

WHERE THE GREEN GRANTS WENT

2

Patterns of U.K. Funding
for Environmental and
Conservation Work



Matilda Lee & Jon Cracknell

for the Environmental Funders Network

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About the authors

Matilda Lee (matilda@jmgfoundation.org) and Jon Cracknell (jon@jmgfoundation.org) both work for the family of the late Sir James Goldsmith. Matilda has been working with the family since late 2000, and splits her time between the JMG Foundation and *The Ecologist* magazine, where she is an Associate Editor. Jon is the director of the JMG Foundation and secretary of The Ecology Trust, a U.K. charity that also supports environmental work. He has worked on environmental issues since 1992 and coordinates the Environmental Funders Network on a part-time basis. The authors would like to thank Heather Godwin for her help with the production of this report, particularly for coding the U.K. trust grants by Government region. The report was designed, as was the first edition, by Peter Bishop (peterbishop000@btclick.com).

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THE ENVIRONMENTAL FUNDERS NETWORK (EFN)

The EFN was set up in July 2003 to provide a networking mechanism for the staff and trustees of U.K. and other European environmental grant-making organisations. The Network seeks to promote discussion between grant-makers working in this field and to provide opportunities for collaboration. The Network does not have any capacity for collectively assessing or handling applications for grants – PLEASE DO NOT SEND US APPLICATIONS!

Funders interested in joining the EFN or finding out more about its work should contact Jon Cracknell: jon@jmgfoundation.org

This report follows on from the initial *Where The Green Grants Went* analysis which we published in February 2004 (hereafter referred to as WTGGW 1). The updated report analyses the grants made in the 2003-04 financial year by 35 grant-making trusts that have been involved in the Environmental Funders Network (an increase from the 30 trusts whose 2002-03 grants we examined in WTGGW 1). We have expanded the analysis further in this new report by attempting to set the funding provided by charitable and non-charitable trusts and foundations in the context of the funding provided by other bodies such as the Department for the Environment, Food & Rural Affairs, the Countryside Agency, the Heritage Lottery Fund and Big Lottery Fund, and the European Union. We hope to gather more complete data on these and other funding sources for future editions of this report. We are also contemplating collaboration with environmental grant-makers in other countries in order to try and develop data that allows international comparison. The Canadian Environmental Funders Network carried out research similar to that presented here in 2002¹ (soon to be updated) and in the United States a company called Resources for Global Sustainability has been undertaking research into U.S. foundation giving on environmental issues.² We would very much appreciate feedback on the information that we provide in this report, and suggestions for how future editions could be improved.

¹ Townshend, K., *A Profile of Environmental Grantmaking in Canada – 2002 National Overview*, available at www.cegn.org.

² Resources for Global Sustainability publishes directories on U.S. environmental foundations. A new edition, *Environmental Grantmaking Foundations 2005*, will be published in July 2005. See www.environmentalgrants.com for more information.

EXECUTIVE SUMMARY

- The report looks at the grants made in 2003-04 by 35 of the most active trusts funding environmental and conservation work in the U.K., and sets these grants in the context of the funding provided by public sector bodies.
- The 35 trusts under consideration made a total of 807 grants worth a little more than £20.1 million in 2003-04. A small number of large trusts continue to dominate the field, with the five largest funders between them contributing 64.5% of the £20.1 million.
- The extent to which trusts provided ongoing support to their grantees between 2002-03 and 2003-04 varied very widely from one trust to the next and there was no obvious relationship between the tendency to provide 'repeat' grants and the overall size of a trust.
- The 807 grants made by the 35 trusts went to a wide range of organisations and/or individuals, with some 533 grantees receiving funding. There is considerable fluidity in the grants 'market' and this extends to the organisations that receive the largest shares of funding. Analysis of the fortunes of the grantees whose grant income dropped the most between 2002-03 and 2003-04 shows an average reduction of 67% in their income.
- Research into American philanthropy raises some interesting issues for U.K. trusts and foundations, in particular the question of whether funders make too many grants that are too small, to too wide a range of grantees.
- As in 2002-03, more than 30% of the money provided by the 35 trusts went to support work outside the U.K. Within the U.K. grants to local and regionally based organisations were disproportionately focused on three southern English regions which received 56% of the money while having only 34% of the U.K.'s population.
- As in 2002-03 the issues receiving the most funding were 'biodiversity and species preservation', the 'preservation of the countryside', more sustainable forms of 'agriculture', and 'sustainable development' in general, together accounting for nearly 55% of the grant monies disbursed. The small proportion of trust funding directed towards work on climate change (7.7% of total funding) continues to concern us.
- The share of trust funding going to 'practical conservation work' has risen from 24% of the total in 2002-03 to over 32% in 2003-04. Meanwhile the funding provided to 'community' based initiatives fell.
- Analysis of the grants provided by public sector bodies, and by companies via the Landfill Tax Credit Scheme, suggests that around £196 million of grants in 2003-04 went to support work similar to that funded by trusts and foundations, nearly ten times the money disbursed by the leading 35 trusts.
- Key activities that are funded include work around the issues of
 - a recycling, waste management and composting (c.£23 million);
 - b the preservation of countryside and open spaces (c.£60 million);
 - c biodiversity initiatives (c.£14 million);
 - d community regeneration and greening (c.£22 million);
 - e local community environmental projects (c.£14 million);
 - f forestry and woodlands (c.£46 million); and
 - g general grant programmes with sustainability as their theme (c.£17 million).
- Very little of this money is directed towards advocacy or changes in policy, suggesting that trusts have a particularly important role to play by backing such work. Public sector funds are not used to support international work either, so trusts again have a special role to perform in supporting work outside the U.K.

THE SCOPE OF THIS REPORT

The grants data analysed in this report relates to the 2003-04 financial year, the most recent for which figures are widely available. For a few trusts data was only available for the 2003 calendar year (a close match), or for periods which varied from the standard 2003-04 financial year by one or two months. We included this information in our analysis with a view to getting the most comprehensive coverage possible.

The report looks at the grants made by 35 of the most active trusts funding environmental and conservation work in the U.K. These trusts do not represent the totality of private philanthropic grant-making on the environment in the U.K. but most of the ‘big players’ are included in this report, and we are confident that the patterns of funding we identify are indicative of the sector as a whole.

As with last year’s report the breakdowns of trust activity by organisational type and by issue require some explanatory words. Categorising the grants by ‘issue’ and the ‘approach’ of each organisation is difficult, given that much of the work being funded is of a multi-dimensional nature. A single beneficiary organisation may be, for example, simultaneously

carrying out education work, campaigning to change policy, conducting research, and also running some kind of service such as a certification scheme. Equally many organisations work on more than one environmental issue at any point in time. The process is further complicated by the fact that most of the trusts covered in our study only provide brief details about the grants that they have made. To investigate every single grant by talking to both the grant-making organisation and the grantee would be a huge undertaking, and was beyond the scope of this study in terms of the time required. Instead we have repeated the methodological approach that we took last year, which we believe still gives useful and reliable figures. We have taken care to maintain consistency in the coding of the grants so as to allow comparison between 2002-03 and 2003-04.

Finally, you will see that, as with WTGGW 1, there is no list of the 35 trusts whose data we analysed, nor of the beneficiary organisations. This is partly because some of the trusts involved were only prepared to provide grants data on a confidential basis, but also because we didn’t think that creating rankings on either the grant-making or beneficiary side of the funding relationship would be particularly useful. What we are more interested in is the overall pattern of practice within the environmental and conservation funding community in the U.K.

1 THE FUNDING LANDSCAPE

We analysed the grants figures from 35 leading trusts funding environmental and conservation work. These 35 trusts made 807 grants worth a little more than £20.1 million. In WTGGW 1 the 30 trusts we analysed made grants in 2002-03 worth £18.3 million. If we look at the grant-making of those same 30 trusts in 2003-04 then it amounts to £19.6 million, an increase between the two years of just over 7%, which is above the rate of inflation.

It comes as no surprise that, as in 2002-03, the £20.1 million that we analysed remains very unevenly distributed between the 35 trusts. A small number of large trusts continue to dominate the field, with the five largest funders between them contributing 64.5% of the £20.1 million. These large funders continue to give bigger grants than smaller trusts in the sector, as shown below.

As Table 1 shows, average grant sizes vary significantly from one trust to the next. Average grants varied in size in 2003-04 from nearly £124,000 (for the trust with the largest average grants) to under £3,000 at the other end of the

scale, a huge difference. As in 2002-03, a ‘typical’ trust in our survey would be giving between £200,000 and £350,000 per year in total, with an average grant size of around £20,000.

Below the surface

While on the surface there appears to be little change in the funding patterns of environmental trusts between 2002-03 and 2003-04 closer analysis shows that the situation is rather more complicated. Of the 30 trusts whose grants we analysed in 2002-03, a total of 18 had lower levels of environmental grant-making in 2003-04, with 9 trusts showing a reduction of 40% or more from one year to the next. This has been compensated for by increased giving by a small number of larger trusts, who significantly boosted their grant-making between 2002-03 and 2003-04. With only two years of data it is not possible to say whether this change is part of a trend, or is just a result of ‘normal’ variability in the way in which trustees allocate resources within their individual trusts. More analysis will be needed in the future in order to try and understand such changes.

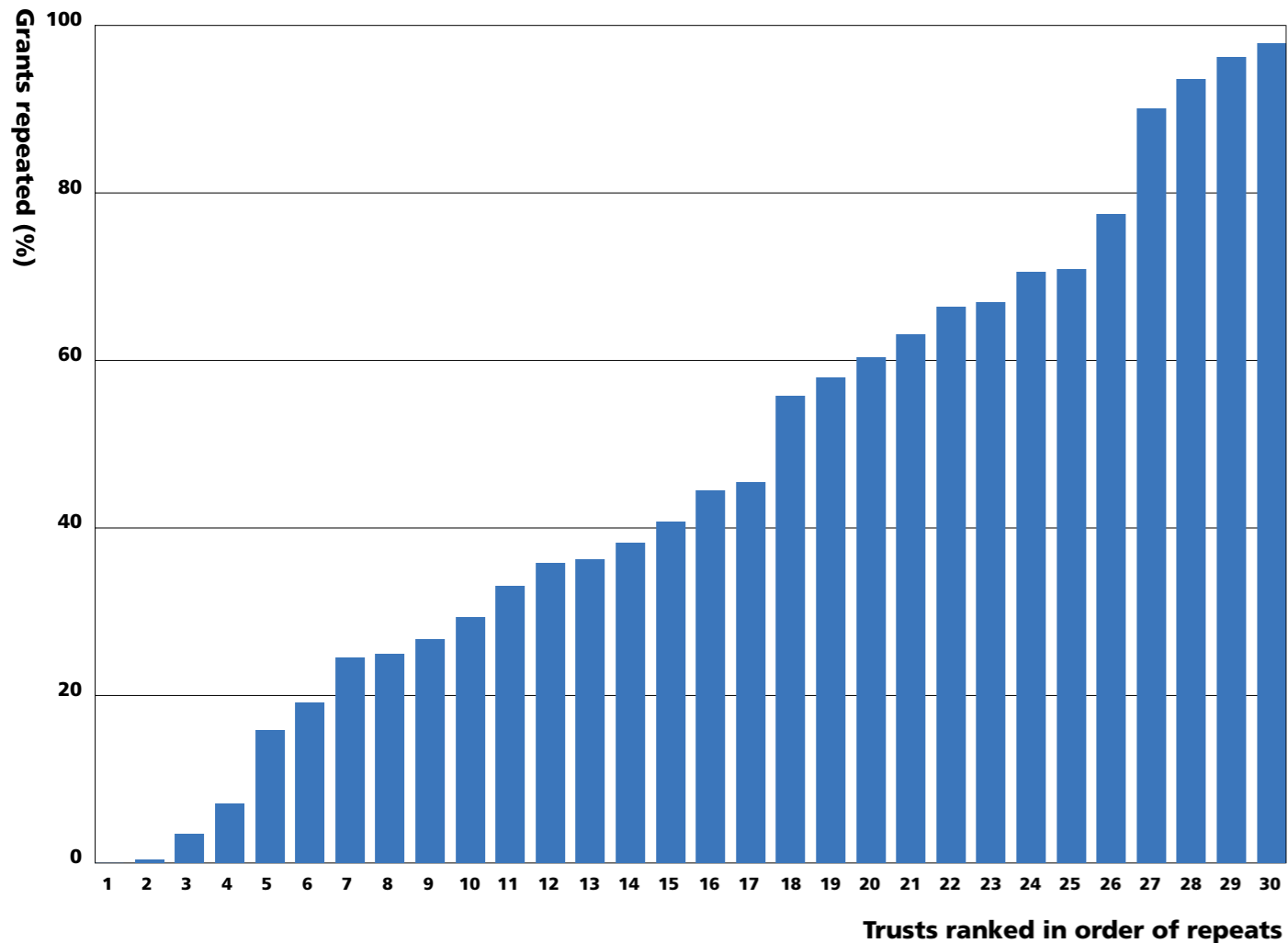
Consistency of support

We were interested in understanding the extent to which the 30 trusts analysed in WTGGW 1 were providing ongoing support to their grantees

Table 1: Distribution of grants between trusts of different sizes

Trusts ranked in order of giving	2003-04			2002-03		
	Total given (£)	Per cent of total	Avg. grant size (£)	Total given (£)	Per cent of total	Avg. grant size (£)
Trusts 1 to 5	12,982,782	64.5	69,800	11,321,597	61.8	61,198
Trusts 6 to 10	3,313,109	16.5	21,654	2,855,721	15.6	19,560
Trusts 11 to 15	1,330,077	6.6	14,616	1,579,469	8.6	19,743
Trusts 16 to 20	1,035,470	5.1	6,768	1,139,065	6.2	8,830
Trusts 21 to 25	783,835	3.9	6,615	915,307	5.0	11,735
Trusts 26 to 30	508,225	2.5	9,589	502,000	2.7	9,127
Trusts 31 to 35	169,180	0.8	3,317	n/a	n/a	n/a
TOTAL	20,132,678	100	24,948	18,313,159	100	27,211

Chart 1: Levels of 'repeat' grants from trusts



in 2003-04. In order to answer this question we analysed the percentage of each trust's grants in 2003-04 that were given to grantees also supported by that trust in 2002-03, what we have called the 'repeat grant' percentage. In some cases these 'repeat' grants are second or third instalments of a multi-year grant commitment from the trust, and on other occasions they are truly repeats of grants that were only committed for one year. With the information available to us we were unable to distinguish between these alternatives, but we nonetheless feel that the figures we generated are useful indicators of the extent to which different trusts provide ongoing support to their grantees.

What surprised us is the huge variability within the 30 trusts that we considered. As the chart above shows, some of the 30 trusts we looked at gave less than 5% of their 2003-04 grants to organisations or individuals that they had funded the previous year, meaning that they were dealing with a completely new set of grantees from one year to the next. At the other end of the scale there were trusts where more than 90% of their 2003-04 funding was to the same organisations that they had funded in 2002-03.

Our analysis showed no clear correlation between the size of a trust and its tendency to give repeat

grants. We found larger trusts that replaced most of their grantees from one year to the next, and also larger trusts that were providing consistent support for a limited number of grantees. The same was true among smaller trusts. While no obvious pattern emerges in terms of the relationship between trust size and the tendency to provide repeat funding the data makes it clear that different sets of trustees have very different approaches to grant-making.

What are the consequences of these different approaches in terms of bringing about change, in practice, in policy, or in public attitudes to the environment? We suggest that the answers to this question are not straightforward. On the one hand one could argue that, because fundamental change tends to take place as a result of sustained effort, the best way to support such change is by making grants consistently to leading organisations year after year, so that they can operate from a secure base. On the other hand there is a case for having a diversity of voices calling for change, for 'letting a thousand flowers bloom' and for drawing on the ecological principle of strength through diversity. This might be interpreted as support for the idea that funders should regularly change their grantees. We would welcome an opportunity to discuss

these questions with both funders and beneficiary organisations in the months to come.

Our sense, having looked at the data, is that the difference between the levels of repeat grants from the different trusts correlates with the tendency of each trust to adopt what Diana Leat describes as either a "gift-giving" approach to grant-making, or an "investor" approach.³ Trusts with a primarily "gift-giving" orientation do not carry out extensive investigation before choosing who to give to, as their main goal is to help as many groups as possible get some way towards achieving their fundraising goals. Grants are, as a result, usually one-offs. "Investors," by contrast, spend considerable time deciding into which specific areas they want to put their money, and tend to have a programmatic portfolio of grants geared towards particular objectives. These programmes are often managed by paid staff whose job it is to help trustees achieve maximum progress towards those objectives. From what we can tell, based on two years of data, the majority of the trusts that we have analysed tend towards an "investor" approach. This differentiates their grant-making from that of many of the public sector programmes mentioned below, which arguably have a more "gift-giving" orientation.

³ Leat, D., *Grant-giving: a guide to policy-making*, York: Joseph Rowntree Foundation, February 1992.

2 BENEFICIARY ORGANISATIONS

In WTGGW 1 we were surprised to find that the 673 grants we considered from the 2002-03 financial year were distributed amongst a total of 482 different organisations and/or individuals, suggesting a ‘scattergun’ pattern in which grant money was spread thinly across the environmental and conservation movement.

In 2003-04 this pattern seems to be repeated, with the 807 grants that we looked at going to 533 different organisations and/or individuals. If we add the figures for 2002-03 and 2003-04 together then we can see that 1,480 grants were distributed between 793 organisations, of which less than a third received a grant in both financial years. This data reveals considerable fluidity in the grants ‘market’ at the level of individual grantee organisations, in contrast to the impression provided when one looks at the issues receiving funding and the approaches that are backed (discussed in more detail below), which do not appear to have changed much from one year to the next.

In WTGGW 1 we looked at which beneficiary organisations were receiving the largest amount of trust funding, and found that the 46 organisations that each raised £100,000 or more in 2002-03 accounted collectively for 52% of the funding disbursed that year. In 2003-04 we found just 43 organisations that had raised £100,000 or more,

Table 2: Grants received by leading beneficiaries

	2003-04	2002-03
Number of grants disbursed	807	673
Number of grantee organisations	533	482
Number of organisations raising £100,000 or more	43	46
Percentage of overall giving accounted for by these organisations	55%	52%
Funds raised by most successful organisation	£1,016,647	£1,037,450
Number of grants received by that organisation	3	9
Number of trusts funding the most broadly supported organisation	9	11

and collectively these organisations accounted for 55% of the overall funds disbursed. However, while these top-level figures seem to have changed little, we observed considerable turnover amongst the organisations that raised more than £100,000. Of the 46 grantees who achieved this in 2002-03 only half feature amongst the list of 43 organisations raising this sum in 2003-04.

At the other end of the scale, as in 2002-03, the trusts that we studied provide a large number of modestly sized grants, with 444 of the 807 grants under consideration being for less than £10,000, and another 131 coming in at between £10,000 and £20,000. Together these 575 grants accounted for just 15% of the total money given away.

Changing fortunes

We have noted above that there was considerable turnover amongst the organisations that managed to raise more than £100,000 in 2002-03 and 2003-04. In order to explore this further we made an analysis of the changing fortunes of each of the grantee organisations that received grants in both financial years. We were curious about the extent to which their income from our set of trusts had changed from one year to the next.

The findings from this were striking, particularly if one considers the grantees whose income dropped most between 2002-03 and 2003-04. We looked at the 20 organisations that experienced the greatest fall in income from the first year to the second. In 2002-03 these 20 organisations received a

Table 3: Grants broken down by size

Grant size (£)	2003-04		2002-03	
	Value (£)	No. of grants	Value (£)	No. of grants
200,000 and above	6,342,814	18	3,353,018	11
190,000 - 199,999	0	0	360,000	2
180,000 - 189,999	180,000	1	175,000	1
170,000 - 179,999	175,000	1	0	0
160,000 - 169,999	160,000	1	0	0
150,000 - 159,999	602,000	4	753,800	5
140,000 - 149,999	284,276	2	288,240	2
130,000 - 139,999	273,060	2	403,060	3
120,000 - 129,999	604,743	5	485,458	4
110,000 - 119,999	116,409	1	336,000	3
100,000 - 109,999	707,338	7	1,304,986	13
90,000 - 99,999	461,409	5	828,399	9
80,000 - 89,999	332,400	4	590,459	7
70,000 - 79,999	894,370	12	1,038,851	14
60,000 - 69,999	700,990	11	867,233	14
50,000 - 59,999	1,279,755	25	1,139,409	22
40,000 - 49,999	1,153,796	26	806,093	19
30,000 - 39,999	1,004,097	31	1,091,912	33
20,000 - 29,999	1,754,261	76	1,553,007	67
10,000 - 19,999	1,644,404	131	1,828,059	144
0 - 9,999	1,461,556	444	1,110,175	300
TOTAL	20,132,678	807	18,313,159	673

total of £4,444,990, and in 2003-04 their grant income from the trusts under consideration fell by a massive £3,005,764 to just £1,439,226. On average this represents a 67% reduction in grant income, with some organisations experiencing an even sharper drop-off. Of these 20 organisations 15 are well-known to the public, certainly to people working within the environmental movement, and are organisations with identifiable brands.

It may be that some of these large drops in income were the result of particular projects coming to an end, or multi-year grants running their course, and that the organisations in question had planned for this change. It is also likely that trust income is only one stream of income for these organisations, so that the impact of reductions on the scale seen

here is muted by ongoing or increased support from other income streams. We are nonetheless left with the impression that for some organisations this sudden drop in income must have had an impact on their ability to carry out their work. Given the resources that are typically wasted when organisations have to downsize, then expand, then shrink again, the significant shift in fortunes that we observed raises some interesting questions for environmental grant-makers. In short, is the instability of the grants market as witnessed from these first two years of data in the best interests of the environmental movement as a whole?

American perspectives

Observers of American philanthropy have been addressing these kinds of questions for some

time, and in 1998 Michael Shuman, a former director of the Institute for Policy Studies (one of America's leading progressive think-tanks) wrote an interesting article in *The Nation* magazine, entitled "Why Do Progressive Foundations Give Too Little To Too Many?"⁴ In the article Shuman asks how it is that right-wing foundations, with assets one seventh the size of the top foundations supporting environmental and other progressive issues, have nonetheless been able to dominate political discourse in the United States. While Shuman's analysis is set in the context of partisan American politics we believe his observations have relevance for U.K. grant-makers.

Shuman identifies five differences between the way that right-wing and progressive foundations make grants, and suggests that these account for the success of right-wing organisations in advancing their agenda. The problems he identifies are:

a progressive funders tend to focus their support tightly on single-issue organisations, while right-wing foundations build more multifaceted institutions such as think-tanks and academic institutes.

b progressive funders are often reluctant to engage in politics while those on the right tend to aggressively pursue their ideological goals.

c right-wing foundations show a much greater willingness to provide general support or core funding grants than do other funders. Shuman comments that:

"Progressive funders, perhaps driven by the New Left's historic distrust of leadership and hierarchy, are inclined to avoid general-support funding. The natural result is a proliferation of short-term projects attached to flimsy institutions. And inherent in institutional weakness is poor press work, poorly marketed publications, poor

management and poorly paid core staff with low morale and high turnover... Institutional weakness also means a brittle funding base. It means that young activists are reluctant to climb into positions of leadership, preferring instead to start their own single-issue fiefdoms, splintering a balkanized progressive movement still further. And it means that an organization cannot easily deviate from project promises and respond quickly and effectively to news-breaking events as they occur."

d while funders on the right tend to support their grantees with multi-year grants that provide security, progressive foundations often make their grantees re-apply for funding every year, with the result that senior staff spend a lot of time fundraising rather than getting the real work done. Grants from progressive foundations also tend to be smaller in size than those provided by right-wing funders, which exacerbates the problems resulting from this more bureaucratic approach.

e progressive funders need to invest in serious intellectual exploration, in books, journals, magazine articles and conferences, without expecting an instant return.

We are not suggesting that Shuman's analysis can be transplanted directly into a U.K. setting, where the political context is clearly different, and the field of grant-making less politicised than in America. However the issues that he identifies are familiar to us given our discussions with grantees over the years, and they would seem to chime with the findings of our research in this report (large numbers of small grants being spread thinly across a range of organisations, considerable turnover from one year to the next leading to insecurity and 'stop-start' activity...). We believe these kinds of questions merit serious discussion within the U.K. foundation community and that a dialogue between grant-makers and the groups they are funding would be a worthwhile exercise.

⁴ Shuman, M., "Why Do Progressive Foundations Give Too Little To Too Many?," *The Nation*, 12th January 1998, available at www.tni.org/archives/shuman/nation.htm. Responses to Shuman's piece, both supportive and critical, can be found at www.tni.org/archives/shuman/nation2.htm

3 GEOGRAPHICAL DISTRIBUTION

As in WTTGW 1 we were interested in the geographical distribution of the grants made by the 35 trusts we studied. In 2003-04 we found hardly any change at all in the percentage of grant money given to U.K. organisations, which was 68.8% for the most recent year, as compared to 68.5% in the previous year. We continue to find it encouraging that more than 30% of the grants being made by leading trusts support work outside the U.K. The importance of this international funding from trusts is reinforced when public sector grant-making programmes are taken into account, since the public programmes are exclusively focused on supporting work within the U.K.

The proportion of trust grants supporting international work remains high in comparison to the way in which North American grant-makers distribute their grants. The comparable figure from the Canadian Environmental Grantmakers Network study in 2002 was just 4%, for example. As was the case last year some of the grants that we record as supporting overseas work were made to U.K. groups, but for international work rather than domestic projects. Conservation work represents a key activity supported by this international grant-making.

The second largest tranche of funding again went into what we have termed 'international' work. This was work carried out by organisations that operate in many parts of the world, and where it was impossible for us to determine in which country the funds would actually be deployed, but where it was clear they were going outside the U.K.

In 2003-04 grants were made to support work in 37 identifiable countries around the world, a slight reduction on the 45 that we recorded in WTGGW 1. We remain surprised by the amount of money being granted to organisations in North America, given the size of the private foundation community in the U.S., where the leading 30 environmental grant-making foundations together give hundreds of millions of dollars per year. We also find it disconcerting that so little money appears to be directed towards work at the level of the European Union, given the central importance of E.U. institutions in determining U.K. environmental law.

Regional distribution in the U.K.

For this second edition of *Where The Green Grants Went* we decided to explore further the distribution of funding within the U.K., which, as noted above, accounts for just over two-thirds of the grant money under consideration. We were curious whether the grants being made by environmental funders follow the pattern of those in other fields of

Table 4: Geographical distribution of grants

Region	2003-04		2002-03	
	Grants made (£)	Per cent of total	Grants made (£)	Per cent of total
United Kingdom	13,785,373	68.5	12,600,359	68.8
General international	3,372,382	16.8	2,795,917	15.3
Africa	1,136,747	5.6	834,107	4.6
North America	737,484	3.7	829,514	4.5
Asia	478,954	2.4	652,204	3.6
Other Europe	484,555	2.4	392,348	2.1
Central & Latin America	123,376	0.6	146,007	0.8
Australasia	13,807	0.1	62,703	0.3
TOTAL	20,132,678	100	18,313,159	100

Table 5: Regional grants in the U.K. broken down by Government region

Government region	Grants made (£)	As % of total	Number of grants made	Population of region (000's)	Grants (£) per 1,000 people
South West	702,346	12.8	56	4,960	141.60
South East	1,204,444	21.9	49	8,037	149.86
London	1,159,574	21.1	55	7,366	157.42
West Midlands	282,423	5.1	19	5,304	53.25
East Midlands	142,509	2.6	10	4,216	33.80
East of England	352,650	6.4	20	5,420	65.06
North West	79,589	1.5	15	6,771	11.75
Yorkshire & The Humber	34,403	0.6	10	4,983	6.90
North East	412,681	7.5	6	2,513	164.22
Wales	29,445	0.5	8	2,919	10.09
Scotland	626,562	11.4	40	5,066	123.68
N. Ireland	461,803	8.4	5	1,697	272.13
TOTAL	5,488,429	100	293	59,252	n/a

philanthropic activity. In their thought-provoking assessment of U.K. philanthropy, *From Charity To Creativity*, Helmut Anheier and Diana Leat cite research showing that:

*“The ‘London bias’ is repeated in overall giving. Whereas grants in London provide £35 per head of population, less than £5 per head of population is given in Northern Ireland, West Midlands, Wales, Yorkshire and Humber, and North-East regions.”*⁵

In order to try and explore this issue we carried out a more detailed analysis of the U.K. grants from our target trusts. We selected only those grants which had been made to organisations with a local or regional focus (removing from our dataset grants to national organisations, or to U.K. organisations carrying out international work). Having arrived at a total of £5,488,429 being granted to local or regional groups we then coded each of these grants to the Government Office Region in which the work was being carried out. Table 5 above shows our findings.

The disparities between different regions are striking, and appear in general to support the findings reported by Anheier and Leat. When looked at in relation to the population of each region London, the South East, and the South West all come near the top of the rankings, although it is actually Northern Ireland and the North East that fare best in absolute terms (the Northern Ireland figure perhaps being unduly influenced by one large grant). The three southernmost regions account for 56% of the money given to local or regional organisations, whereas their population accounts for just 34% of the total U.K. population. It is important to remember that the table above covers only grants given to local or regional organisations, so the £1.1 million granted to groups in London was for community based activity within the capital. If grants to national or international organisations with head offices in London were included then the proportion of the total grants money that stayed in London would be much higher.

⁵ Anheier, H, & Leat, D., *From Charity To Creativity – philanthropic foundations in the 21st century*, Bournes Green: Comedia, 2002. Anheier and Leat cite research conducted by Fitzherbert and Richards (2001) and by Vincent and Pharaoh (2000).

4 WHICH ISSUES RECEIVE THE MOST SUPPORT?

As with WTTGW 1, the grants that we analysed for 2003-04 spanned a very wide range of activity: from canal conservation projects to campaigning on nanotechnology, from educational initiatives at museums to grass-roots opposition to road projects, and from scientific research in Costa Rica to community farms in U.K. cities. We used the same 18 categories as in WTGGW 1 in order to try and make sense of this diverse range of activity, and these categories are described in Appendix A. We offer the same health warning as last year, that the figures shown below cannot be taken as comprehensive estimates of all the money coming into an issue from the U.K. trust sector, because we do not have data for all the trusts that fund in this field. However we remain confident that our figures give a good indication of the key patterns of funding.

As is clear from Table 6 (overleaf) the issue categories that receive the most funding have changed little from one year to the next, with work promoting ‘biodiversity and species preservation’, the ‘preservation of the countryside’, more sustainable forms of ‘agriculture’, and ‘sustainable development’ in general, continuing to receive the lion’s share of funding, accounting for nearly 55% of the grant monies disbursed.

While the overall ‘shape’ of the funding has changed little from one year to the next, within individual issue categories there are clearly some quite big changes, in terms of the total amount granted, the number of grants made, and the

number of trusts supporting work in that area. We are cautious about how much should be read into these changes on the basis of just two years of data, as several large grants can distort the figures within an issue category, particularly for the less well-funded issues. With more data in the years to come it should be possible to start identifying trends with more confidence.

One thing that continues to give us considerable concern is the small amount of trust funding targeted directly towards work on climate change. We commented on this in WTGGW 1, and the situation is actually worse this year than last, with £1,551,207 (7.7% of the total funding) going to work in the categories of Energy, Transport, and Climate and Atmosphere, compared to £1,608,769 (8.8%) in 2002-03. Given the threat posed by climate change to many of the other activities being funded (new woodlands, nature reserves, coastal conservation projects, agricultural projects...) it would seem prudent for trusts to find ways of supporting work that directly tackles the problem.

We are also keen to encourage discussion amongst trusts about the threats posed to conservation and biodiversity initiatives in the U.K. by current Government development plans. When speaking at the EFN Spring lunch this year, Alistair Driver, National Conservation Manager for the Environment Agency, confirmed that development and the expansion of urban areas is the biggest threat to U.K. biodiversity. This leads us to ask whether trusts that have a focus on conservation and biodiversity should also be considering funding work that relates directly to the development agenda in the U.K., as a way of trying to stop their other grants being undermined.

Table 6: *Distribution of grants by issue*

Issue	2003-04				2002-03			
	Grants Made (£)	Per cent of total	No. of grants	No. of Trusts	Grants Made (£)	Per cent of total	No. of grants	No. of trusts
Biodiversity and species pres.	5,331,632	26.5	134	26	4,061,811	22.2	103	23
Countryside pres. & open space	2,740,797	13.6	119	22	2,359,278	12.9	103	21
Agriculture	1,695,051	8.4	74	23	2,017,839	11	89	24
Multi-issue	1,583,604	7.9	94	26	1,399,487	7.6	57	19
Forests and woodland	1,352,318	6.7	52	23	788,323	4.3	35	17
Sustainable development	1,243,918	6.2	59	19	1,675,010	9.1	39	19
Toxics and pollution	1,016,413	5.0	22	11	790,110	4.3	19	10
Oceans and coasts	896,409	4.5	19	12	834,659	4.6	18	10
Transport	624,717	3.1	34	14	486,800	2.7	13	8
Human rights and envtl. justice	579,574	2.9	15	5	397,090	2.2	14	7
Trade and development	533,161	2.6	38	10	396,637	2.2	28	7
Rivers and lakes	528,212	2.6	32	11	353,981	1.9	9	7
Energy	485,716	2.4	36	14	665,743	3.6	38	14
Climate and atmosphere	440,774	2.2	12	6	456,226	2.5	26	8
Waste	423,871	2.1	14	7	666,887	3.6	24	9
Built environment	370,707	1.8	26	13	451,279	2.5	25	12
Biotech and nanotech	200,320	1.0	23	3	214,946	1.2	29	4
Environmental law	85,484	0.4	4	3	297,054	1.6	4	4
TOTALS	20,132,678	100	807	n/a	18,313,159	100	673	n/a

5 WHAT KINDS OF 'APPROACH' RECEIVE THE MOST BACKING?

As in WTTGW 1 we have analysed the grants made by the 35 trusts in order to try and determine the main type of activity, or 'approach', of each grantee organisation. As mentioned in the introduction to the report, this is not always clear-cut, because some organisations carry out a range of different types of activity. We have repeated the methodology that we used last year and have categorised each group on the basis of what its core activity is. The figures are presented in Table 7 below, with an explanation of each category provided in Appendix B.

As Table 7 shows, there are some quite significant changes in the figures between 2002-03 and 2003-04. In particular, the share of grants going to support 'practical conservation work' has risen from 24% of the total in 2002-03 to over 32% in 2003-04. Meanwhile the funding provided to 'community' based initiatives has fallen from 15% to 8.5%. Interestingly, the proportion of funding going to 'advocacy and campaigning' remained almost exactly the same from one year to the next.

With just two years of data we are again reluctant to suggest that these changes are the start of trends, but the picture should become clearer as more data is added in the future.

Table 7: *Distribution of grants by 'approach' taken by grantee organisations*

Approach	2003-04				2002-03			
	Grants made (£)	Per cent of total	No. of grants	No. of trusts	Grants made (£)	Per cent of total	No. of grants	No. of trusts
Practical conservation work	6,459,107	32.1	215	30	4,397,854	24	138	25
Advocacy and campaigning	4,049,515	20.1	179	28	3,614,955	19.7	150	21
Educational	2,627,268	13.0	121	29	1,826,763	10	113	27
Research	2,431,196	12.1	82	26	2,423,095	13.2	76	24
Community	1,718,107	8.5	95	19	2,737,875	15	84	20
Grant-making bodies	1,338,329	6.6	11	7	1,055,459	5.8	13	10
Service delivery	610,730	3.0	33	22	1,024,418	5.6	29	15
Media	387,067	1.9	31	11	259,364	1.4	25	8
Representative	359,752	1.8	25	16	725,097	4	28	14
Historic preservation	151,607	0.8	15	8	248,279	1.4	17	11
TOTALS	20,132,678	100	807	n/a	18,313,159	100	673	n/a

6 THE PUBLIC SECTOR

In WTTGW 1 we focused exclusively on the environmental and conservation grant-making being carried out by 30 leading U.K. trusts, in order to try and establish some benchmark data for private philanthropy in this sector. As we carried out the research we became increasingly aware of the much larger sums of money being disbursed through publicly funded grant programmes of one kind or another. We also met staff working for corporate foundations that support environmental and conservation work, some of which have significant grant programmes. HSBC bank, for example, makes conservation grants worth around £5.4 million each year, and the Shell Foundation appears to be giving several million pounds a year. In this report we have concentrated on public sector funding and the funds given by private landfill operators under the Landfill Tax Credit Scheme (LTCS) regulated by H.M. Customs & Excise. We hope to add more detailed information on corporate giving in subsequent editions.

Gaining a comprehensive overview of the different publicly funded grant-making programmes has not been as straightforward as we hoped, and we offer the findings below as very much a first attempt at analysis of this field! We would greatly welcome feedback, constructive criticism, and additional information so that we can improve our understanding over time.

One of the principal difficulties we encountered was separating out the different grant programmes when funds from one agency are disbursed via another. The Aggregates Levy Sustainability Fund, for example, is disbursed through a total of 12 different bodies, only some of which were relevant to our analysis. Another problem is the changing form of many of the grant programmes, as they undergo revision or are wound up and morphed into new programmes. This can make it hard to correctly allocate expenditure to a particular

financial period. A further problem is caused by the sheer number of grants being made, which run into the thousands in some cases.

In order to keep the research manageable, and because of the unavailability of detailed grants data for some programmes, we have focused on the main orientation of each grant programme and have not attempted to analyse every single grant (as was done for the 873 trust grants).

We have also had to make decisions about which grant programmes to include in our analysis, and which to leave out. Our main goal has been to gain some understanding of the role of trust funding in the context of the much larger sums provided by Government, the Lottery, and the European Union. For this reason we have concentrated on publicly funded programmes where the activities being funded seem to us to either overlap, or closely parallel, the grants being made by charitable trusts. We have left out major streams of funding which are quite clearly the preserve of Government and/or where trusts are not active.

Examples of these are most of the programmes that support U.K. farmers under the Common Agricultural Policy, the funding provided by the Government's climate change programme to the Carbon Trust and the Energy Savings Trust, and the research and development into clean technology supported by the Department for Trade and Industry. These examples are pretty clear-cut, but for other programmes the decisions are less straightforward, and we have had to fall back on a case-by-case judgement drawing on our experience of analysing the trust sector grants in each of the last two years. On some occasions we have made an estimate of the proportion of grants within a given programme that support work similar to that backed by trusts – some of the Lottery funded programmes, for example, support not only community environmental initiatives but also children's play schemes and youth projects. Where we have sufficiently detailed data we have stripped out the grants to non-environmental activity.

The overall picture

We estimate that the public sector programmes (and LTCS funds) with close parallels to trust activity collectively disbursed £196.8 million in 2003-04, nearly 10 times as much as the 35 charitable trusts that are the main focus of this report. Tables showing the grant programmes involved follow directly on from this section of the report. We hope to initiate a dialogue between charitable grant-makers and the staff managing these publicly funded programmes, as we believe the overlap between the two may raise important questions about whether trust funds are being used to best effect.

In *From Charity To Creativity* Helmut Anheier and Diana Leat describe the special role that foundations can play as a source of funding. They observe that:

“Foundations can, if they choose, think the unthinkable. They can take risks, consider approaches others say can't possibly work – and they can fail with no terminal consequences. Equally important, foundations have the luxury of being able to take a longer-term view. They can be imaginative and creative, working across sectoral, organisational, professional and disciplinary boundaries, without the stifling constraints of short-term and inappropriate performance and measurement criteria. These characteristics give endowed foundations the potential to make a contribution to society out of all proportion to their limited resources.”⁶

If it is the case that trusts are funding environmental and conservation work that is being backed by publicly funded programmes, then it may be that some of the opportunities identified by Anheier and Leat are being lost, because the flexibility that they describe is unlikely to apply in the same way to publicly funded grant-making initiatives. It is for this reason that we are keen to explore this issue further in discussion with both trusts and public sector grant-makers.

What kind of work is funded?

Our analysis of the publicly funded grant programmes in the following tables does not go down to the level of individual grants, for the reasons mentioned above, and the estimates we provide here are necessarily broader than those for the trust sector grants. Instead of trying to separate the grants out into the 18 issue categories used for the trust funding we have instead concentrated on the main tracks of activity that are being funded. Chief amongst these are:

a *Work around the issues of recycling, waste management, and composting* – a large tranche of the public money we analysed is used to support projects of this kind, with grants for work on recycling being made by the Department for the Environment, Food and Rural Affairs, the Landfill Tax Credit Scheme, the Scottish Executive, the Welsh Assembly, the Big Lottery Fund and the European Union. We estimate that in 2003-04 around £23 million was spent on projects of these kinds or on environmental education around waste issues. Many of these programmes seem to overlap with initiatives funded by charitable trusts.

b *Work on countryside preservation and open spaces, including nature conservation, nature reserves, national parks, Areas of Outstanding Natural Beauty, Sites of Special Scientific Interest, the Wildlife Trusts, habitat protection projects etc.* We estimate that more than £60 million was spent in support of work of this kind in 2003-04, and again there would seem to be considerable overlap with funding from the trust sector.

c *Biodiversity initiatives* – a number of programmes focus strongly on biodiversity, and are geared towards helping the Government achieve its Biodiversity Action Plan targets, or towards other kinds of biodiversity initiatives. We found about £14 million that was clearly earmarked for work of this kind in 2003-04. Again there would seem to be considerable potential for overlap with trust funding in this area.

⁶ Anheier, H, & Leat, D., *op. cit.*, p. 16.

d Sustainable communities – a fourth major track of activity concerns the creation of more sustainable environments for whole communities, including those on the rural-urban fringe, and those in urban areas. These programmes tend to provide amenities for the local community and typically have a strong element of regeneration involved. There is a less obvious overlap between this work and the work typically funded by trusts, in the sense that no trust we have looked at has had enough money to single-handedly run a programme of this kind. However, there are aspects of these programmes that undoubtedly overlap with the grants made by charitable trusts. We estimate that something like £22 million was spent on work of this kind in 2003-04.

e Local community projects – carried out at a smaller scale, and directly involving local communities, the projects in this fifth track of activity are strongly funded by the National Lottery, with additional funding from other bodies. These projects provide opportunities for local people to improve their immediate environment, and include the creation of urban green space, support for allotments and local food schemes, environmental education initiatives, and involvement in local nature reserves. Around £14 million was provided to support such schemes in 2003-04.

f Forestry and woodlands – we estimate that around £46 million of public money went into forestry and woodland projects in 2003-04, the great majority (but not all) of this being disbursed by the Forestry Commission on behalf of other bodies. It is unclear to us to what extent these funds overlap with the tree-planting and forestry projects supported by 23 of our 35 trusts. This is something we would welcome advice on from those who have expertise in this field.

g General grant programmes around the theme of sustainability – last, but by no means least, we identified a number of programmes which support a wide range of initiatives and which tend to be

described as funds for ‘sustainability’ work. The breadth of the activities makes it hard for us to be much more specific than this. We think that programmes of this kind disbursed around £17 million in 2003-04.

Comparing publicly funded programmes to those of charitable trusts

The first thing that we were struck by when analysing the publicly funded grant programmes is how broad some of them are. Our impression is that often these programmes are broader than those managed by trusts, and that they tend to operate very much in a “gift-giving” mode, (see p9), supporting a diverse range of practical ‘on-the-ground’ initiatives rather than pursuing social or other kinds of change. This suggests to us that trusts have a particular role to play in catalysing such change, and that they would be playing to their strengths by doing so.

It is perhaps unsurprising that the publicly funded programmes we considered did not seem to provide grants to groups working on advocacy or campaigning, but we think it is really important to note that this is the case. We found a grand total of £183,000 out of £196.8 million being given to what we would term advocacy or campaigning work! Remember that when analysing the different approaches to environmental work backed by the 35 trusts (see Table 7) we estimated that around 20% of trust funding goes to support advocacy or campaigning work. The importance of funding of this kind becomes much clearer in the context of the overall funding provided by both the trusts and the public sector programmes.

As noted earlier, the international funding provided by trusts also takes on a particular importance in this broader context, since the public sector programmes fund exclusively in the United Kingdom. To the extent that funders believe it is important that organisations and projects around the world are supported, then trusts again have a special role to play.

7 CONCLUDING COMMENTS

In WTTGW1 we lamented the small share of overall charitable giving directed towards environmental work, around 3% of the total given by charitable trusts in the U.K. We remain very concerned by this, and we do not want to suggest for one minute that the larger amounts of funding being provided by publicly-backed grants programmes mean that greater charitable trust investment is not needed.

Broadening the support for work around the environmental agenda is one challenge for the future. Others which we have identified in this report centre on the need to gather more information about patterns of grant-making, and to encourage discussion and dialogue between trusts, public sector grant-makers, and the grantee organisations that receive support. In particular we are keen to see the question of what constitutes ‘effective’ grant-making in the environmental field

openly discussed, with grantees involved in this discussion.

We hope that the analysis contained in this report may encourage more research into trust and public sector grant-making in the U.K. We would welcome an opportunity to compare the data presented here with comparable information relating to other fields of philanthropic activity in the U.K., and hope that such analyses can be shared in the months ahead.

We believe that trusts and foundations are particularly well equipped to play a role in bringing about social change, and that they have strengths that ought to be exploited as a complement to the funding provided by public sector bodies of one kind and another. We hope that this report will help open up constructive discussion of such issues and we urge readers to give us feedback on the points we have raised.

ML & JC

SELECTED PUBLICLY FUNDED GRANT PROGRAMMES IN 2003-04

The table on the following four pages details public sector grant-making programmes that support environmental or conservation work, and includes grants made by landfill operators under the Landfill Tax Credit Scheme. The list of grant programmes is not comprehensive, in that we have selected only programmes where we feel that there is the potential for overlap between the work being funded and the grants made by leading charitable trusts. We have not included, for example, programmes like those administered by the Department for Trade and Industry to sponsor research in environmental technologies, or the grants programmes to members of the public administered by the Energy Savings Trust, or the main European Union backed support programmes for farmers. In some cases we have recorded a figure that is less than the total value of a particular grant programme, because we considered that only part of the funding in that programme was comparable to that being made by trusts. Object D of the Landfill Tax Credit Scheme provides an example of this. When this occurs we show the total value of the programme in brackets after its name.

WHERE THE GREEN GRANTS WENT 2

22

DEPARTMENT FOR THE ENVIRONMENT, FOOD, AND RURAL AFFAIRS (DEFRA)

Agri-Environment Schemes	26,746,000	
Woodland Grants Scheme	18,500,000	• Creation, management, and improvement of woodland
Farm Woodland Premium Scheme	8,246,000	• Landscape and biodiversity enhancement through planting of farm woodlands
Waste Partnership Fund	3,000,000	• For community organisations to improve recycling and composting
EAGGF - South Yorkshire Forestry Resources Grant	563,969	• Support for woodland planting and management
Environmental Action Grants	3,952,537	
Biodiversity projects	1,436,122	• Projects in support of U.K. Biodiversity Action Plan targets
Understanding and awareness projects	2,516,415	• Diverse range of sustainability initiatives and environmental education
Aggregates Levy Sustainability Fund	799,998	
Somerset	266,666	• Community landscape and biodiversity initiatives
Derbyshire	266,666	• Community landscape and biodiversity initiatives
Leicestershire	266,666	• Community landscape and biodiversity initiatives
TOTAL DEFRA COORDINATED FUNDING	35,062,504	

ENGLISH NATURE

Aggregates Levy Sustainability Fund	4,193,000	• Marine biodiversity conservation, community biodiversity projects
National Biodiversity Grants	81,781	• Assisting groups to meet Biodiversity Action Plan targets
Reserve Enhancement Scheme	1,639,497	• Maintain and enhance nature conservation value of Sites of Special Scientific Interest (SSSIs) and increase public awareness of them
National Nature Reserves Capital Grant Scheme	108,821	• Capital projects on national nature reserves, mainly buildings and equipment
Land Purchase Grants	281,900	• For purchasing land of conservation interest
Team Grants	125,683	• Forging local links between projects
Wildspace!	200,000	• Involving local communities in nature reserves
TOTAL ENGLISH NATURE FUNDING	6,630,772	

COUNTRYSIDE AGENCY

Aggregates Levy Sustainability Fund	4,193,000	• Access to environment, education, restoration of national parks
Living Landscapes	8,042,000	• Management for Areas Of Outstanding Natural Beauty, plus work on planning and farming policy
Wider Welcome	7,327,000	• Countryside access, national trails, rural transport, canals, cycle networks
Countryside For Towns	8,334,000	• Sustainable communities on rural-urban fringe, community forestry
TOTAL COUNTRYSIDE AGENCY FUNDING	27,896,000	

ENGLISH HERITAGE

Aggregates Levy Sustainability Fund	1,850,788	• Conservation plans and repair of Sites of Special Scientific Interest
TOTAL ENGLISH HERITAGE FUNDING	1,850,788	

ENVIRONMENT AGENCY

Action Earth England	35,300	• Small grants to encourage local involvement in environmental projects
Action Earth Wales	9,600	• Small grants to encourage local involvement in environmental projects
TOTAL ENVIRONMENT AGENCY FUNDING	44,900	

WHERE THE GREEN GRANTS WENT 2

23

HM CUSTOMS AND EXCISE – LANDFILL TAX CREDIT SCHEME

Landfill Tax Credit Scheme Object C	3,157,193	• Education on waste, recycling schemes, general environmental education
Landfill Tax Credit Scheme Object CC	421,265	• Research, development and education on markets for recycling
Landfill Tax Credit Scheme Object D (of £14,584,717)	4,176,225	• Biodiversity and wildlife habitats, nature reserves, gardens and community schemes
TOTAL LANDFILL TAX CREDIT SCHEME	7,754,683	

SCOTTISH EXECUTIVE

Scottish Forestry Grants Scheme	16,000,000	• Grants for the creation of woodland sites
Sustainable Action Fund	706,678	• Diverse projects around sustainability and environmental education
Aggregates Levy (Scotland)	3,101,754	• Improving the local environment of communities impacted by quarrying
Community Environmental Renewal Fund	1,948,004	• Diverse projects – biodiversity, building design, aggregates recycling, marine resources...
Larger projects fund	1,153,750	
Scottish Natural Heritage – Natural Heritage Grants	11,588,779	• Biodiversity and countryside access projects, environmental education
TOTAL SCOTTISH EXECUTIVE FUNDING	31,397,211	

WELSH ASSEMBLY

Woodland Grants Scheme Wales	2,400,000	• Grants for the creation of woodland sites
Sustainable Development Grants	954,000	• Support for 3 national parks and 5 Areas of Outstanding Natural Beauty
Environment Wales	481,757	• Community projects, practical conservation, recycling, education
Countryside Council for Wales	4,781,387	• Biodiversity projects, conservation work, and sustainability
TOTAL WELSH ASSEMBLY FUNDING	8,617,144	

HERITAGE LOTTERY FUND

Heritage Grants (of £219 million)	19,749,215	• Diverse grants to gardens, Wildlife Trusts, Conservation Trusts, coastal projects, land purchase, woodlands, food projects...
Your Heritage Grants (of £18.6 million)	2,815,409	• Diverse grants to food projects, environmental arts, restoration, green spaces, nature trails, conservation initiatives
Local Heritage Initiative (of £4.2 million)	1,376,972	• Diverse grants to local heritage and environmental projects

Awards For All England (of £3.4 million)

681,094

Small grants for local groups working on nature conservation, biodiversity education, and awareness

Awards For All Scotland (of £0.46 million)

91,397

Awards For All Wales (of £0.3 million)

50,676

TOTAL HERITAGE LOTTERY FUND

24,764,763

BIG LOTTERY FUND – NEW OPPORTUNITIES FUND GRANTS PROGRAMME

Transforming Waste England	10,967,041	• Supporting community recycling, reuse, and composting projects
Transforming Waste Scotland	1,864,958	• Supporting community recycling, reuse, and composting projects
Transforming Waste Wales	2,551,084	• Supporting community recycling, reuse, and composting projects
Transforming Waste Northern Ireland	862,822	• Supporting community recycling, reuse, and composting projects
Green Spaces & Sustainable Communities (of £18.3 m)	15,000,000	• Diverse community projects including local nature reserves, renovation of green spaces, creation of urban green space, local food projects, local energy projects...
Transforming Your Space England	6,136,713	• Council-led initiatives to transform the environment of mainly urban areas
Transforming Your Space Scotland	4,956,132	• Diverse grants on recycling, countryside access and practical conservation
Transforming Your Space Wales	2,860,712	• Council-led projects for community sustainability and regeneration
Transforming Your Space Northern Ireland	2,132,987	• Community groups, councils, and wildlife trusts regenerating local environments
TOTAL NEW OPPORTUNITIES FUND FUNDING	47,332,449	

EUROPEAN UNION GRANT SCHEMES

Environmental protection and NGO action programme	271,368	• Grants on diverse sustainability topics
LIFE III Environment	3,672,900	• Demonstration projects on diverse sustainability topics – river management, recycling, local transport, waste, energy, soil and water conservation...
LIFE III Nature	2,692,684	• Bird conservation, conservation of natural habitats, wild flora and fauna
Forest Focus (including Forestry Commission match funding)	640,000	• Research and monitoring of forestry sites
TOTAL EUROPEAN UNION FUNDING	7,276,952	

TOTAL FUNDING ANALYSED IN THIS TABLE 198,868,607

APPENDIX A

We have used the same 18 ‘issue’ categories as in the first edition of this research. These are set out in the list below. We would welcome feedback from readers as to the extent to which these seem appropriate and useful.

1 Agriculture – this is a particularly broad category, including support for organic farming, educational projects on agriculture (such as city farms), projects that promote community based agriculture and marketing schemes, training for farmers in developing countries, campaigning against the control of the food chain by agribusiness companies, organisations backing small farmers, factory farming, and an element of support for organisations working on rural economy issues.

2 Biodiversity and species preservation – again a broad category, with the focus being on work that protects particular species, be they plant or animal, vertebrate or invertebrate. Included within this is support for botanic gardens and academic research on botany and zoology, protection of birds and their habitats, funding for marine wildlife such as whales, dolphins and sharks, projects that aim to protect endangered species such as rhinos and elephants, and defence of globally important biodiversity hotspots.

3 Biotech and nanotech – a much narrower category, with the focus on grants being made around the issues of agricultural biotechnology (GM crops), nanotechnology, and the threats posed to the environment by the coming together of these kinds of emerging technologies.

4 Built environment – this category covers grants to support the preservation of historic buildings such as churches, National Trust properties, and other heritage or museum trusts. It is particularly important to note that our figures for the amount of money given to Built Environment work are not intended to be comprehensive, since there are many trusts that we did not look at who support this kind of work.

5 Climate and atmosphere – the bulk of the money in this category is targeted towards work on

climate change, with a small tranche going towards the issue of ozone depletion. Projects include national and international climate change campaigning, work targeting the carbon footprints of major corporations, and issues around the Kyoto Protocol and the need for equity in global agreements on climate change.

6 Countryside preservation and open spaces – as with ‘agriculture’ and ‘biodiversity’ above, this is a broad category. It encompasses support for public gardens and open spaces, backing for wildlife trusts, conservation trusts, and nature reserves (and the protection of wildlife habitats), and visitor centres seeking to educate the public about the countryside. Often this work is carried out by community based or county-wide organisations.

7 Energy – key pieces of work here include support for renewable energy (both in the U.K. and overseas) in terms of research and implementation of projects on the ground, campaigning against the oil and other fossil fuel industries around the world, and campaigning on nuclear industry issues.

8 Environmental law – this is a category receiving relatively limited funds in the overall analysis, but one that we thought it important to include because the ‘professional’ support provided by environmental law organisations can be very important for the other work described here. Most of the funds provided under this heading went either to organisations that provide legal support to community based organisations in the U.K., or to international work relating to issues such as trade policy and climate change.

9 Forests and woodland – the main types of activity supported via this strand of funding are, on the one hand, educational and campaigning work around tropical forests and, on the other the development and protection of domestic woodland in the U.K., via tree planting schemes or forest protection programmes.

10 Human rights and environmental justice – in this category we put grants to organisations that are particularly focused on human rights abuses and the justice dimensions of environmental campaigning, elements that are too often overlooked. There are also a small number of grants relating to the interface

between environmental issues and peace and security. Nearly all of the grants in this category were international in nature.

11 Multi-issue work – while we did everything that we could to allocate each grant to a specific issue category, there were a block of grants where this was impossible, typically because they took the form of core funding to campaigning organisations that work on a range of different campaigns, or are conducting research on a range of different environmental issues. Also included in this category are grants that support media titles which report on a wide range of environmental issues, such as magazines and news services. The final, and significant, strand of activity included in this category are funds provided to re-granting organisations or awards schemes, since for these it is impossible to know the final destination of the initial grant.

12 Oceans and coasts – grants in the oceans and coasts category included support for marine conservation projects of various kinds, scientific and policy research on marine issues, support for certification schemes, and work on fisheries management issues.

13 Rivers and lakes – as with the preceding category, work funded on rivers and lakes included academic research into hydrological issues, conservation projects (particularly in relation to the Thames), campaigning, and also educational work.

14 Sustainable development – the fourth largest of our issue categories and, as with ‘agriculture’ and

‘biodiversity’, fairly broad in nature. The projects supported in this category were generally of an educational nature, were community based, or were geared towards policy research. We also included one grant that specifically related to socially responsible investment.

15 Toxics and pollution – this category is quite diverse in terms of the grants that it includes, spanning from support for work on air pollution, campaigns against gold mining, and funding for work aimed at reducing the use of pesticides and other toxic chemicals. Grants on environmental health issues are also included.

16 Trade and development – the trade and development category is also fairly broad, incorporating work on corporate-led globalization and international trade policy (as promoted by the World Trade Organisation, World Bank, and International Monetary Fund), to campaigning on private sector finance flows, to ‘solutions-oriented’ work focused on the re-localization of economic activity.

17 Transport – under transport we included grants relating to roads and aviation policy, but also more hands-on and solutions-oriented projects that aim to increase the number of people cycling, or to promote walking. We decided to include both leisure related transport activities and commercial ones within this one category.

18 Waste – recycling and composting schemes (often run at the community level) were key beneficiaries of grants in this final category, along with campaigns against the incineration of waste.

APPENDIX B

As with the ‘issues’ categories described in Appendix A we have followed the same methodology for ‘approaches’ as we used in WTGGW 1. In some cases it is difficult to separate the approach from the issues on which an organisation is working. We settled on the following ten categories, and again would welcome feedback from readers:

1 Advocacy and campaigning – by this we mean organisations that are primarily interested in effecting social or political change. Included in this section are i) campaigning organisations; ii) networks of campaign groups; iii) organisations providing professional advice to campaigners (e.g. legal support); and iv) watchdog organisations, that track particular issue areas. Our definition of campaigning was quite a ‘tight’ one, and it may be that this category underestimates the amount of campaigning work being supported, for reasons set out below.

2 Community – organisations that are first and foremost working to improve the welfare of their local community, including: i) community groups; ii) networks of community organisations; iii) amenity organisations (e.g. those concerned with a local park or gardens that are open to the public).

3 Educational – while much work on conservation and environmental issues has an educational component, organisations in this category are those which we felt have a primarily educational mission, either on specific environmental issues or on the environment in general. In addition to organisations that would define their focus as ‘environmental education’ this category also includes museums, groups setting up conferences, organising training programmes, and running environmental arts projects.

4 Grant-making bodies – as mentioned previously, some of the grants analysed in this report were given to other grant-making bodies, either for re-granting purposes, or for the support of awards schemes. The work that is ultimately funded with this money will clearly fit into one of the other categories identified here, but we were unable to follow the ‘top-level’ grants through to their final destinations for reasons of time.

5 Historic preservation – in general our analysis doesn’t cover grants towards the preservation of churches and other historically important buildings. However, when trusts amongst the 30 that we studied made grants of this kind we included them in the survey for the purpose of completeness.

6 Media – by this we mean grants given specifically to support the costs of writing books, for environmental magazines, for documentary films, and for news services on the environment.

7 Practical conservation work – this was comfortably the largest of our ‘approach’ categories in terms of financial support. This category covers organisations that have conservation at the core of their mission, including i) conservation trusts; ii) wildlife trusts and reserves; iii) national parks; and iv) visitor centres. Practical work on species conservation was also included in this category. It is worth noting that some of the groups active in this area may be involved in advocacy and campaigning work in order to try and effect changes in conservation related policies, and that some of their work is undoubtedly of an educational nature.

8 Representative – some of the organisations we assessed can best be thought of as ‘representative’ bodies in that they first and foremost represent the interests of a particular sector of society, such as organic farmers, family farmers, cyclists, rambles etc. Again, there may be an element of advocacy and campaigning work or educational work carried out by these groups, but those that we included in this category define their main mission as providing a ‘voice’ for a particular sector or issue.

9 Research – in this category we included i) academic research of a scientific or other nature carried out by universities or research councils; and ii) policy research carried out by organisations that are primarily ‘think-tanks.’

10 Service delivery – our final ‘approach’ category refers to organisations whose main mission is the provision of a practical ‘on-the-ground’ service to the public, for example, cycle taxis, or recycling projects, or advice services on alternative technologies.

