot Forward's position as an independent, progressive outlet committed to shining a light on injustice, as well as to amplifying the voices of movements organising for a better world means we are uniquely placed to deliver this. Our current readership includes influential figures across public life, including MPs, journalists, activists and academics, ensuring stories we publish reach the people involved in creating policy and setting political agendas. Through this project, we would deliver the following:

- Ongoing coverage of the British climate movement. This would take the form of news coverage of key protests, demonstrations and campaign moments
- Detailed analysis of developments in climate policy, the industries driving the climate crisis and decisions from local and national government. This would be provided by both our in-house journalists and externally commissioned freelancers.
- Coverage of significant events and conferences and their ramifications for efforts to tackle the climate crisis, the climate movement and climate policy. This would involve on-the-ground reporting from the events themselves.
- Mass dissemination of articles produced as part of the project through Left Foot Forward's social media channels and through relevant online spaces.

As a result, the project would aim to achieve increased accountability of political decision makers and industries responsible for driving the climate crisis, as well as to amplify the impacts of campaigns for climate justice. In doing so, the project would deliver the following impacts:

1. Deepen the public's understanding of the industries and decisions that are driving the climate crisis. This would be with a view to expanding the proportion of the public with informed engagement with issues relating to the climate, as well as strengthening the engagement of those already participating in civic action in this area. In doing so, the project will enable increased citizen engagement and strengthen the ability for the public to hold decision makers to account on their policies and actions, and how these impact upon the climate.

2. Significantly raise the profile of campaigns for climate justice ignored by the rest of the media. Through this, actions from climate campaigns will be substantially amplified, and Left Foot Forward readers will be exposed to the climate movements that they themselves can participate within.
3. Through 1 and 2, equip the public with the knowledge of where they can strategically place their energy in working to tackle the climate crisis, as well as highlighting the campaigns and initiatives they can participate in to deliver this. As a result, the project will seek to use the power of media coverage and reporting to strengthen the climate movement, and increase public participation within it.

1.3 Which grant-giving categories does your project fulfil?

D - Climate change mitigation

1.3d Climate change mitigation

The project seeks to improve reporting on the climate crisis, and therefore aid efforts to mitigate climate catastrophe through enabling greater accountability of decision makers, deepening the public's understanding of climate policy, and empowering people to participate in movements campaigning for climate justice.

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

Our readers have already shown a willingness to fund part of this project, having donated to a fundraiser following COP26. After having demonstrated a proven track-record of delivering powerful reporting on the climate through the project, we will seek additional funding from our growing readership to secure the long-term focus of Left Foot Forward on climate reporting.

1.6 How will the project be monitored and evaluated?

The efficacy of the project will be evaluated through analysis of:

1. Number of articles published covering the climate crisis, and the movements campaigning to tackle it
2. Readership of articles on the climate crisis and the climate movement
3. Reach and engagement of climate coverage on social media and through e-mail newsletters

These will be monitored on an ongoing basis, to ensure that readership and reach grows throughout the duration of the project.

2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
Editorial costs	£2,438	Time of Left Foot Forward's editor and journalists for managing the project and writing, commissioning, and editing articles
Head of strategy and development costs	£813	Time of Left Foot Forward's head of strategy and development for dissemination and promotion of articles produced within the project.
Commissioned articles	£720	12x articles from freelance journalists at a rate of £60 per article.
Events coverage	£1,875	Time of reporters at key events

Events travel and expenses	£500	Travel, accommodation and expenses for reporters covering key events
TOTALS	£6,346	

2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
Donations from readers	£1,500	£1,187	£1,187 secured already from a fundraiser held in November 2020. The remaining sum will be secured through soliciting donations on articles published and accompanying newsletters as part of the project
Edith M Ellis 1985 Trust	£4,846	£0	
TOTALS	£6,346	£1,187	

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

£4,846

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)

£45,528

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

Yes

2.6b Upload File

<https://theedithmellischaritabletrust.org/assets/uploads/2022/01/Left-Foot-Forward-Ltd-Registrar-Financial-Statements-01-09-2019-to-31-08-2020-1.pdf>

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

Left Foot Forward

73751171

20-94-48

3.1 Your name

Chris Jarvis

3.2 Your contact telephone number

07506792751

3.3 Your position within the organisation

Head of Strategy and Development

3.4 Your email address

chris@leftfootforward.org

3.5 Organisation name

Left Foot Forward LTD

3.6 Please state the status of your organisation

Private company limited by guarantee without share capital

3.7 Please summarise what your organisation does

Left Foot Forward is a progressive news and comment website providing hard-hitting journalism aiming to:

- Shine a light on the right through exposing regressive policies, cronyism and hypocrisy
- Promote progressive solutions to key issues facing the UK and the world
- Provide a pluralistic and independent space for respectful discussion among progressives
- Highlight ideas that get buried in the wider media
- Amplify marginalised voices, communities and movements in our journalism

3.8 UK correspondence address for organisation

Left Foot Forward c/o BKPS, 74 High Street, Swadlincote, Derbyshire DE11 8HS.

3.9 UK telephone number

07506792751

3.10 UK charity number (if applicable)

N/A

3.11 Year established

2009

3.12 Website (if applicable)

<https://leftfootforward.org/>

3.13 Social media accounts (if applicable)

<https://facebook.com/leftfootfwd>

<https://twitter.com/leftfootfwd>

<https://instagram.com/leftfootforwardonline>

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

Word of mouth