

# FUNDING LOCALLY, THINKING GLOBALLY

SIX CASE STUDIES ON BUILDING A BETTER WORLD



THE ENVIRONMENTAL FUNDERS NETWORK (EFN)

## ACKNOWLEDGEMENTS

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## THE ENVIRONMENTAL FUNDERS NETWORK (EFN)

The Environmental Funders Network is an informal network of trusts, foundations and individual philanthropists interested in environmental and conservation issues. Since 2003, over 100 trusts and foundations have attended EFN events.

As well as organising briefing and networking events for members, EFN undertakes research to help inform effective environmental grantmaking. All EFN publications are freely available through our website. [www.greenfunders.org](http://www.greenfunders.org)

The Network does not itself make grants and it does not give advice to fundraisers.  
PLEASE DO NOT SEND FUNDING REQUESTS TO EFN AS WE CANNOT RESPOND TO THEM.

Funders interested in joining EFN or finding out more about its work should contact Nick Perks: [nick@greenfunders.org](mailto:nick@greenfunders.org)

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# FUNDING LOCALLY, THINKING GLOBALLY

Building a better world requires us all to play a part. When it comes to the major challenges of our time – how we live sustainably and peacefully together on a crowded planet – it can often seem as if all the important decisions are taken in faraway centres of power, whether Westminster or Washington, Davos or Durban. However, whilst international problems do need international action, a great deal of innovation, implementation and social change happens locally. In short, wherever we live and work, these big challenges are ‘something to do with us’.

A lot of philanthropic money is spent locally in the UK. The Directory for Social Change publishes four English regional funding directories, covering around £375m of grant funding, three quarters of it outside Greater London. Local Community Foundations alone make grants worth around £70m a year across the UK. A similar amount is distributed each year from landfill operators via the Landfill Communities Fund. National grantmakers also spend locally: for example, the Esmée Fairbairn Foundation spent £6.3m at a regional or local level in England under their main grant fund in their last reporting year, almost as much as they spent on UK-wide projects.

Local funders should of course benefit local people and the immediate environment. However, the following six case studies show

that local projects can also be part of a much bigger vision of new, cleaner, sustainable ways of dealing with energy, waste and travel. They can inspire, they can be replicated, and they can influence local and national policy. The case studies feature statutory, private sector and charitable funders. The largest grant was £65,000, and the smallest just £1,200.

As a network of environmental funders, we have chosen examples with an environmental theme, many of which also deliver social and economic benefit. A similar case might be made for local projects that contribute to other global issues, whether supporting the rights of asylum seekers or building interfaith understanding.

We hope you find this small selection of projects inspiring. There are literally hundreds of similar initiatives that we could have chosen.

We are not advocating that more money should be spent locally; there are equally important needs and opportunities at national and international level. Instead, we hope that these case studies illustrate that any local funder – whatever their size or location – can make a difference to global as well as local issues.

**NICK PERKS,  
ENVIRONMENTAL FUNDERS NETWORK**

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## BETTER BUILDINGS



“We wanted a community building that’s sustainable for the future and also reduces our carbon-footprint. I think we’ve done both”

Many public buildings have poor energy efficiency: draughty church halls, single glazed office blocks, classrooms in old prefabricated huts.

Over Haddon, a village in the Peak District, had a big problem that faces many small communities: a 1950s village hall that was in need of major repair and expensive to run. Now, thanks to the hard work of the Village Hall Management Committee, it has a new building designed to benefit residents and the environment.

*“It took three years to get the funding in place,”* said committee secretary Dick Foxon, *“but it’s been worth it. We wanted a community building that’s sustainable for the future and also reduces our carbon-footprint. I think we’ve done both.”*

The new hall benefits from an air-source heat pump for underfloor heating and hot water, solar photovoltaic panels for electricity, rainwater collection to flush the toilets, and substantial insulation in walls, roof and windows. Outside, the ground surface is porous, reducing run-off. The design incorporated local stone and recycled beams from the original building. The new hall is rated Band A for energy efficiency, making it amongst the most efficient buildings in the country.

A grant of £32,500 from the Peak District National Park’s Sustainable Development Fund helped get the project off the ground. Major funding followed from the Big Lottery, and additional funds were raised from local donations and a range of other grant-making bodies.

Richard Godley, Sustainable Development Officer at the Peak District National Park commented: *“We’re delighted that our contribution has enabled the project to aim for, and achieve, the highest environmental standards. It means the new hall is more economical to run, more responsible to the wider world, and more inspiring for everyone.”*



## PEOPLE POWER

**A**ir traffic causes local environmental problems, particularly noise and air pollution, and is a significant contributing factor to global climate change. Between 1996 and 2007, CO<sub>2</sub> emissions from UK air traffic grew by 50%. Yet, while promising action on greenhouse gas emissions, successive governments supported the growth in the airline industry with favourable tax treatments and backing for airport expansion.

Stop Stansted Expansion (SSE) was established in 2002, in response to new proposals for expanding airport capacity across the UK. The first public meeting at a Stansted school was attended by more than 800 people. Since that time, the campaign has signed up 7500 members and won the support of more than 150 local and national organisations.

As well as increasing greenhouse gas emissions, a proposed second runway at Stansted would have destroyed ancient woodland, open countryside and historic buildings. The additional noise, pollution and traffic would have affected the quality of life of residents over wide areas of Cambridgeshire, Essex, Hertfordshire and Suffolk. A £2,000 grant from the Manuka Club to cover the costs of printing materials in the early stages of the campaign helped to raise awareness of these impacts with local communities.

Carol Barbone, Campaign Director at SSE said: *“Manuka’s support helped build awareness of our campaign at a critical stage in our development. It also helped secure matched funding from other sources which meant we could leverage the benefits of the grant to maximum effect.”*

Over nearly a decade of campaigning, SSE has worked through parliament, the courts, and the media, successfully challenging government consultations and policy, airport operator BAA’s monopoly, free parking for parliamentarians, and increases to night flights, as part of the wider battle against the planned expansion.

It paid off. In May 2010, the incoming coalition government made its first policy announcement, opposing new runways at Heathrow, Gatwick and Stansted during the current parliamentary term. BAA withdrew its planning application for a second runway at Stansted within days. SSE is now campaigning to ensure that the victory is permanent through a long term moratorium on new runways.

Harriet Williams of the Manuka Club commented: *“SSE’s success testifies to the thoroughness and professionalism with which they presented their case. For funders, it is proof that a little goes a long way in supporting community-based campaigns, whose greatest assets are the time and expertise donated by volunteers.”*



“ It paid off. In May 2010, the incoming coalition government made its first policy announcement, opposing new runways at Heathrow, Gatwick and Stansted ”

## CLEANER SEAS

“The project not only helps to remove litter from the sea, benefitting the environment and the fishing industry, it also helps raise awareness in local communities”



Waste is an issue that is local and global, and both personal and systemic. Reducing or recycling waste is now one of the most visible and widespread pro-environmental behaviours. Strong and consistent government action, shaped in turn by European regulation, has been crucial in reducing the proportion of waste going to landfill. Much progress has been made, but waste – particularly when it is badly managed or irresponsibly disposed of – remains a threat to biodiversity and ecosystems.

Seaborne plastic litter is regularly responsible for the deaths of many thousands of marine birds and fish. Ingested plastic particles in bivalves and other shellfish have recently been recognised as a potential hazard in the human food chain. Meanwhile, marine litter costs the UK fishing industry an average of £10,000 per boat per year through contamination of catches, broken gear and fouled propellers.

Fishing for Litter South West is a simple project. Participating commercial fishing vessels from the ports of Newlyn, Newquay, Plymouth, Brixham, Looe and Appledore are given large hardwearing bags in which to gather marine litter that is caught in their nets. The filled bags are returned to the quayside, where the waste is removed by the project waste contractor to suitable waste or recycling facilities. Around 100 vessels are currently signed up to the scheme, with a planned increase to over 130 over the next three years.

To date 14 tonnes of plastic waste have been removed from the waters around the south west of England.

Sarah Crosbie, Project Co-ordinator for Fishing for Litter South West says: *“The project not only helps to remove litter from the sea, benefitting the environment and the fishing industry, it also helps raise awareness in local communities of the scale of the problem of marine litter, and the need to reduce the amount of plastic and other waste ending up in the sea in the first place”.*

In 2007 the Esmée Fairbairn Foundation supported Fishing for Litter South West with a grant of £38,322 over two years, towards the salary of a part time project co-ordinator, and in May 2011 awarded a further grant of £63,903 to enable the continuation and expansion of the project.

Laurence Scott, grant manager at the Foundation, explained: *“This project blends two key and long-held areas of interest for the Foundation – the marine environment and litter. Litter pollution of the oceans, with associated hazards for marine species and human health, is a major global problem and localised projects such as this only scratch the surface of the issue. However, they do illustrate that things can be different, and offer practical solutions that could be taken up more widely”.*

## SMARTER TRAVEL

In the UK, road traffic is the main source of local air pollution, and produces nearly a quarter of carbon dioxide emissions. Replacing short car journeys with walking or cycling makes for cleaner air, quieter streets and better public health.

Road traffic has grown dramatically in recent decades, the bulk of which is car travel. One particular aspect of this has been the trend towards driving children to school, which now accounts for 18% of morning rush hour traffic.

Walking to school gives children a healthy start to their day, improving physical and mental well-being. Nearly half of children do walk to school, but this proportion has fallen significantly in recent decades.

Walking buses are a simple way of increasing the number of children who walk to school. The idea of the walking bus – groups of children who walk to school together, accompanied by two adult volunteers – was begun in Australia and came to the UK around ten years ago, and has proved very popular.

The Co-operative Group is the UK's largest mutual business. As well as having clear financial and operational objectives,

the Group has also set out its social and sustainability goals in its groundbreaking Ethical Plan. As one small part of its ambitious programme to help address global climate change, the Co-operative Group has supported over 400 Walking Bus schemes around the UK. The Co-operative Group provides high visibility vests for children and volunteers, a banner and posters to promote the scheme, and high visibility snap bands for walkers.

Kelly Marie-Cooper, the Co-operative Group's Social Goals Project officer commented: *“Supporting walking buses is one way that, as a company, we can make a positive environmental difference – helping to cut congestion and improve the quality of life in the local communities in which we operate, but also making a contribution to tackling the global problem of climate change.”*

Walking buses are just one part of The Co-operatives newly launched Green Schools Revolution. Open to all UK primary and secondary schools, the programme is free, and schools can register at [www.greenschools.coop](http://www.greenschools.coop). Every School that joins will receive a starter pack with access to free online cross-curricular resources.



“ Supporting walking buses is one way that we can make a positive environmental difference – helping to cut congestion and improve the quality of life in local communities ”



## WORKING TOGETHER

**T**ransition Tynedale aims to raise awareness of peak oil and climate change, and to encourage and support individuals and communities in the Hexham area to respond to these twin challenges with inspiration and creativity. It is just one of hundreds of similar initiatives worldwide, inspired originally by a local project in Totnes, and now linked through the Transition Network.

The Tynedale group was established in 2008. Members meet regularly in a local pub and have formed working groups on energy, food and transport. Starting small, Transition Tynedale has already undertaken a great variety of activities: a green energy event in Hexham inspired some local residents to fit photovoltaic panels; a garden share scheme has linked people with gardens they are unable to manage with people who want to grow vegetables but have no land; a scheme for loaning home energy monitors began as part of a regeneration project in Hexham and is now being rolled out to other areas; and development of a community garden is well underway. Future ambitions range from car sharing to local hydroelectric power to a community wood fuel scheme.

The Community Foundation, Tyne & Wear and Northumberland, has supported Transition Tynedale with a grant of £1,200 to help develop their website. The grant was made under the Community Foundation's Local Environmental Action Fund (LEAF), a successful partnership of four local funders which provides grants to local organisations to undertake pro-environmental projects.

Ross Menzies, a member of Transition Tynedale, said:

*"The funding has not only helped set up our website but has also paid for training a number of people to act as publishers. This has helped ensure different working groups can easily update the website, which keeps it relevant and active. It's a resource for the whole community".*

Pauline Johnson for the Community Foundation commented:

*"LEAF has demonstrated that with the right support, local people and communities can be empowered to act on both local and global environmental issues. Having a dedicated environmental fund has encouraged existing voluntary sector organisations to get involved in environmental action, as well as encouraging new and innovative civil society activity, like Transition Tynedale".*



*“LEAF has demonstrated that with the right support, local people and communities can be empowered to act on both local and global environmental issues”*

## INVESTING IN THE FUTURE

On a tiny island in the River Derwent, North Yorkshire, stands the Georgian watermill known as Howsham. The Mill dates back to c.1755. Sadly, despite its Grade II listing, many years of vandalism and neglect have taken their toll.

The Renewable Heritage Trust, responsible for its restoration, aims to repair the Mill and make it totally self-sustaining for the 21st century, before the damage becomes irreparable.

GrantScape, the environmental and community grant-making charity, provided a grant of £65,000 to help restore the waterwheel, and enable the Trust to harness the power of the river by funding an Archimedean screw water turbine. Rather than driving millstones, this time the water will generate clean hydroelectricity. It is

expected the turbine will provide the Trust with approximately £30,000 of additional income each year.

Over the medium to long term, the Trust will use this income, along with other grants, to restore the Mill as far as possible back to its original state. The building will then become an environmental study centre promoting renewable energy and local history and wildlife. It will also be available as a community venue for local people.

*“GrantScape’s grant was the critical factor in our ability to progress the project,”* said Mo McLeod, Chair of the Renewable Heritage Trust. *“It has given other funders confidence to back the capital build, now that the project can be seen to be financially sustainable in the long term.”*

Matt Young, Grant Director at GrantScape commented, *“GrantScape is delighted to be a key supporter of this project. It is also especially pleasing knowing our investment will provide the Trust with a long term income stream in a green, clean and renewable way. This really is a true example of a ‘sustainable’ project, and tackles a global environmental issue at a local level.”*



*“ The building will become an environmental study centre promoting renewable energy and local history and wildlife ”*

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## FURTHER READING

*Local Environmental Action Fund, Impact Evaluation Report*  
(Community Foundation Tyne & Wear and Northumberland, 2011)  
Describes the origins, objectives and operation of the LEAF fund, the learning from its first four years, and brief details of 83 local environmental grants.  
[www.communityfoundation.org.uk/2520-leaf-impact](http://www.communityfoundation.org.uk/2520-leaf-impact)

*New Times, New Connections*  
(Green Alliance, 2010)  
Exploration of civil society action on climate change, including case studies from a wide range of non-environmental charities, and local mapping of climate change action in areas in Dorset and Newcastle.  
[www.green-alliance.org.uk/grea\\_p.aspx?id=5208](http://www.green-alliance.org.uk/grea_p.aspx?id=5208)

*Green Philanthropy*  
(New Philanthropy Capital, 2007)  
A comprehensive overview of issues and approaches, focusing particularly on the international level, but with relevance to national and local action.  
[www.philanthropycapital.org/download/default.aspx?id=396](http://www.philanthropycapital.org/download/default.aspx?id=396)

All EFN publications and links to a wide range of writing on environmental philanthropy and associated issues can be found on the resources page of our website:  
[www.greenfunders.org/resources](http://www.greenfunders.org/resources)

For more information about the projects featured:

Over Haddon Village Hall: [www.ohvh.org.uk](http://www.ohvh.org.uk)  
Stop Stansted Expansion: [www.stopstanstedexpansion.com](http://www.stopstanstedexpansion.com)  
Fishing for Litter South West:  
[www.kimointernational.org/FishingforLitterSouthWest.aspx](http://www.kimointernational.org/FishingforLitterSouthWest.aspx)  
Coop Walking Buses: [www.greenschools.coop](http://www.greenschools.coop)  
Transition Tynedale: [www.transitiontynedale.org](http://www.transitiontynedale.org)  
Howsham Mill: [www.howshammill.ning.com](http://www.howshammill.ning.com)

