

Application Number GG23/24-03

SHIPLEY TOWN COUNCIL GREEN GRANT APPLICATION FORM

Mission Statement:

“To provide grants to people and organisations for purposes that further the [recommendations](#) made by the Citizens’ Jury and contained in Shipley Town Council’s [Climate Action Plan](#) (Transport, Housing, Education and Nature) to benefit, improve and support the environment and residents in Shipley (parish boundary)”

Name of applicant:

Katie Shepherd

Tell us about yourselves and/or what your organisation was set up to do:

I am a permaculture creative and educator. This includes, mixed media art, illustrations, writing a blog and articles for publication, online and in-person workshop facilitation, participation in local events and projects & tutoring on the Diploma in Applied Permaculture Design. The permaculture ethics of Earth Care, People Care & Fair Shares are at the core of my paid and unpaid work.

You can learn more about me and my work projects via my website

<https://www.ktshepherdpermaculture.com/>

What is your idea (that you are applying for these funds for)?

To create a free walking/cycling/wheeling focused map of free to access spaces in Shipley where people can connect with nature.

The duration of this project idea from the initial research to the final evaluation of social media and feedback data is 1 calendar year

Being able to access my map for free will address issues around financial privilege

My map will be available in both paper and PDF format. The paper versions will be available at various locations throughout Shipley, the PDF will be via my website.

My map will be hand drawn with accompanying text.

My map will aim to be relevant and inclusive for the diverse Shipley community, (considering factors including age, race, disabilities, sexual orientation, gender diversity, spiritual beliefs and financial privilege).

My map illustrations and text will include information on accessible examples of how people in Shipley can encourage and enable nature to thrive. This will have specific references to the nature centred spaces and activities in the Shipley area.

The area my map will cover will be approx 1 km radius from the centre of Shipley.

My map will have an accompanying Instagram account with a related hashtag to enhance connection and awareness raising of its aims and functions.

Which element(s) of Shipley's [Climate Action Plan](#) does your idea address?

Nature

'Encourage/enable nature to thrive in Shipley by securing council funds and external grants to support environmental action. Public participation encouraged to support actions providing sanctuary and sustenance for insects.' - My map will contain information about accessible examples of how people in Shipley can encourage and enable nature to thrive, with specific references to spaces and activities in the Shipley area

Education

'Create an information hub (physical and/or online) where local people can go for information and advice' - My map will contain information as above which will be a significant contribution to the wider 'hub' model

'Promote report broadly and creatively' - My map will include information about it's connection to the STC Climate Action Plan report

Transport

'Encourage more people to walk by making it easier and safer.' - As a walking/cycling/wheeling focused resource, my map will develop this recommendation at the core of it's design

'Create a vision for transport to reduce car use and increase active travel' - My map will be part of an applied vision to increase active travel for Shipley people. It will embrace the necessity for examples to include a diverse range of mobility needs.

How will Shipley benefit from carrying out your idea?

My map will encourage more active travel (walking, cycling, wheeling) in Shipley meaning less air pollution. It will also improve health and wellbeing of Shipley people through increased nature connection, exercise, social connection and 'being part of a solution' - something that has been proven to support people experiencing Climate Grief/Anxiety

My map will aim to increase spaces where nature can thrive in the Shipley area also resulting in improved biodiversity of flora and fauna

My map will aim to be inclusive of the diverse community and needs of Shipley people. I will achieve this through my drawings, accompanying text and access to the map in both digital and paper formats

My project as a whole (map, Instagram, evaluation) will connect with other Shipley people, organisations and projects involved in regenerative climate actions. Community collaboration about such important topics is a hugely beneficial thing.

How will you measure that you have successfully achieved what you plan to do?

My map (print and PDF versions) will include a QR code to an online feedback form where I will collect simple data about it's aims.

The Instagram account and associated hashtags will proved opportunities and examples of photographic feedback

I have budgeted to collate feedback quarterly for one year

How much funding are you seeking from STC? (maximum £2000): £ 970

Total Cost of Project: £ 970

Source of balance of funds:

Management of related Instagram account to be absorbed by my social media timetable for my other paid and unpaid work. I will aim to do this for 1 year after the launch of my map when I will then review the project and make any future plans as a result.

Please include a breakdown of costs

My time (including materials) @ £20/hr x 15 hours research and design development = £300

My time (including materials) @ £20/hr x 20 hours map (illustration and text) creation = £400

My time @ 20/hr x 5 hours admin (including quarterly project evaluation) = £100

Print run 500 leaflets (A3 printed both sides on recycled paper, folded) = £170

and any estimated income (including other grants, admission charges, fund-raising, subscriptions and similar) for this project:

None at this time, though this project idea has been constructed with possible progression towards awareness raising events in the future.

Contact details:

Referees:

Please give the name and contact details for two referees who we can contact

Please sign and date to confirm you have read and agree with the
Criteria and Notes for Applicants

Signature of Applicant: K Shepherd

Date: 3/1/24