



# Ecology Building Society

## Media information



# At a glance

Ecology Building Society is dedicated to **building a greener society** by supporting ecological building and sustainable communities. We do this through:

- **Sustainable mortgages** – lending on projects and properties that support the environment, including renovations, conversions, new builds and energy efficiency improvements
- **Affordable housing** – supporting shared ownership, Community Land Trusts and housing cooperatives
- **Ethical saving** – simple, transparent, fair accounts that offer the benefit of knowing where your money goes
- **Mutual values** – we are owned by our members and driven by our mission to build a sustainable future.

# At a glance

Established **1981**

Over **10,000** members at 31 December 2010

**£100m** assets at 31 July 2011

**21** staff

Based in **Silsden**, West Yorkshire

Chief Executive: **Paul Ellis**

# History

- 1980:** Initiated at a Green Party conference, in response to difficulties in financing unconventional housing
- 1981:** Begins trading from a tiny terraced house in West Yorkshire
- 1985:** More than 1,000 investors and assets of £1.25m
- 1993:** No longer the smallest building society in the UK
- 1995:** Paul Ellis becomes Chief Executive
- 1997:** Assets reach £20m
- 2003:** Moves to Eco-HQ in Silsden, West Yorkshire
- 2004:** Assets reach £50m
- 2007:** 10,000<sup>th</sup> savings account opened
- 2011:** Assets reach £100m



# Sustainable mortgages

- We fund eco new builds (including self-build), conversions, renovations and energy efficiency improvements
- We also support housing cooperatives, small community and eco businesses, organic smallholdings, back-to-backs and small woodlands
- Our C-Change mortgage discounts reward energy efficient properties and sustainable home improvements
- We offer long-term value through low fees, transparent pricing and customer service direct from our HQ
- Current Standard Variable Rate is 4.90%

# Ethical saving

- We offer a range of straightforward accounts including instant access and notice accounts, and our Foundations Cash ISA (current AER 2.00% gross)
- We believe in fairness:
  - All our savings products are available to new and existing customers
  - We operate a minimum savings rate of 1% gross
  - We don't wait for a cheque to clear before accruing interest



# Practising what we preach

- Our head office is designed for sustainability, with high levels of insulation, recycled materials, photovoltaic panels, rainwater harvesting and a green roof
- We use exclusively green electricity and have offset the carbon emissions generated since our creation in 1981
- In our treasury operations, we seek avoid banks that have a record of irresponsible lending which impacts on the environment
- No one salary is allowed to exceed five times the lowest full-time salary paid
- Our Charitable Foundation funds projects which support sustainable development

# Key people

**Paul Ellis**  
**Chief Executive**



**Pam Waring**  
**Finance Director**



**Malcolm Lynch**  
**Chair**





# Contacts

**Jon Lee**

**Business Development Manager**

**01535 650 774**

**[jlee@ecology.co.uk](mailto:jlee@ecology.co.uk)**

**Anna Laycock**

**Marketing, PR and Research Officer**

**01535 650 773**

**[alaycock@ecology.co.uk](mailto:alaycock@ecology.co.uk)**

**[www.ecology.co.uk](http://www.ecology.co.uk)**