



Member Meet-up 2022

Leeds

Tuesday 1 November





Welcome and introductions

Louise Pryor, Chair

Schedule

| | |
|-------|--|
| 16.00 | Welcome and introductions Louise Pryor, Chair, Ecology Building Society |
| 16.05 | Sustainable lending in Practice Carl Hutton, Chief Executive, The Leeds Library Bill Phelps, Founder member, Chapeltown Cohousing |
| 17.05 | Break |
| 17.15 | Building our sustainable future Gareth Griffiths, Chief Executive |
| 17.50 | Ask the Directors Gareth Griffiths, Louise Pryor, Andrew Gold |
| 18.20 | Closing remarks |



Welcome to The Leeds Library

Carl Hutton

Chief Executive

The Leeds Library



Welcome to The Leeds Library

Our Past, Our Present and Future

with Carl Hutton

STAFF USE ONLY



LEEDS, August 9, 1768.

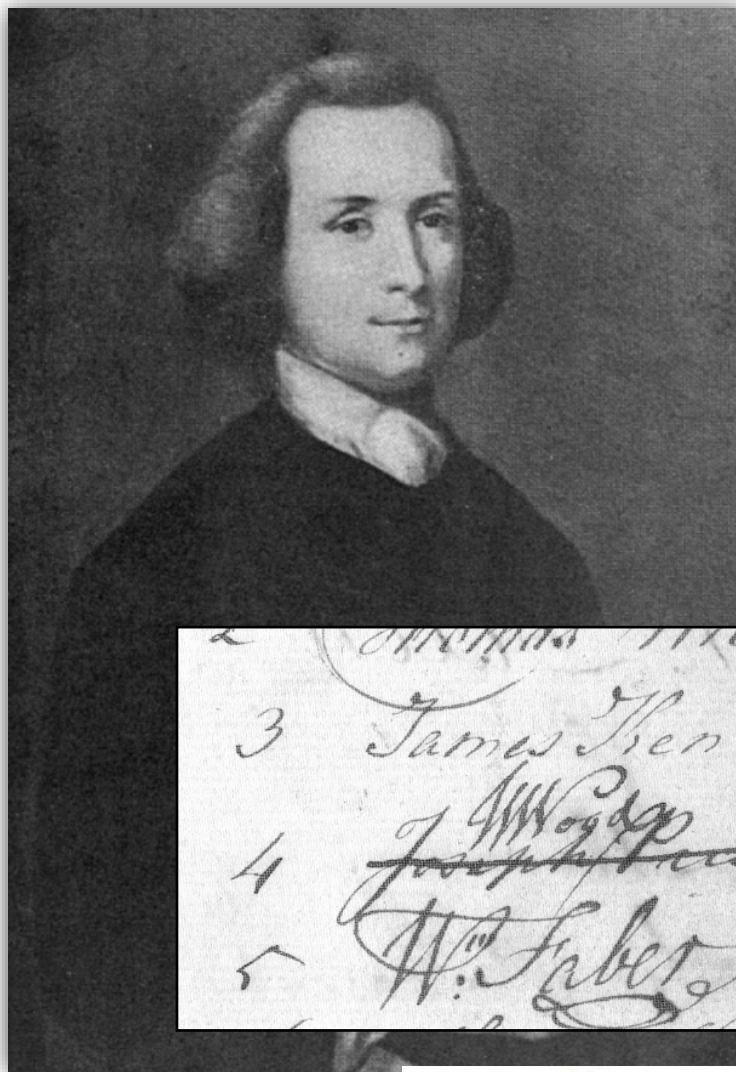
It is proposed to establish in this Town, A Circulating Library,

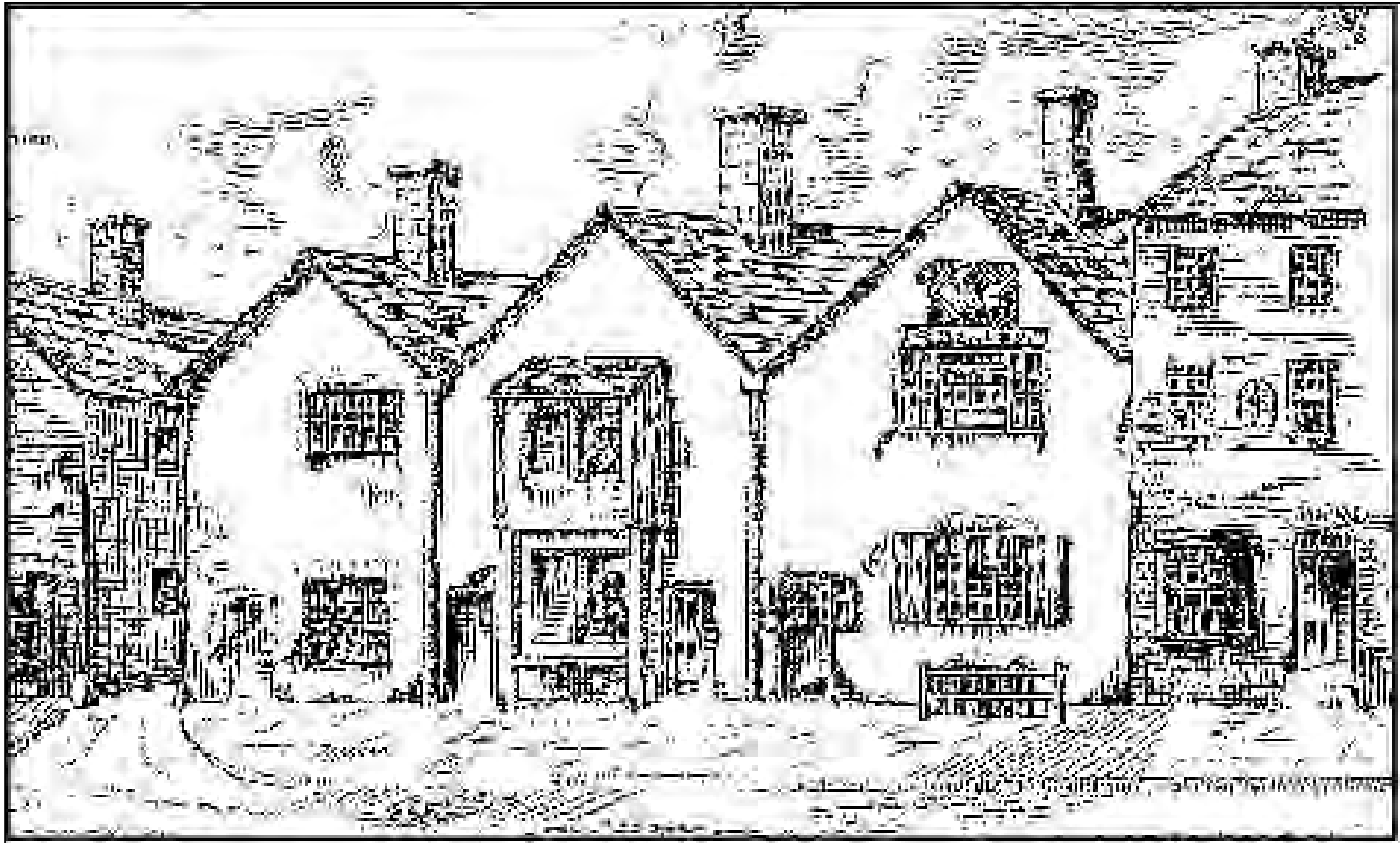
Upon the following Plan, or one similar to it, that shall be more approved by the Generality of the Subscribers.

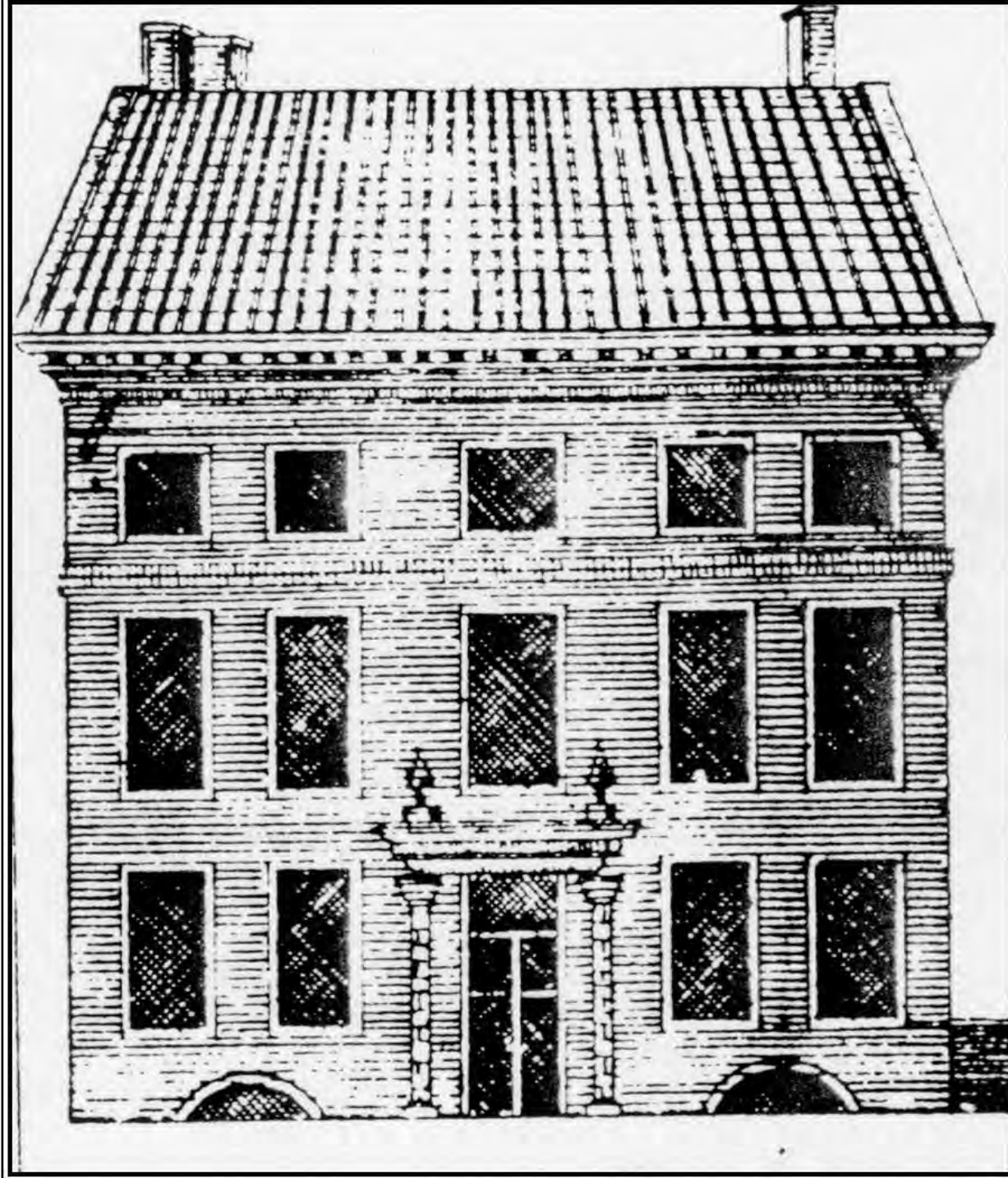
1. Every Subscriber to pay a Guinea at his Admission, and Five Shillings a Year for the Purchase of Books, with a little Addition for other Expences.
2. The Books to be chosen by a Committee of twelve or twenty, who are to meet every Month, and to be elected at an annual Meeting of all the Subscribers.
3. None of the Books to be sold; but the whole Stock to increase perpetually, without any Increase of the Price of Admission.
4. Every Subscriber to have a Power of transferring his Property in the Library in any Manner whatever.

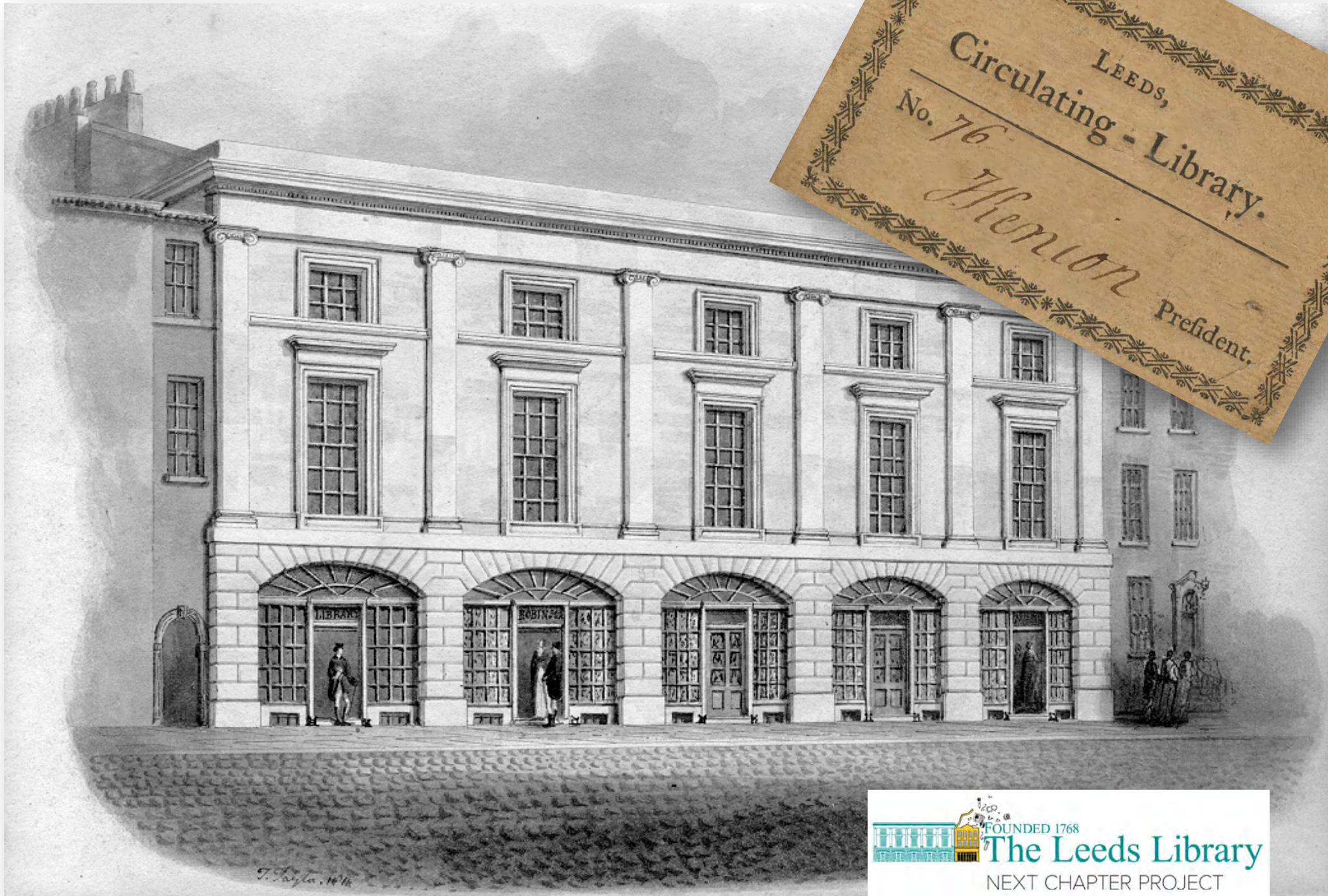
A Library upon this Plan was formed at Liverpool in the Year 1753. It is now become very considerable, and is a great Benefit to that Town. Others have since been formed upon the same plan in other places; and it is hoped, that the Gentlemen and Ladies of Leeds will not be backward to follow so good an Example; as a Library of this Nature will be an Honour to the Town, and a capital Advantage to the Inhabitants, especially in future Time. For an Establishment of this Kind cannot be expected to make any great Figure for a few Years; but it will be seen to be of such a Nature, as that it cannot fail to increase in Number of Members, and in Stock of Books perpetually; so that, if properly encouraged, it will, at no great Distance of Time, be an Object of considerable Importance.

Those who chuse to encourage this Scheme, are desired to meet, in order to carry it into execution, by electing proper Officers, &c. on Monday the 15th Day of August Instant, at Three o'Clock in the Afternoon, at Mr. Myers's in Briggate, in whose News-Room a printed Catalogue of the Library at Liverpool and a Copy of their Laws, will be laid, for the Inspection of any Person, who is desirous of having a more perfect Idea of this Scheme, and of its Importance, than can be conveyed in these short Proposals.

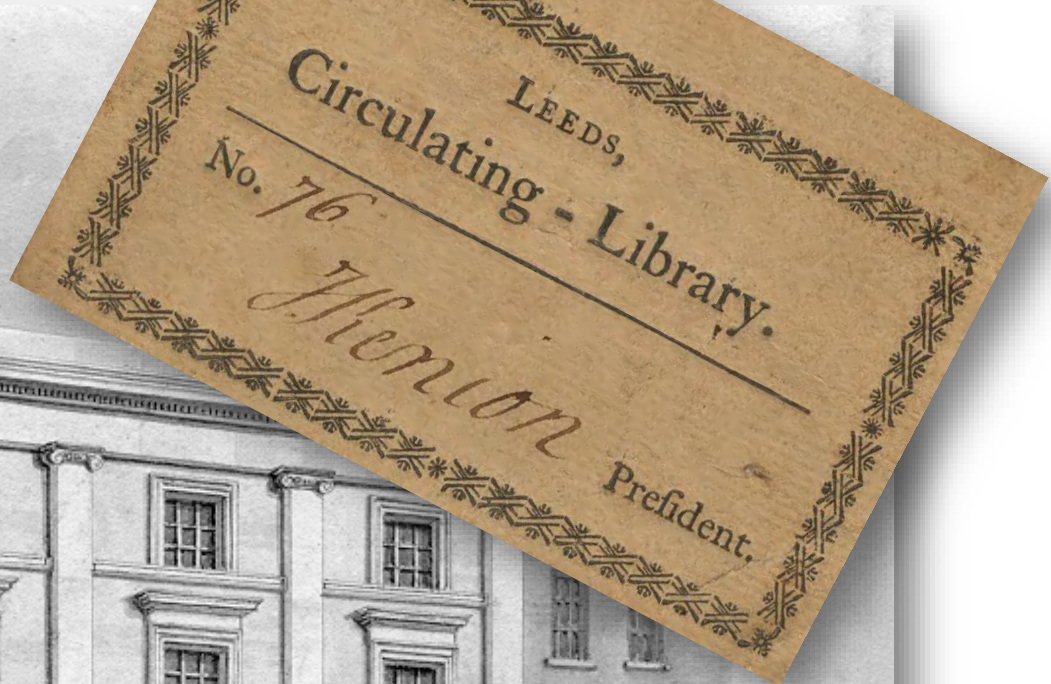








J. Taylor. 1846




FOUNDED 1768
The Leeds Library
 NEXT CHAPTER PROJECT

RELIABLE SERIES 560/53

NOW ON VIEW
MISSONIER
EXHIBITION

RICHARD JACKSON BROS. & CO.



100 CROWN
J. E. MEISSONIER
BANKING HOUSE BUILDING



FOUNDED 1768
The Leeds Library
NEXT CHAPTER PROJECT

Commercial Street, Leeds





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The Leeds Library
NEXT CHAPTER PROJECT

**LIBRARY
SHARES**

ON SALE

WANTED



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The Leeds Library
NEXT CHAPTER PROJECT





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The Leeds Library
NEXT CHAPTER PROJECT







THE NEXT CHAPTER PROJECT

Help us secure the future
of The Leeds Library





Where we want to be...

Our vision is to be a thriving creative hub for the people of Leeds and beyond, providing a space for the production, study and enjoyment of all forms of creativity, and to open our doors and collections to as many people as possible.

The **Next Chapter Project** will see the Library expand from its current premises into the neighbouring building, enabling us to return over 20,000 books to the shelves, and providing a fully accessible and contemporary space to welcome visitors old and new.



The Leeds Library
NEXT CHAPTER PROJECT



The Next Chapter Project: Building Plans

On the following slides are the plans detailing how the Library will expand into 15 Commercial Street (our neighbouring building) and images showing how the rooms in the extended Library will look.



The Leeds Library
NEXT CHAPTER PROJECT

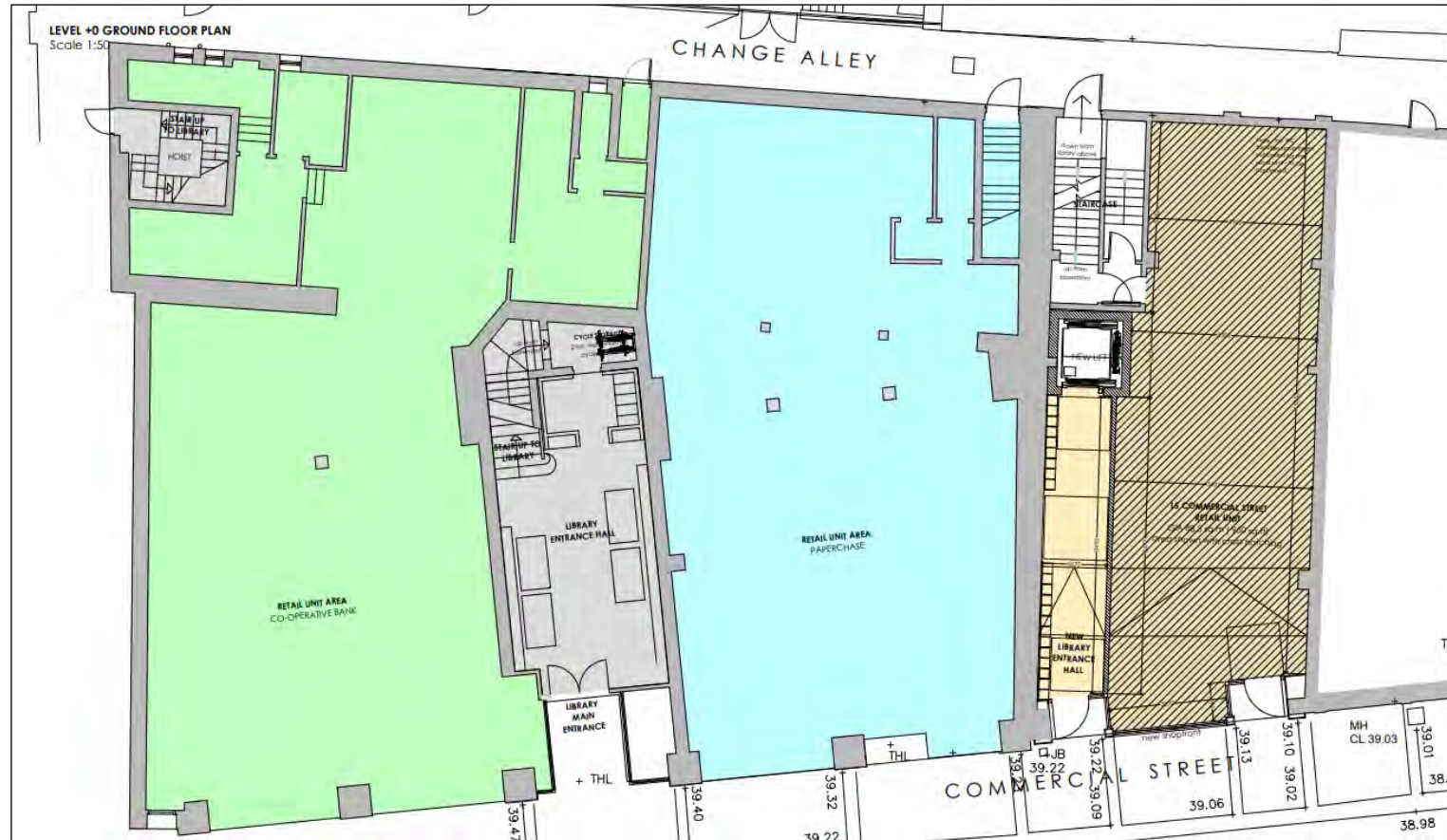
15 Commercial Street Front Elevation

GNA
ARCHITECTURE
+ INTERIORS



15 Commercial Street Ground Floor Level Plan

- Green = Neighbouring retail space
- Grey = Existing building
- Blue = Neighbouring retail space
- Yellow = New building





Ground Floor Entrance Hall



Ground Floor Entrance Hall



Ground Floor Entrance Hall



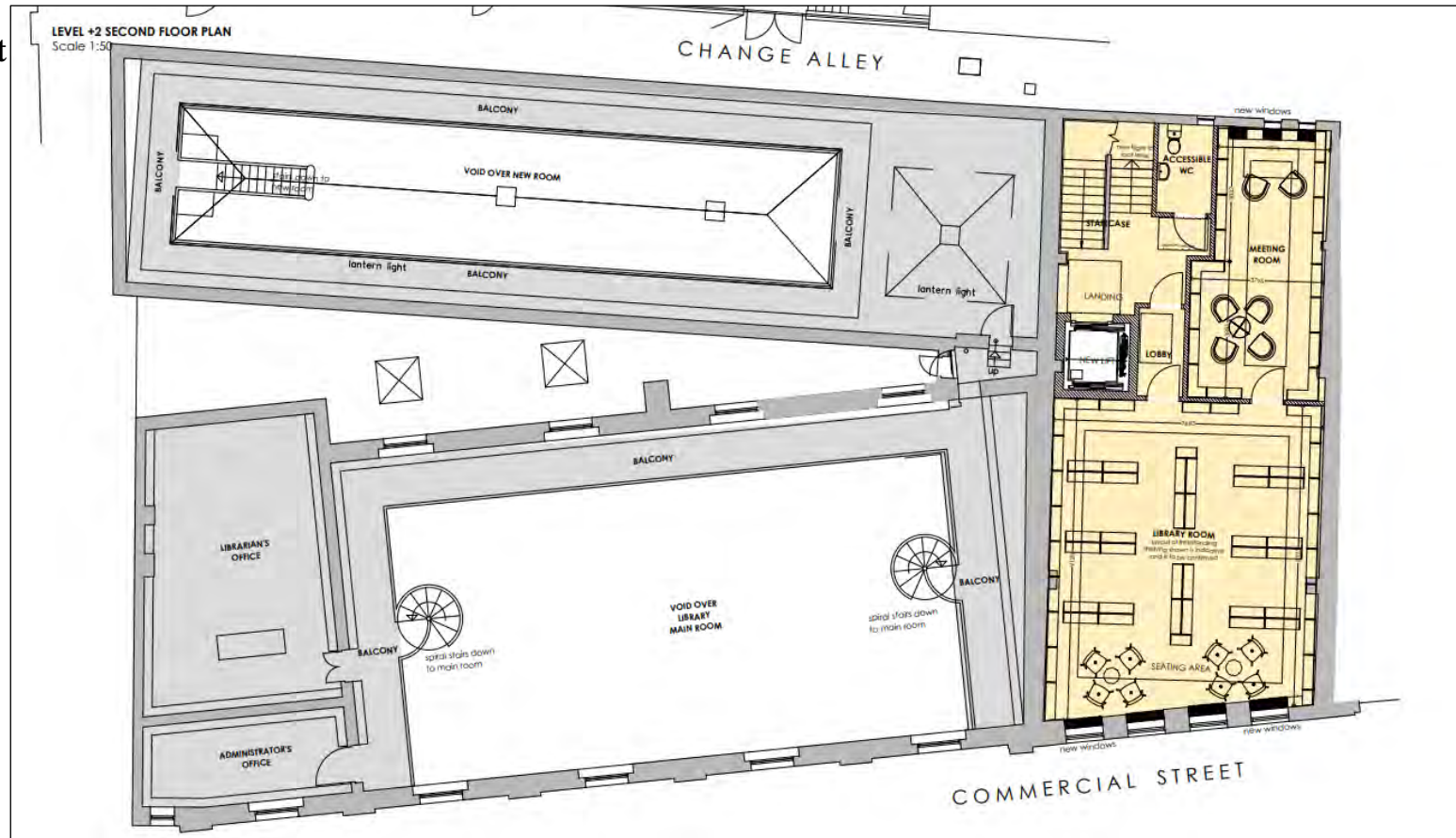
First Floor events space



First Floor events space

15 Commercial Street Second Floor Level Plan

Grey = Existing building
Yellow = New building



GNA
ARCHITECTURE
+ INTERIORS



Second Floor seating area



Second Floor meeting room



Second Floor meeting niche seating

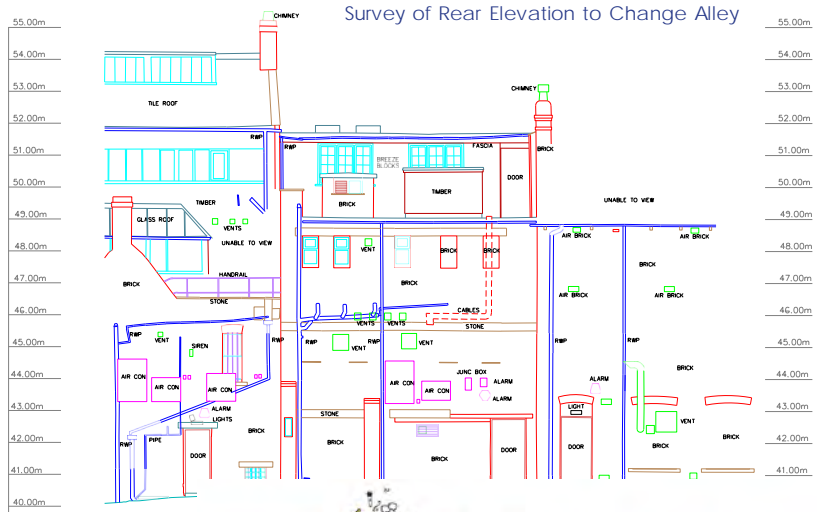


Second Floor seating area

Sketch View of Rear Roof Area



View of Roof Area looking towards Change Alley.



Thank you and Questions



Sustainable lending in practice

Bill Phelps

Founder Member

Chapelton Cohousing (ChaCo)





5-room shared house

4-bed house

3-bed house

3-bed duplex over 1-bed flat

2-bed duplex over 1-bed flat

4-bed house

3-bed house

3-bed duplex over 1-bed flat

4-bed house

3 self-build plots

150m² common house with 3x 2-bed duplex above

- affordable
- low energy
- rent or buy
- community-led
- co-operative

- Private homes with shared facilities:
- laundry
 - guest rooms
 - big hall and kitchen
 - garden
 - workshop etc

Justin Lunn 2017







**Family**

'It's like a mini Centre Parcs!'

Imagine a community where you like your neighbours. You share meals and your children grow up together. Joanna Moorhead on the growth in cohousing

Joanna Moorhead

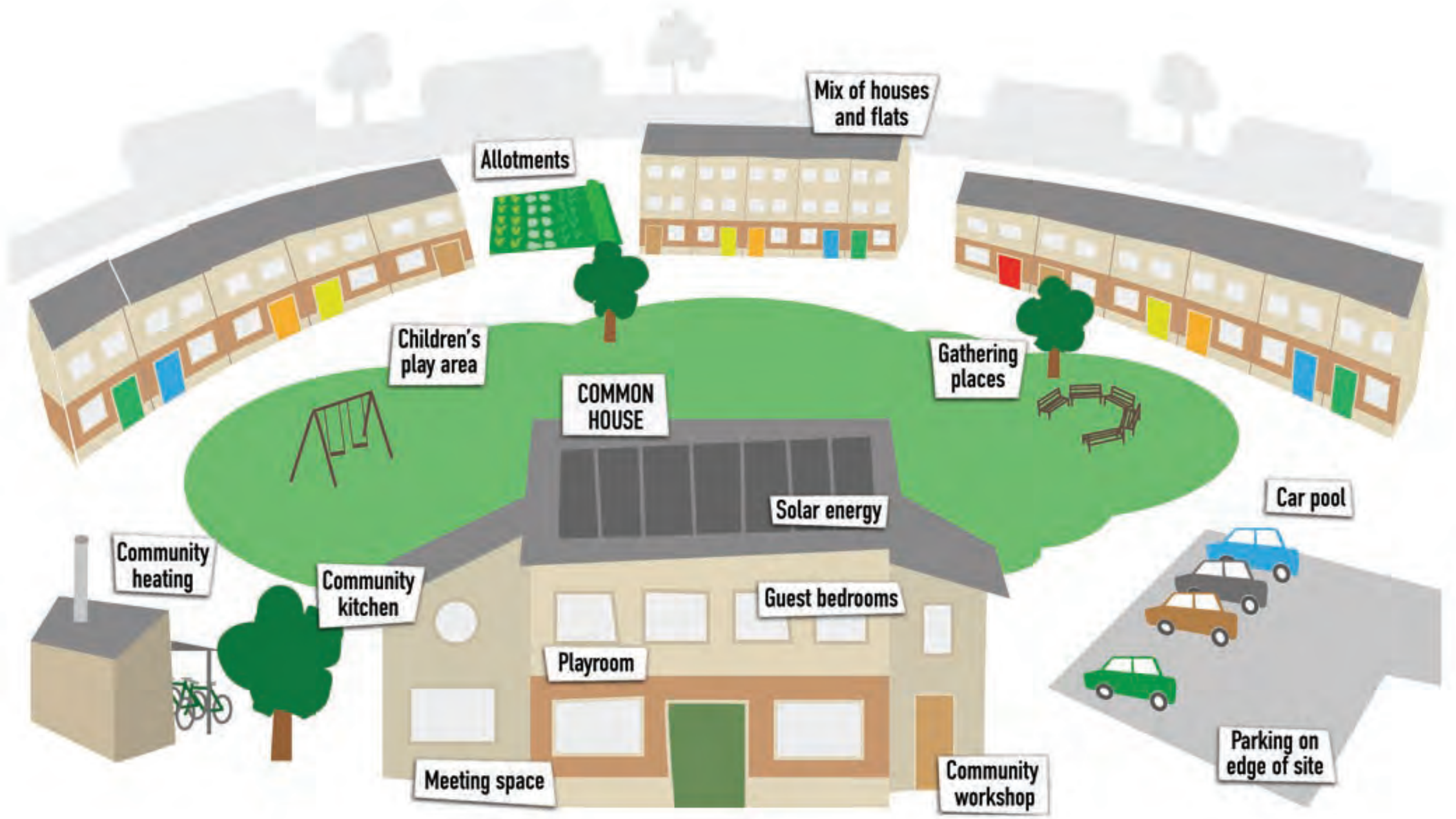
Sat 1 May 2010 00:10 BST



26

The late afternoon sun is casting a rich honey glow over a car-free street of timber-framed houses and a group of mothers are sitting on benches chatting, watching their children play on the adjacent green. From time to time a neighbour, en route home from work, walks by and stops for a chat; later, a bell will ring from the window of one of the houses, and everyone will wander inside for a convivial supper.

This place seems a long way from Britain in 2010 - more like a Scandinavian village, or something left over from rural life in the 19th century. It is, in fact,









Leopold Street

Children's Centre

Playing Field

Chapelton Health Centre

Spencer Place

New Primary School

ChaCo and other housing

Barrack Road

Roundhay Road



TRIBUNA HOUSE



Schedule of accommodation

| Reference | accommodation | number | area | area x number |
|-----------|--------------------------------|-----------|-------|---------------|
| Type B | 2 bed duplex over 1 bed flat | 4 | 82.9 | 331.6 |
| Type C | 3 bed house | 1 | 98.8 | 98.8 |
| Type C1 | 3 bed house | 2 | 98.8 | 197.6 |
| Type C2 | 3 bed house | 1 | 98.8 | 98.8 |
| Type D | 3 bed triplex over 1 bed flat | 4 | 105.1 | 420.4 |
| Type E | 4 bed house | 5 | 132.6 | 663 |
| Type E2 | 5 bed house | 1 | 142 | 142 |
| Type H1 | 1 bed flat | 4 | 41.5 | 166 |
| Type H2 | 1 bed flat | 4 | 40.9 | 163.6 |
| Type G | 2 bed duplex over common house | 3 | 74.4 | 223.2 |
| | Common house | 1 | 157.1 | 157.1 |
| | | 30 | | 2662.1 |

| | | | | |
|---------------------|-------------|---|-------|-------|
| Type SB2 self build | 4 bed house | 4 | 132.6 | 530.4 |
|---------------------|-------------|---|-------|-------|

| | | | | |
|-----------|------------|-----------|--|--|
| Type U1 | 1 bed flat | 2 | | |
| Type U2 | 2 bed flat | 4 | | |
| Type U1EC | 1 bed flat | 3 | | |
| Type U2EC | 2 bed flat | 21 | | |
| | | 64 | | |

UNITY

| | |
|--------------|---------------|
| Ground floor | 693.8 |
| First floor | 685.8 |
| Second floor | 685.8 |
| | 2065.4 |
| Ground floor | 147.7 |
| First floor | 147.7 |
| Second floor | 141.8 |
| | 437.2 |

Total GIFA 5695.1

-  Upright cycle locker - 2 cycles
-  Low level cycle locker - 3 cycles
-  Tegula block paving
-  Backstop parking space
-  Through coloured precast paving
-  Block paved hard margin



Revisions
A4/09/17 CS Schedule updated House type variations shown

Unity
 project
Leopold Street
 location
Site layout - external works
 2992(1)003 AA
 scale 1:250@A1 draught/checked CS / CS date 24/08/2016

west-macmillan
 3 Northwest Business Park, Servatich, Leeds LS6 2JH
 Tel: 0113 2461746
 email: anthea@westmacmillan.co.uk www.westmacmillan.co.uk









07447 95 372

envirovent
energySava 300

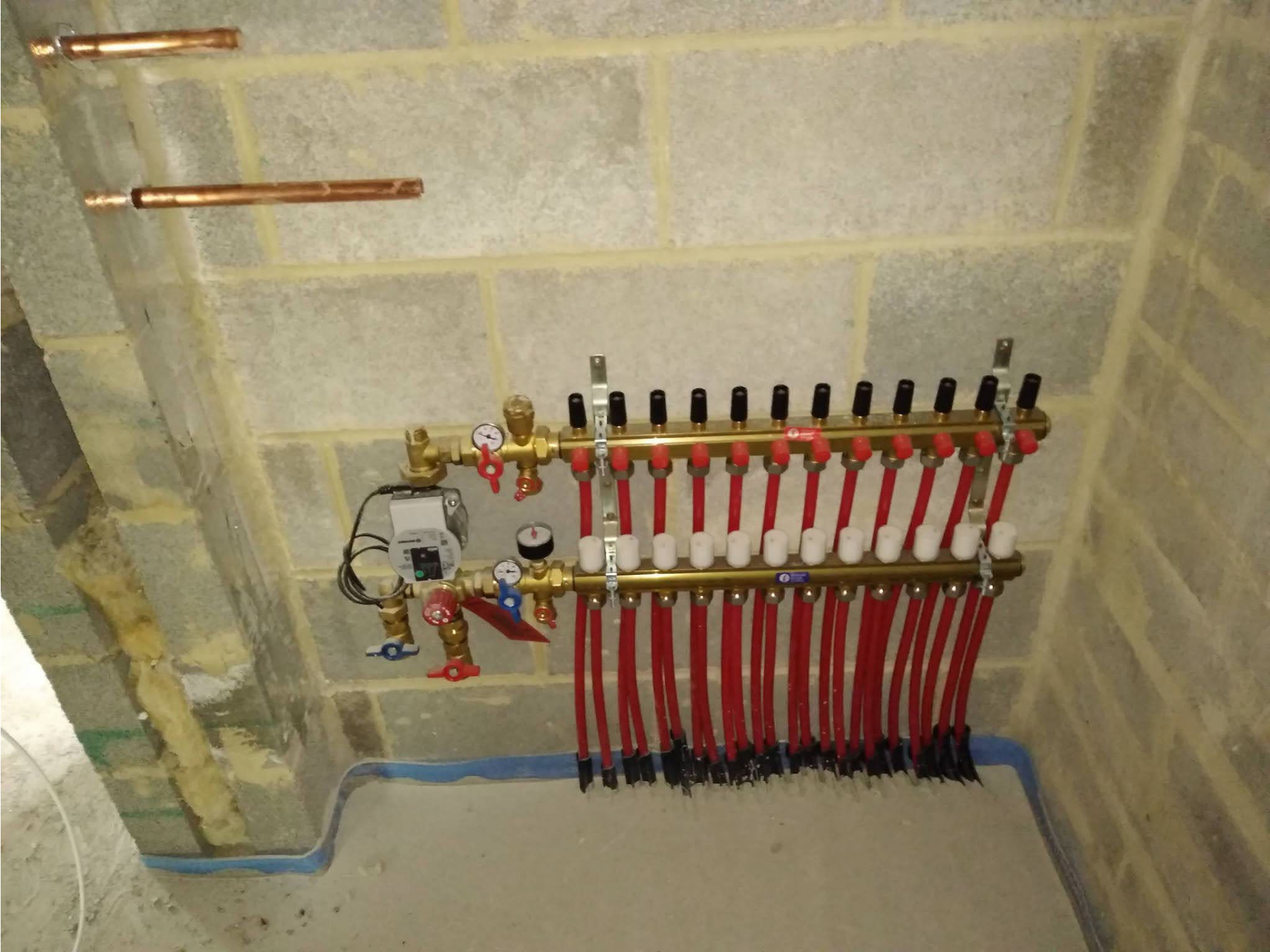
















Strand Woven Click
95mm x 68mm x 10mm
24 pcs 12.1875 m²

www.strandwoven.com
Strand Woven Click
95mm x 68mm x 10mm
24 pcs 12.1875 m²
Call: 01753 594
Made in France

The warranty is valid for 10 years from the date of installation. It covers the material and the workmanship. It does not cover the damage caused by fire, water, or other external factors. The warranty is void if the product is not installed according to the instructions. For more information, please contact our customer service.



Sustainability

Housing co-ops

Professional team

Financial model

Affordability

Building community

Chapeltown

Diversity

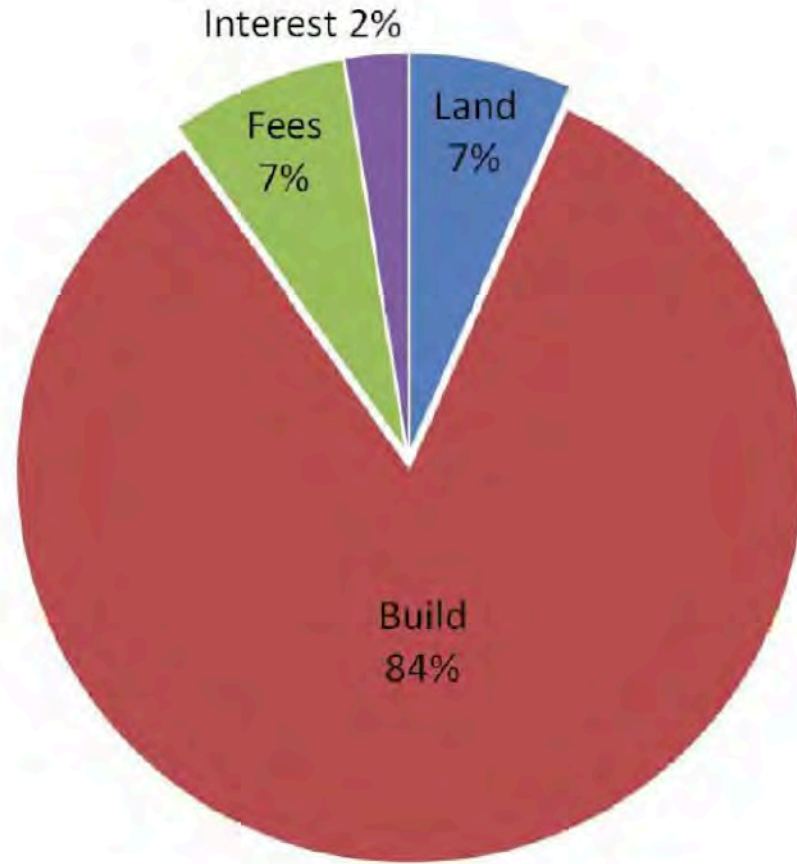
Decision-making

Finding a site

Values

Recruitment

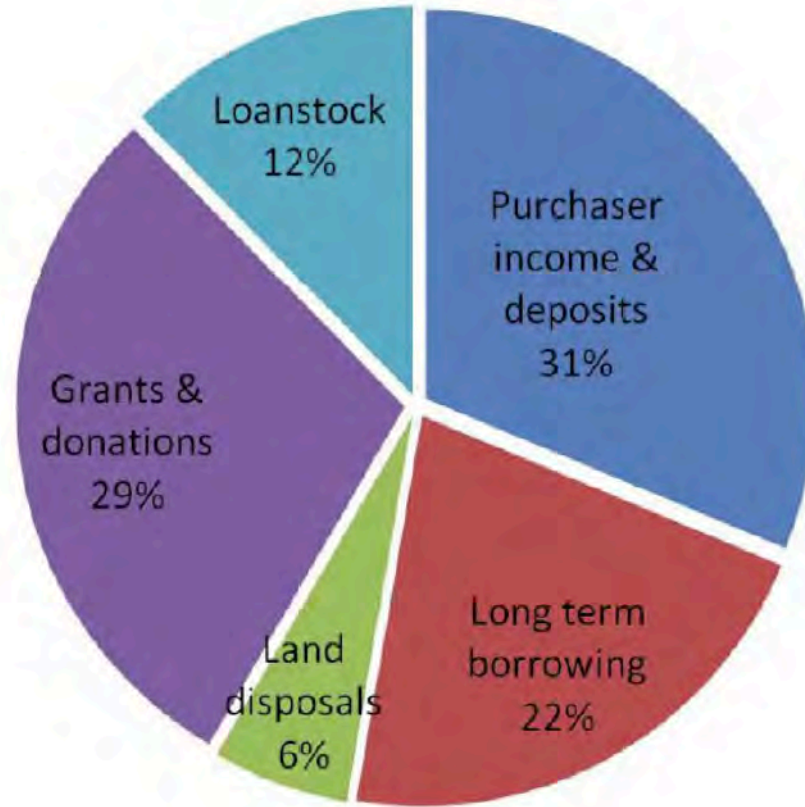
ChaCo Development Costs



| | |
|-----------------------|------------|
| Land acquisition cost | £347,000 |
| Build cost | £4,424,000 |
| Fees/ oncosts | £384,000 |
| Interest on finance | £133,000 |

Total Costs = £5,288,000

ChaCo Income



| | |
|-------------------------------|------------|
| Purchaser income & deposits | £1,652,000 |
| Long term borrowing | £1,135,000 |
| Land disposals to 3rd parties | £301,000 |
| Grants, donations & other | £1,550,000 |
| Loanstock | £650,000 |

Total Income = £5,288,000

ChaCo's vision (recruitment leaflet version)

- A diverse and supportive community
- A place that brings together families and single people across generations
- Affordable, low-energy housing that residents help to design
- Plenty of green space, with room for playing, relaxing and food-growing
- Excellent shared facilities for the whole community
- A safe place for the kids to play
- Shared responsibility for community decisions
- Easy access to a bookable car-club vehicle.

Cohousing is a conscious attempt to find a better way of living – better for ourselves, our neighbours, our society and our planet. ChaCo members want to be part of a genuinely caring community, where neighbours are looking out for each other and enjoying doing things together.

ChaCo's values

- **Inclusive and open minded**

Actively participating in the local community.

- **Sharing and supportive**

Helping each other to create a great community, with common facilities like the common house, car- sharing, a laundry, guest rooms and food-growing space.

- **Personal and private**

Each person/family has their own front door and private space but also benefits from shared space and resources.

- **Diverse**

Wide range of people, of different ages, backgrounds and incomes etc. So we have to include affordable housing.

- **Environmentally friendly**

Supporting and promoting sustainable living. Eco homes with low energy bills, designed with an eye on the future.

- **Empowering**

Each member having an equal say in decisions and in the ownership of shared resources and facilities.



Questions



Break



Building our sustainable future

Gareth Griffiths, Chief Executive

A little bit about me

My career history...



My North Stars...



Members



Colleagues



Family

What brought me to Ecology

1. Values Alignment...

A strong alignment to Ecology's values

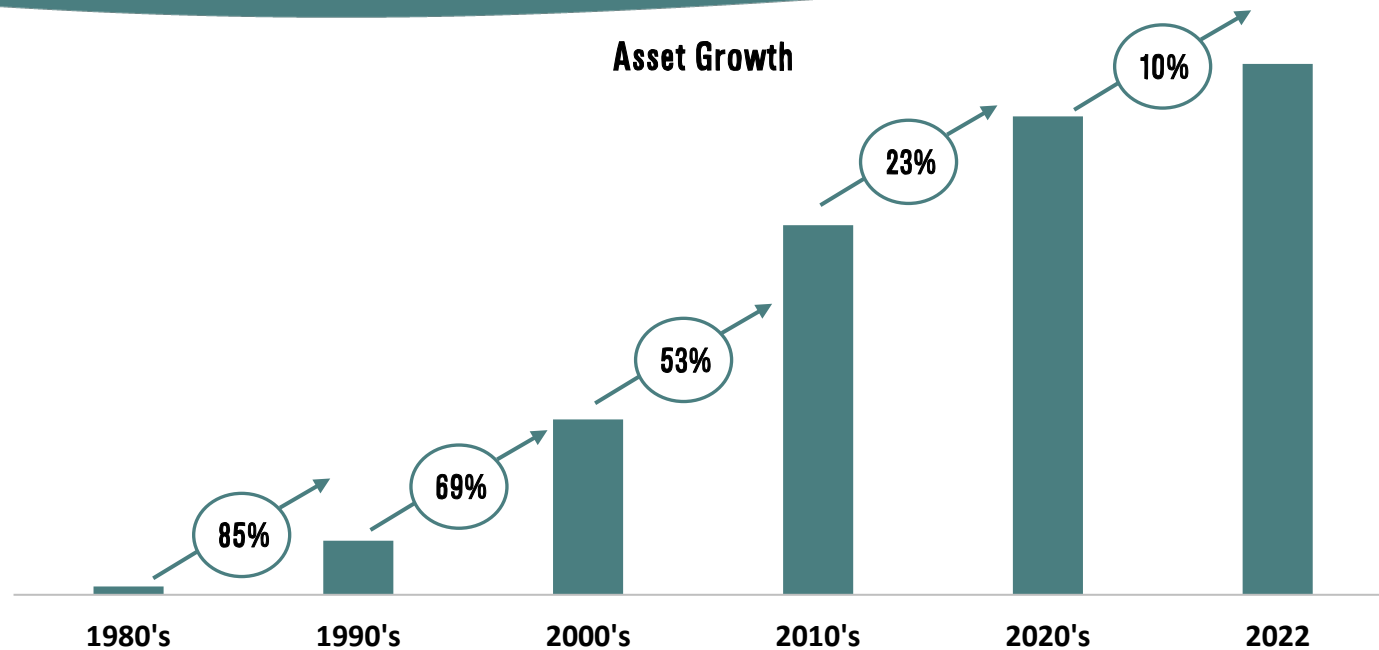
| | | | | |
|---|--------------|-------------------|----------------|---|
| 1 | Fairness | Mine Ecology's | Fairness | 1 |
| 2 | Ambition | | Openness | 2 |
| 3 | Decisiveness | | Responsibility | 3 |
| 4 | Proactivity | | Co-operation | 4 |
| 5 | Loyalty | | Activism | 5 |

3. Mutuality...

2. The Mission...



How is your Society doing?



Financial Performance:

- This will be a record year for profit for the Society, which has been a direct result of the record two years of witnessed of **impact lending**. This will allow us to retain **significant capital** which we redeploy as more **impact lending**
- We remain **well capitalised** (above regulatory minimums)
- Both are thanks to our savers and capital holders, who have provided Ecology with strong levels of **funding and capital**

Impact:

- So far this year alone we have lent:
 - £4.61M to 22 retrofit projects
 - £33.94M to 199 self- and custom-build projects
 - £3.70M to 17 conversions

Colleagues:

- In the last 12 months we have grown from 45 to 53 colleagues
- We will be introducing some additional roles and we will be at 60 colleagues by the end of the year
- This is so we can better serve the needs of our Members

How is your Society doing?

Exhibitions and shows

- Futurebuild (London)
- Homebuilding & Renovating Show (NEC and Harrogate)
- Build-It Live (Bicester)
- Passivhaus Trust conference (Exeter)

Awards

- Best self-build lender
- Lifetime achievement award (Paul Ellis)

Community

- Tree planting
- Co funded a community public access defibrillator near office
- Sponsored local charity run



Homebuilding
& Renovating
Show

November 4-6
Harrogate Convention
Centre



Influence and agitation

- Sponsored NaCSBA Parliamentary Reception (May)
- Founding member of the UK chapter of PCAF (Partnership for Carbon Accounting Financials)
- Supporting various coalitions to influence the Government on net zero, retrofit and green finance
- Gave evidence to the House of Lords Environment and Climate Change Select Committee (March)



Nith Valley Community Land Trust



Credit: Tom Manley

Passivhaus-designed community build for affordable rent



Broadhempston CLT



EPC A rated self-built CLT for shared ownership

Open House Project



Cohousing conversion of listed farmstead near Sheffield

Bunker Housing Co-op



Self-build modular homes, Brighton

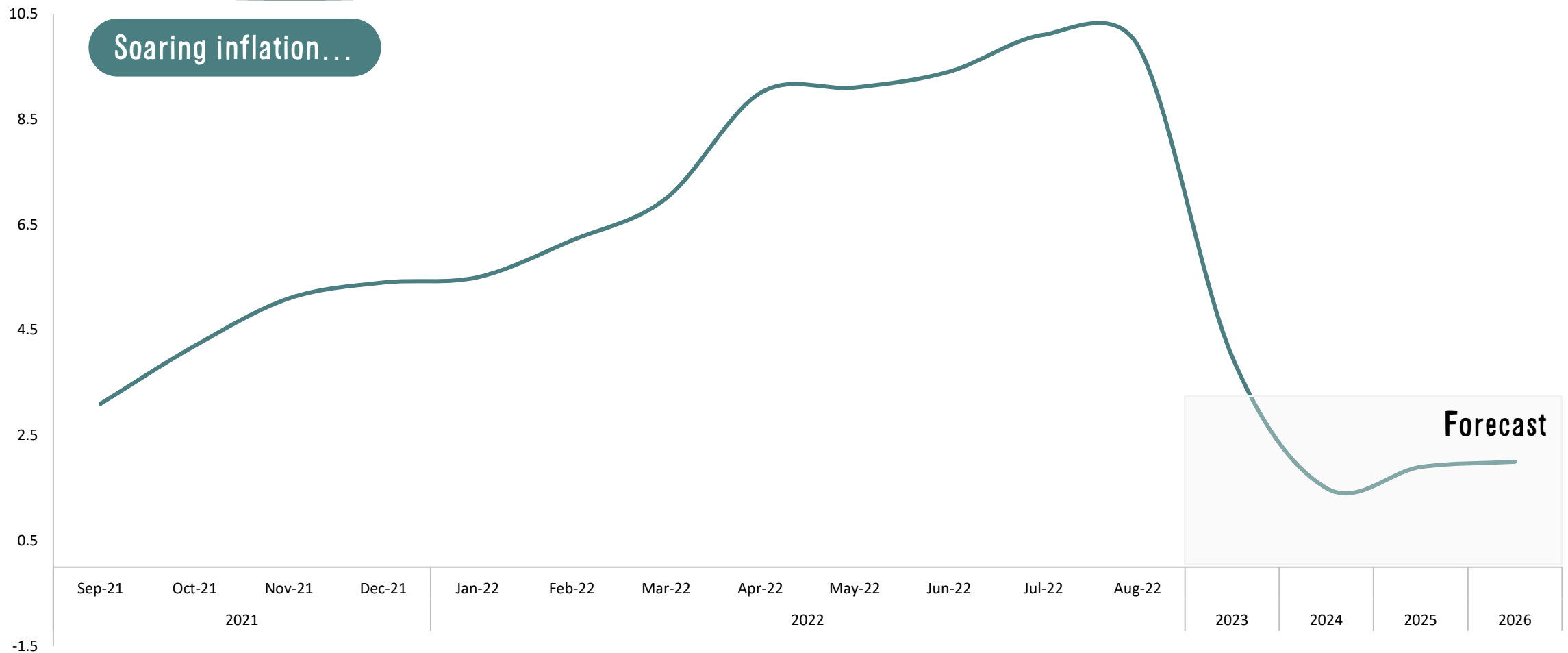
Chapeltown Cohousing



Self-built affordable cohousing community in Leeds

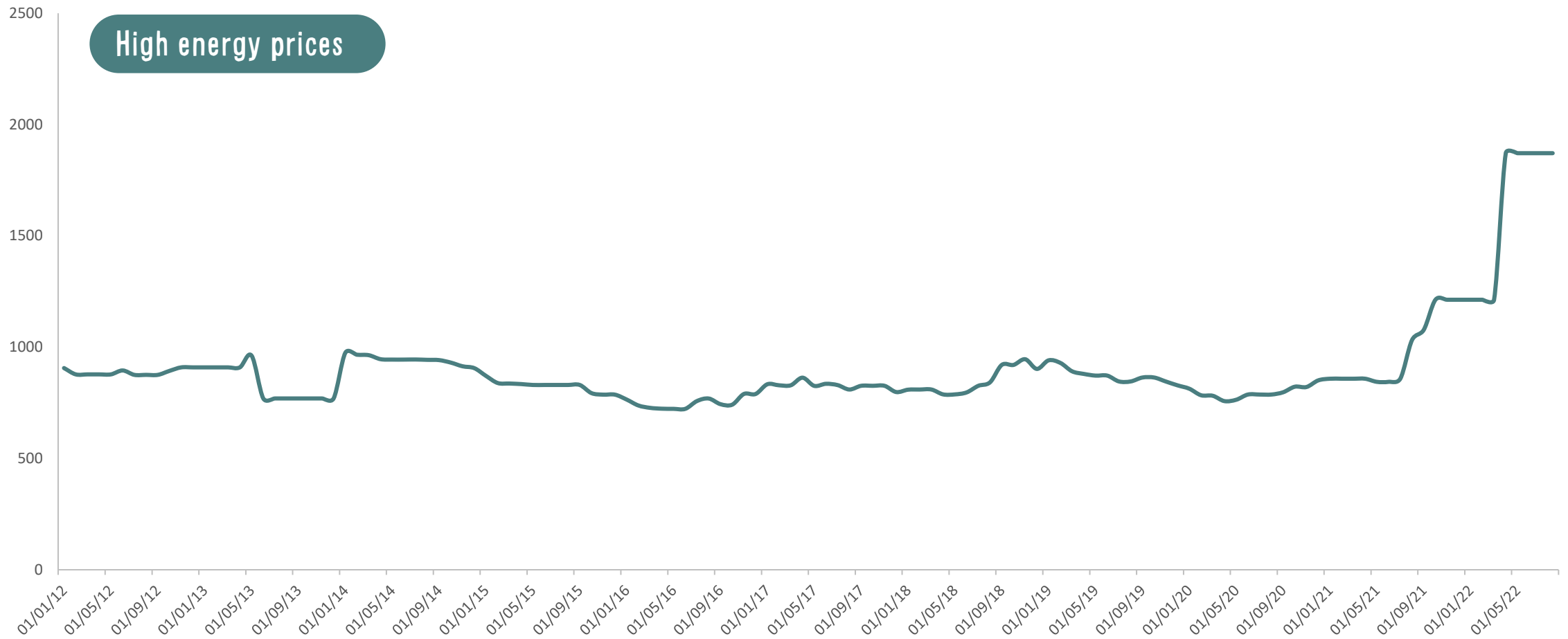
Challenges ahead

Headwinds we are facing



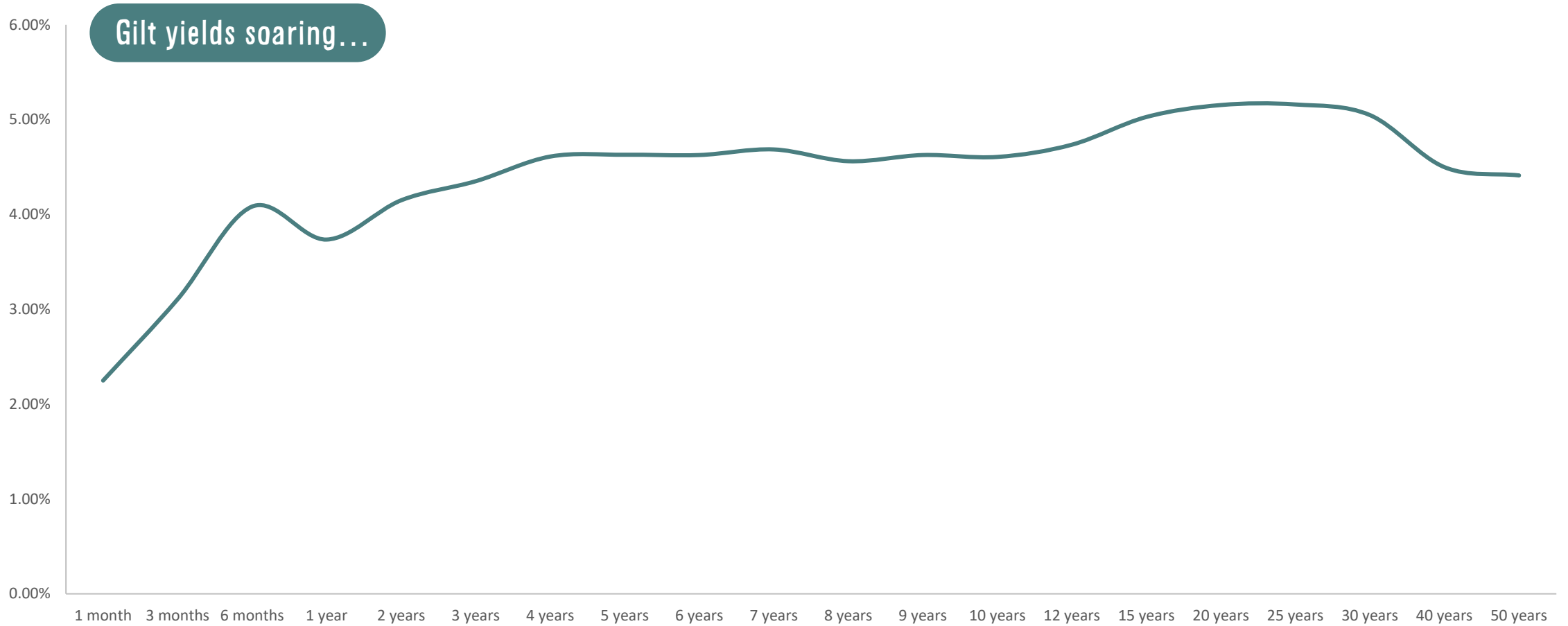
Source: ONS, Trading Economics and Deutsche Bank

Headwinds we are facing



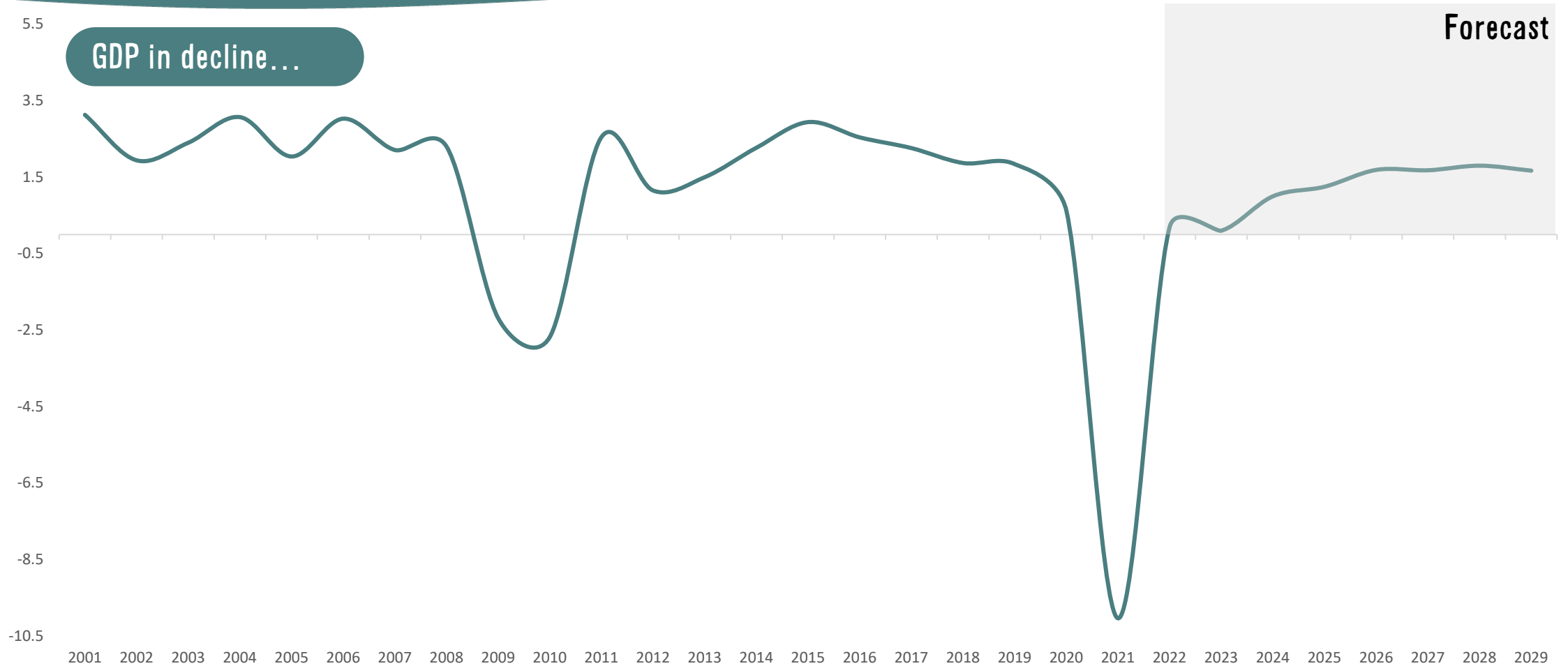
Source: ONS and Statista

Headwinds we are facing



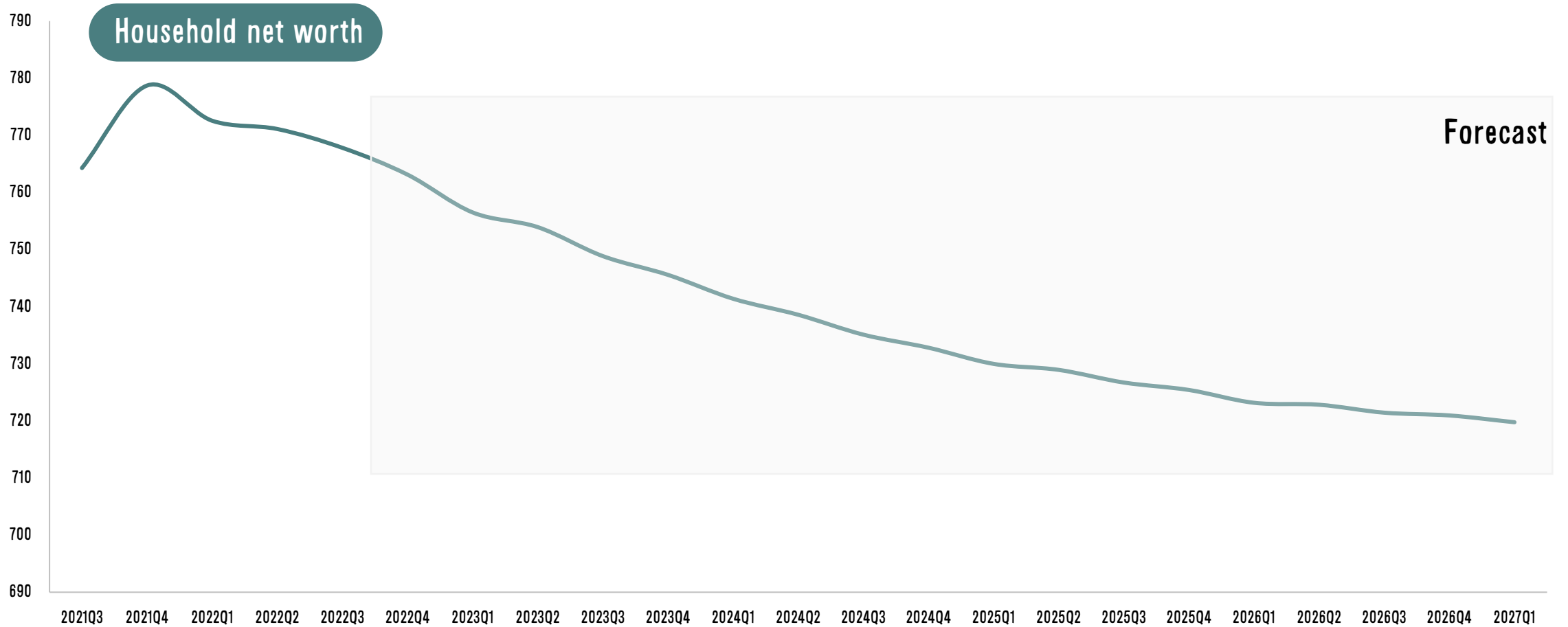
Source: Debt Management Office

Headwinds we are facing



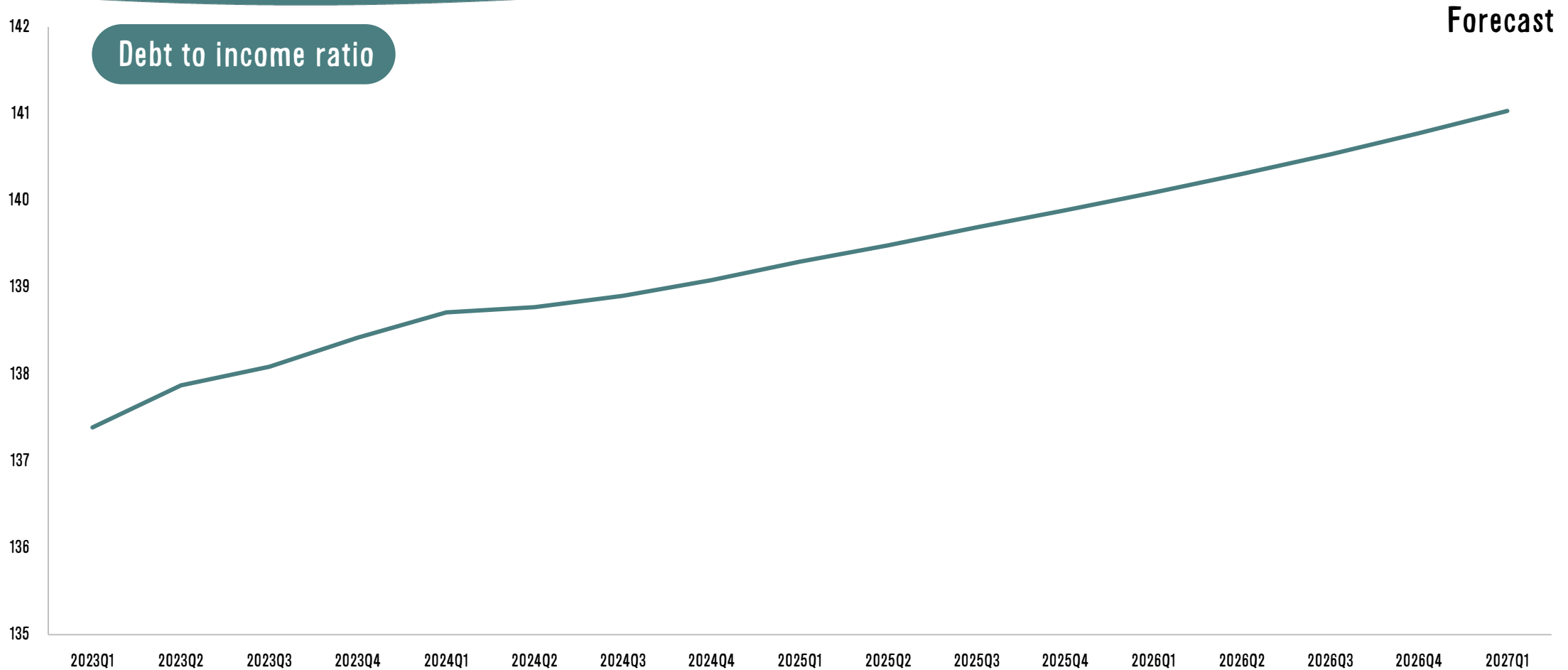
Source: Trading Economics, IBIS World and Deutsche Bank

Headwinds we are facing



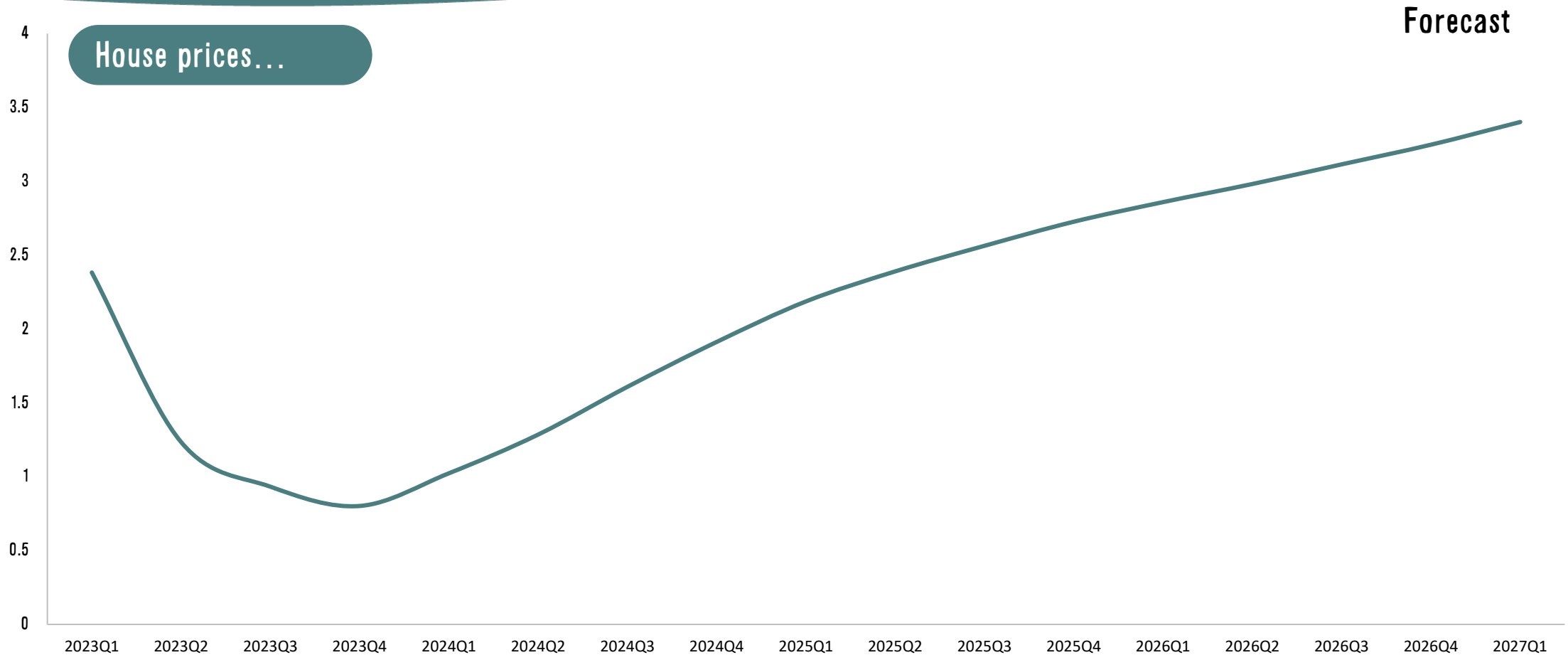
Source: ONS and Statista

Headwinds we are facing



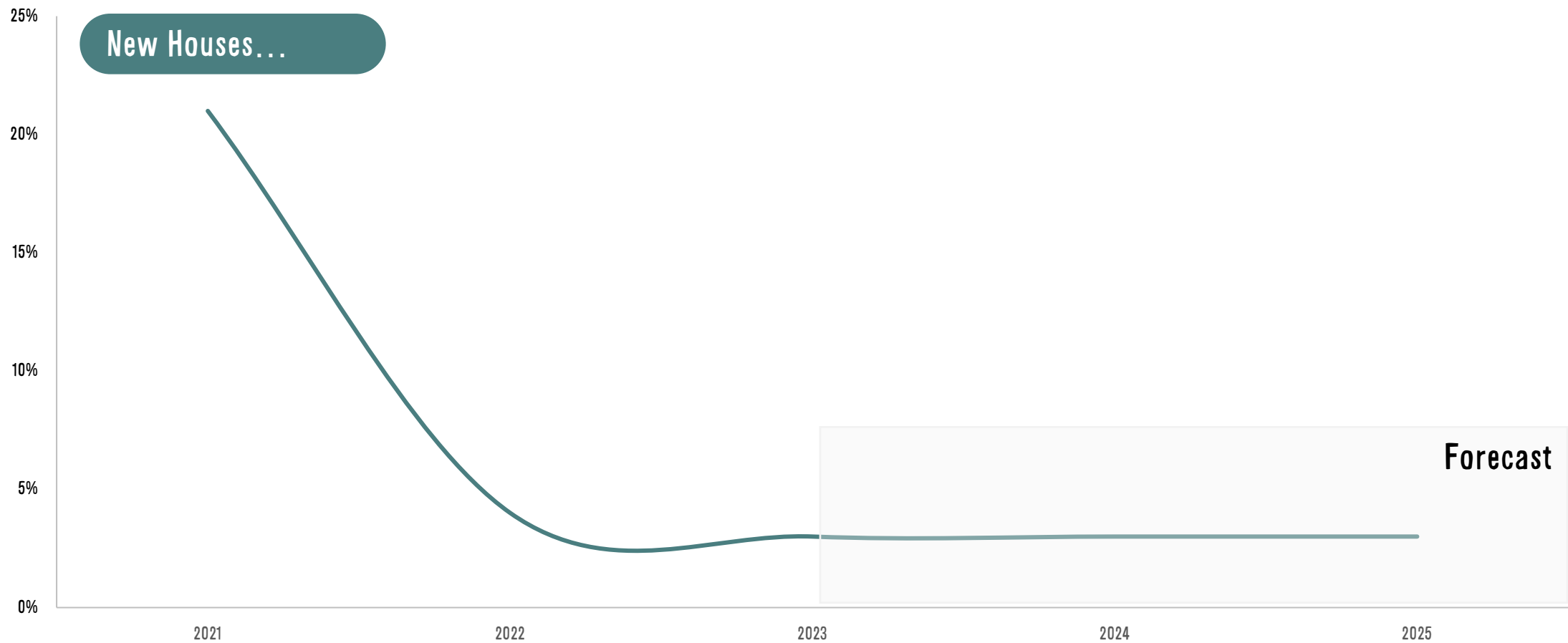
Source: ONS and Statista

Headwinds we are facing



Source: ONS

Headwinds we are facing



Source: ONS

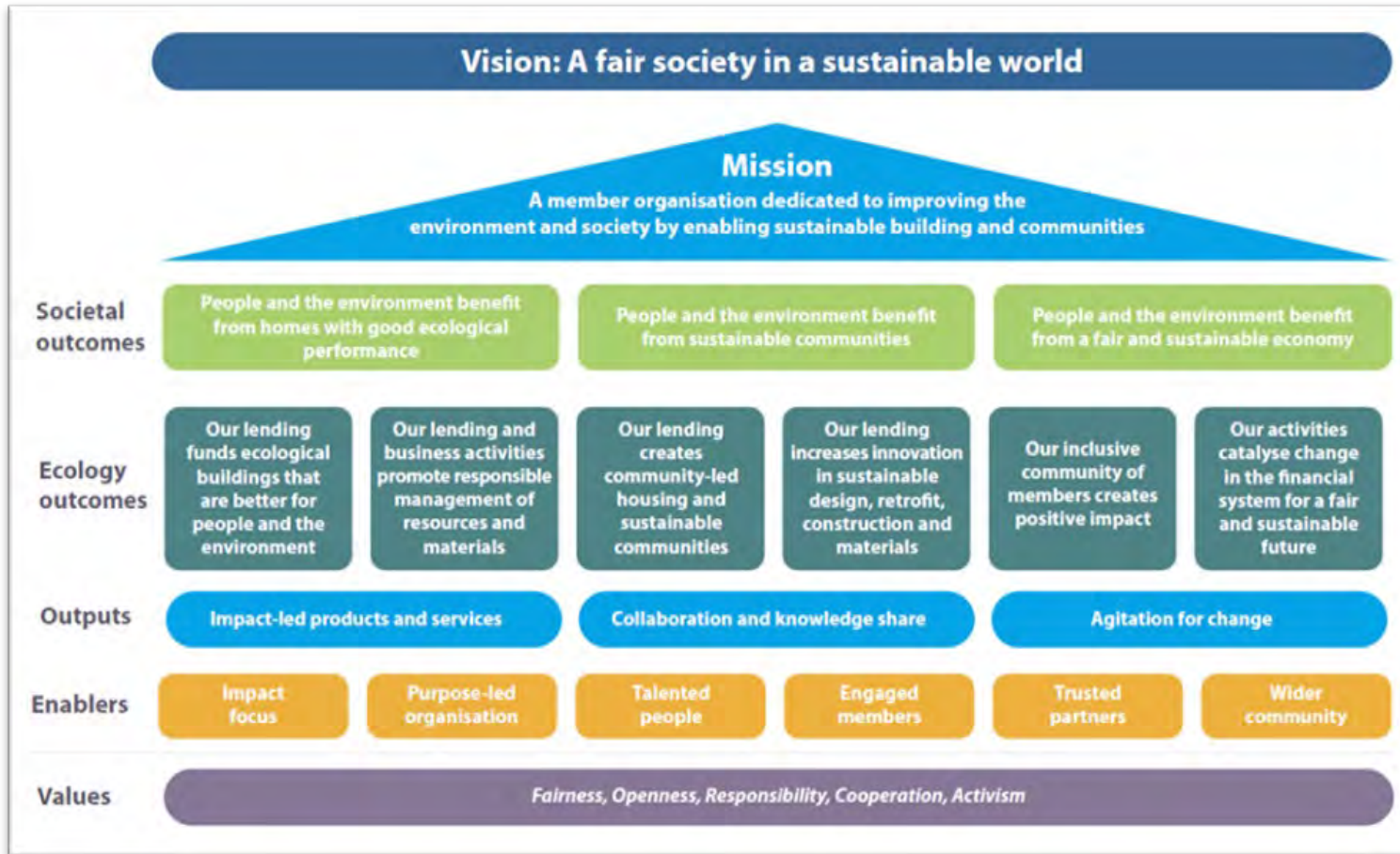
Headwinds we are facing

| Macro Economic Factor | Impact to Members | | Impact to Ecology |
|---------------------------------|--|---|---|
| | Savers | Borrowers | |
| High inflation | Eats in to real returns on interest | Eats in to disposable income | Cost of living increases for co-workers |
| High energy prices | Eats in to disposable income | Eats in to disposable income | Further emphasis required on Scope 1 & 2 emissions |
| High Bank of England Base Rate | Increases rate of return | Increases monthly payments | Balance between savers and borrowers |
| GDP in decline | This may lead to higher unemployment rates | | Bad debts and write offs |
| Declining household net worth | Potential for decrease in savings balances to cope | Potential for increase in debt to cope | Constant monitoring of the balance sheet Maintaining our lending standards |
| Increasing debt to income ratio | | | |
| Decreasing house prices | No effect on savings per se | Self-Builder and Renovators may not be able to borrow as much | May require re-evaluation of lending criteria |
| Lower 'new build' numbers | | | Higher competition in the market |

But we have a strong strategy...



2030 Strategy Framework



2030 Strategy Framework

- Designed in 2020 on the basis of reducing emissions by **45%** from 2010 levels by 2030.
- This approach also aligns with the net zero targets outlined in the **2015 Paris Climate Accord**



Strong alignment to the UN SDGs – with 2030 dates

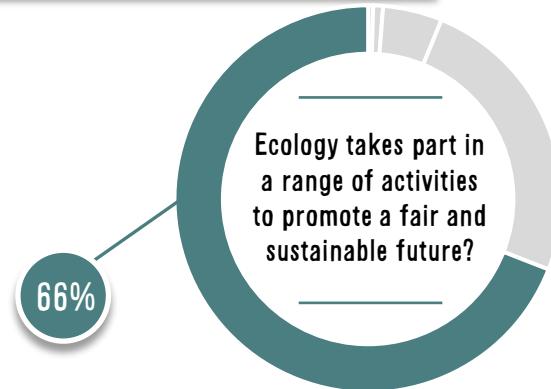
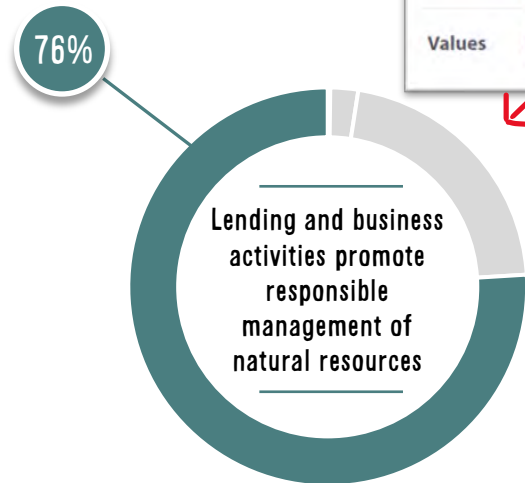
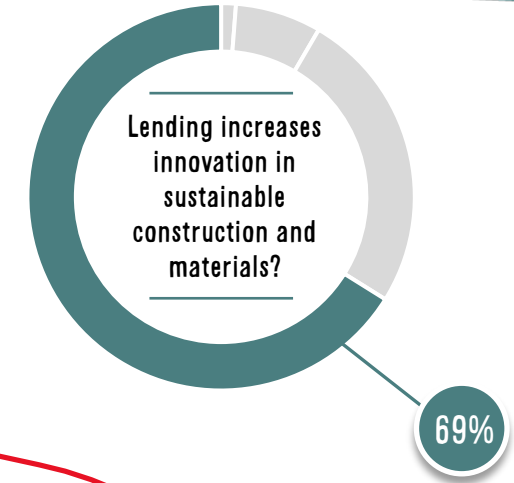
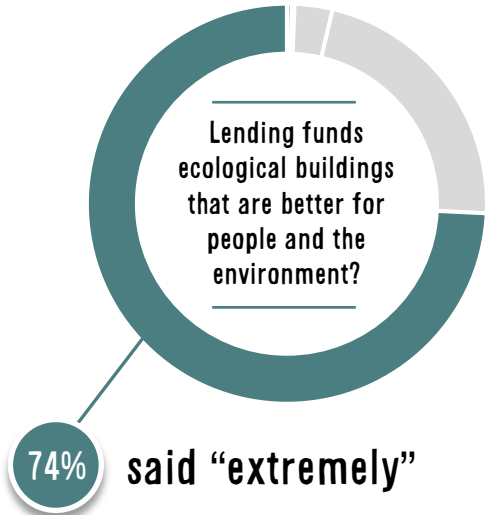
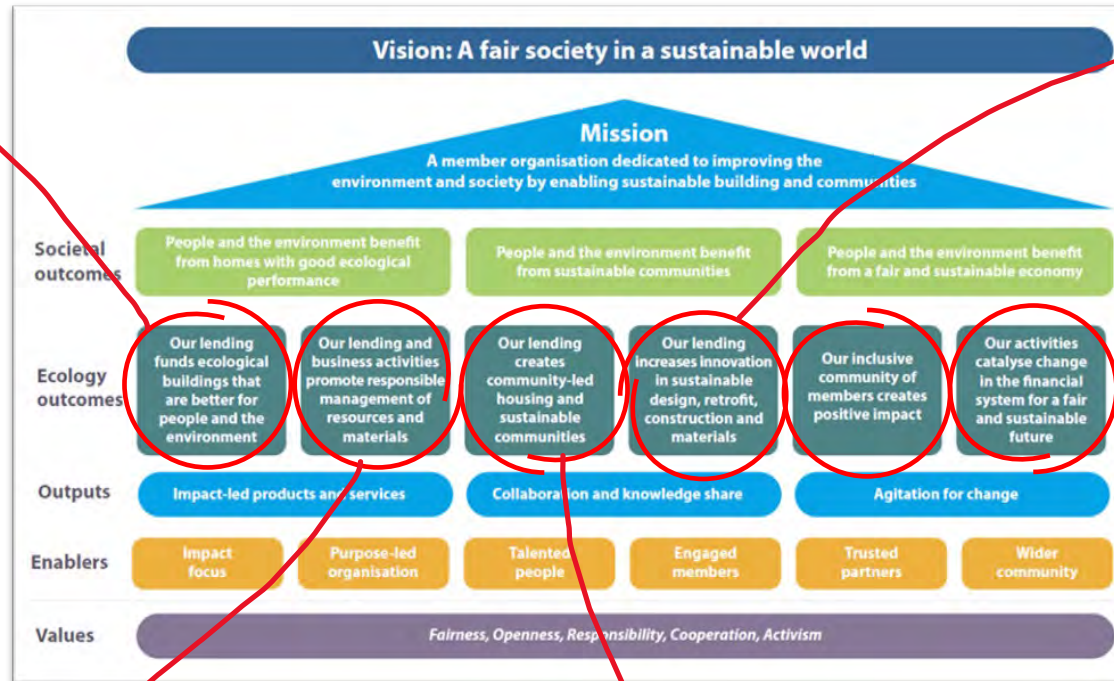


Collaboratively authored:

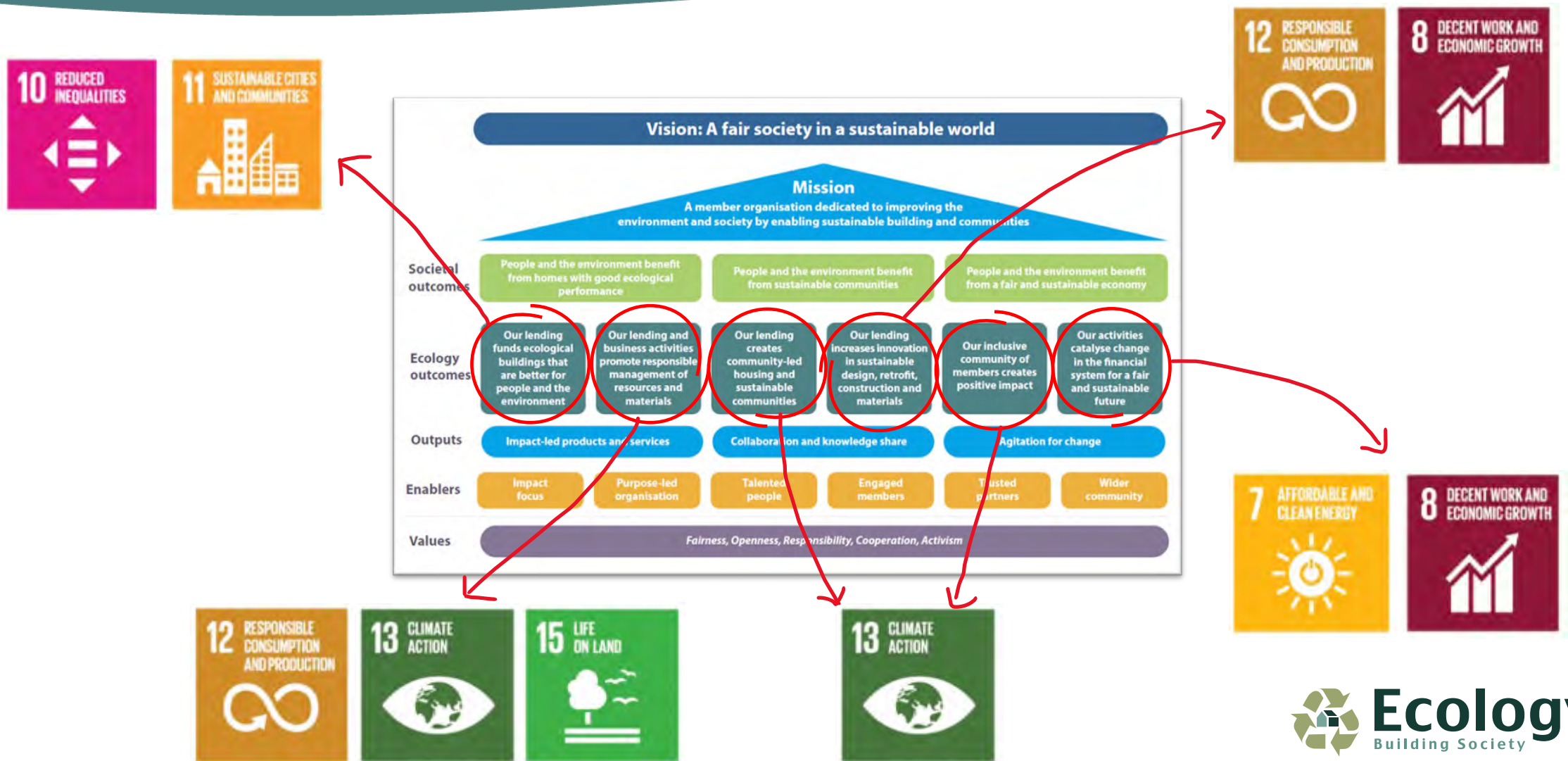
- **750 Members**
- **Colleagues across Ecology**

2030 Strategy Framework – Member Led

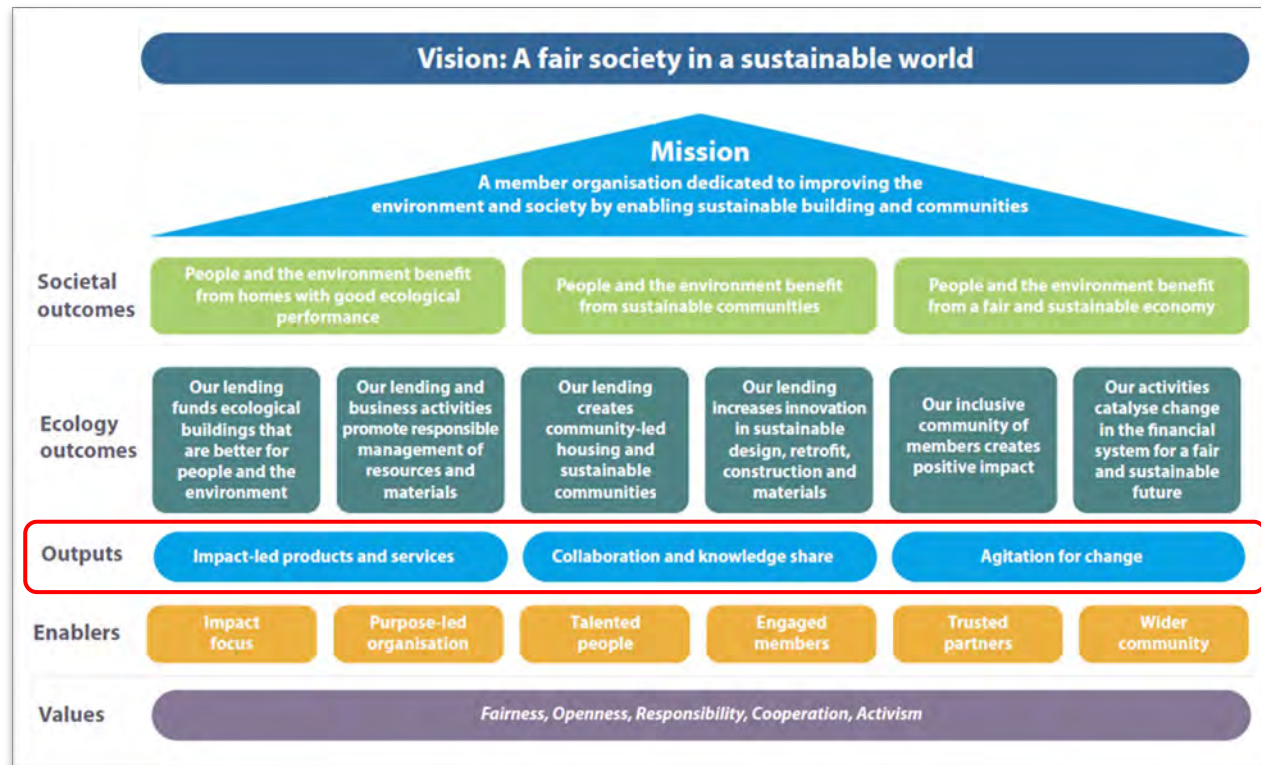
How important to you...



2030 Strategy Framework – UN SDGs



Turning strategy in to action



We need to invest for the long term

Delivering 'impact led P&S' Outputs:

To do this we need to invest to become part 'product' led and part 'Public Relations' led organisation.

What does investment look like:

- Adding to our skills by working with a selected **PR Agency** and **Digital Media Buying agencies**
- Adding additional capacity and capability to **Marketing** and a new **Product Team**
- **Impact P&S = someone's day job**

Impact-led products and services



Being an 'agitator for change':

To do this we need to ensure that we truly are a 'Mission' led organisation:

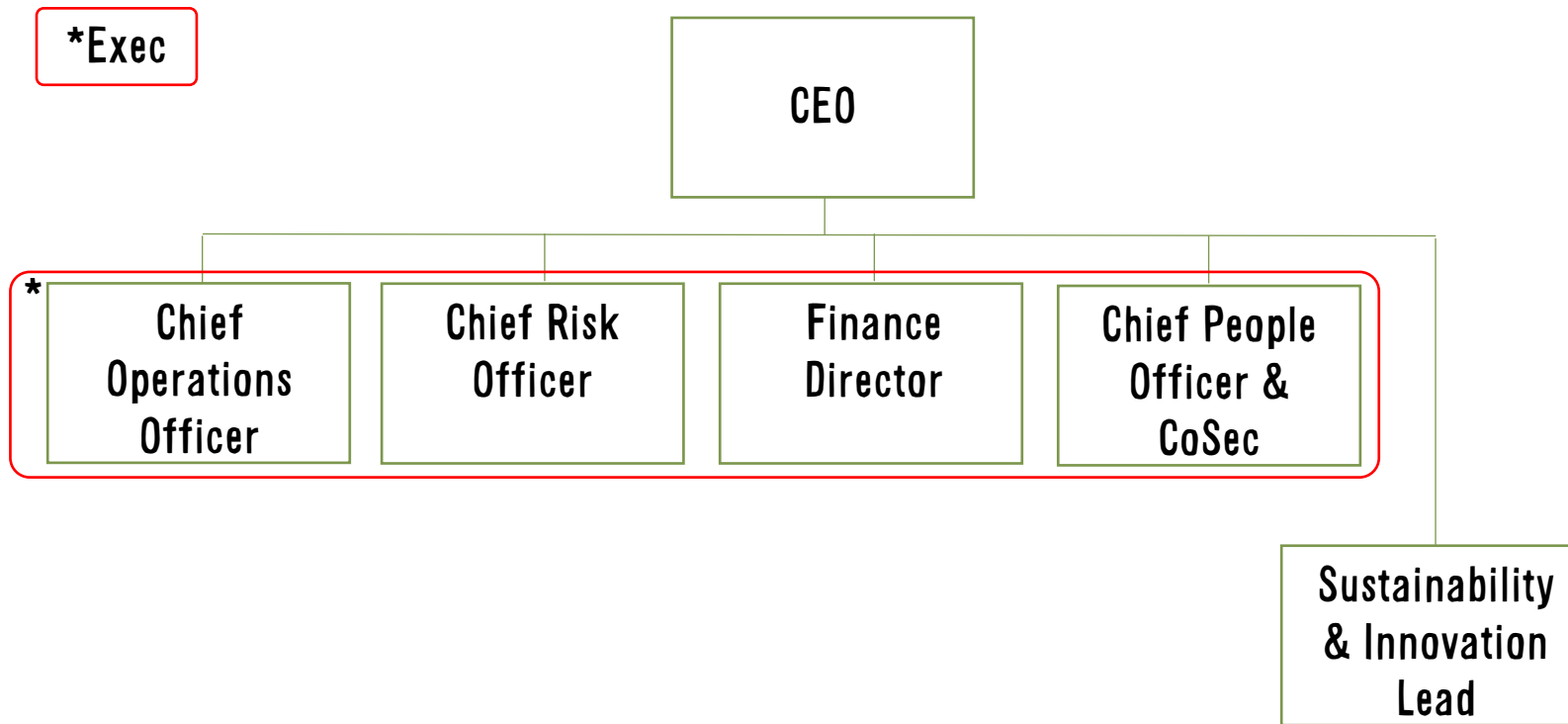
"A member organisations dedicated to improving the environment and society by enabling sustainable building and communities"

What does investment look like:

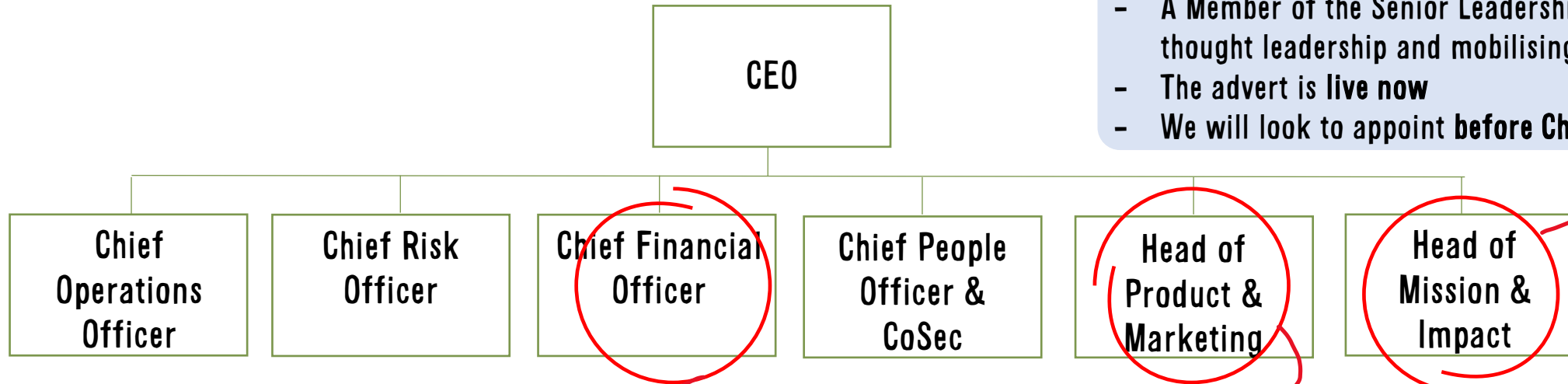
- Thought leadership + action
- Product & Services working 'hand-in-glove' with Mission & Impact
- What views do we represent as a Member led organisation?

Agitation for change

Growing our capabilities – Current Structure



Growing our capabilities – SLT



Agitation: Head of Mission & Impact:

- A Member of the Senior Leadership Team responsible for thought leadership and mobilising action
- The advert is **live now**
- We will look to appoint **before Christmas**

Strategic Finance Function: CFO:

- We are undertaking a rigorous **Market-Wide** search of talent
- This helps us to run a transparent process to recruit a Board Director
- We will look to appoint **before Christmas**

Impact-Led: Head of Product & Marketing:

- A Member of the Senior Leadership Team responsible for all our activity to drive Ecology's Brand and Products
- The advert is **live now**
- We will look to appoint **before Christmas**

What are we doing to deliver the mission?

Delivering Change



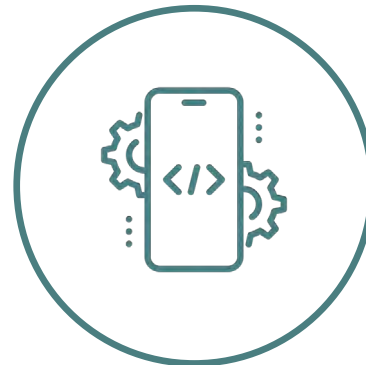
Agitation



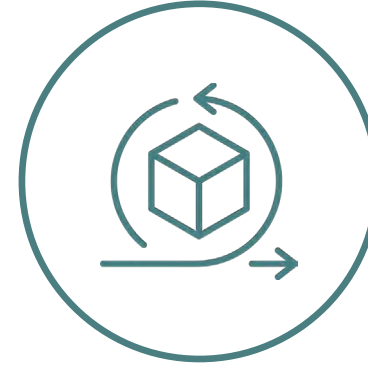
Attitudes



Fair Return



Accessibility



**Product
Development**



**Ecology
Colleagues**

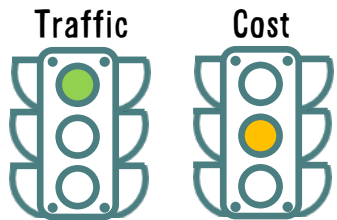
Enhanced impact reporting in the Annual Reports

Publication of Net Zero Targets and Plans

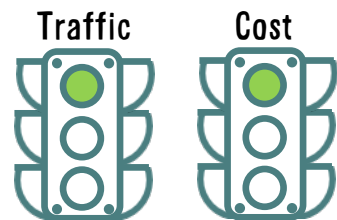
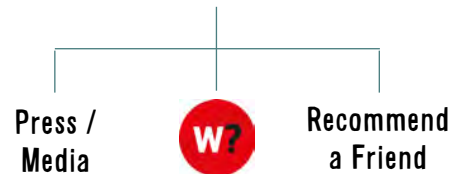
Agitate for change



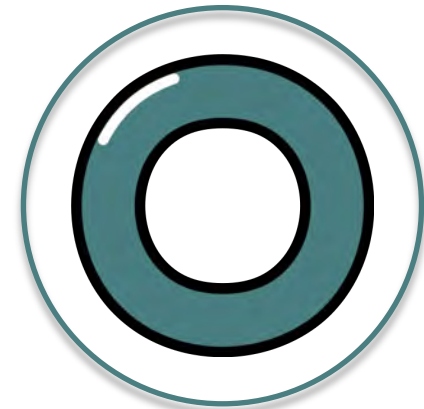
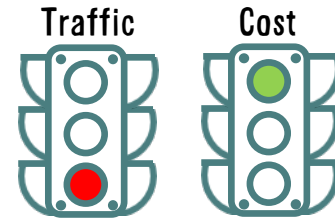
Paid
(Ads)



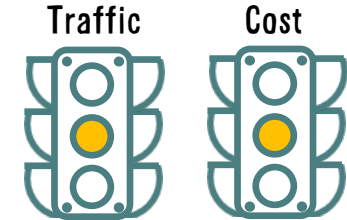
Earned



Shared



Owned
(Channels)



Looks Like

Effectiveness v's Cost

Member attitudes



The Objective:

To identify the motivators and barriers for using Ecology Building Society



Why:

This information will be key to build on our understanding of the 2020 survey



How:

An online survey sent to all our members

How does Ecology serve its members and potential members in an ever changing world?

The data collected by survey is likely to include:

- Attitudes towards ethical purchasing
- Attitudes towards banking and finance
- Purchasing behaviours
- Demographic details
- Reasons for banking with Ecology (members)
- Awareness of Ecology (potential members)

What might this influence:

- Additional product development
- Channels which we serve you in
- Where we agitate for change
- How we agitate for change

A fair return



| Market | | Ecology | |
|--------------------|-------|--------------------|---------------------|
| Instant Access: | 1.00% | Instant Access: | 1.50% +0.50% |
| 1 Year Fixed Rate: | 2.85% | 1 Year Fixed Rate: | - |
| No Notice ISA: | 1.12% | No Notice ISA: | 1.70% +0.58% |
| 1 Year Fixed ISA: | 2.56% | 1 Year Fixed ISA: | - |

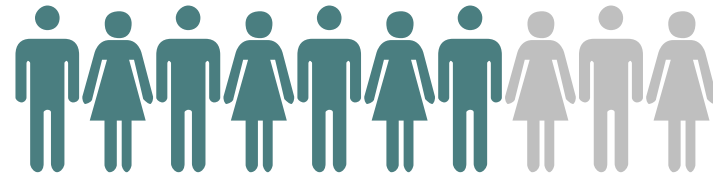
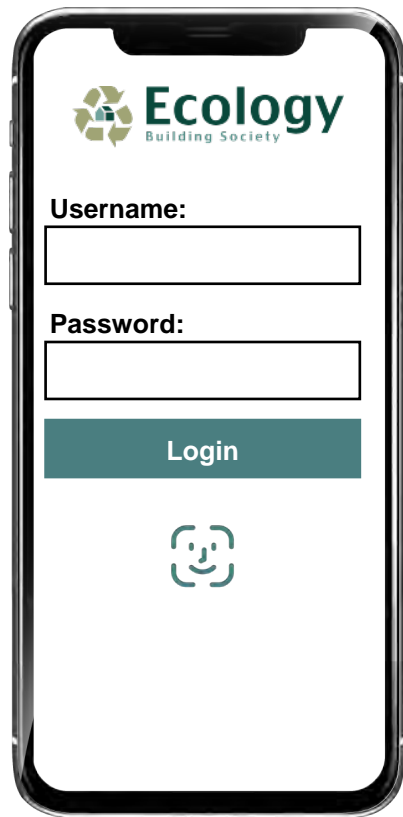
Savers

| Market | | Ecology | |
|----------------|-------|---------------|-------|
| 2 Year Fixed: | 6.45% | Ecology SVR*: | 5.49% |
| 5 Year Fixed: | 6.31% | Max C-Change: | 1.50% |
| 10 Year Fixed: | 5.71% | Min Rate: | 3.99% |

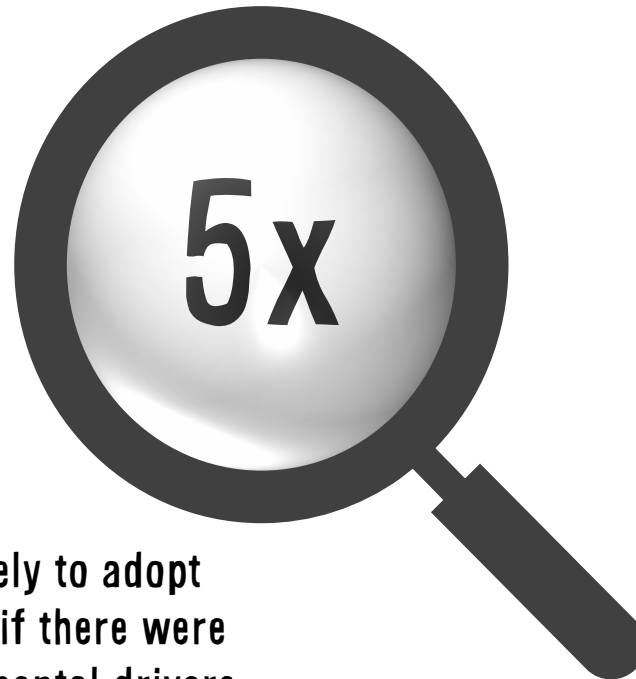
*as of 1st Nov

Borrowers

How you access Ecology



69% of Members surveyed aged 65 + own a smartphone



More likely to adopt an 'app' if there were environmental drivers

Key Feature Requirements:

- Life stage dictated functionality requirements with money management appealing to < 60 year olds
- Importance of basic banking features including biometric login
- Ability to apply for a savings account is important
- Carbon footprint management tools important to 16-24 year-olds, decreasing with age and least important to senior elderly
- 56% ranked security their biggest concern

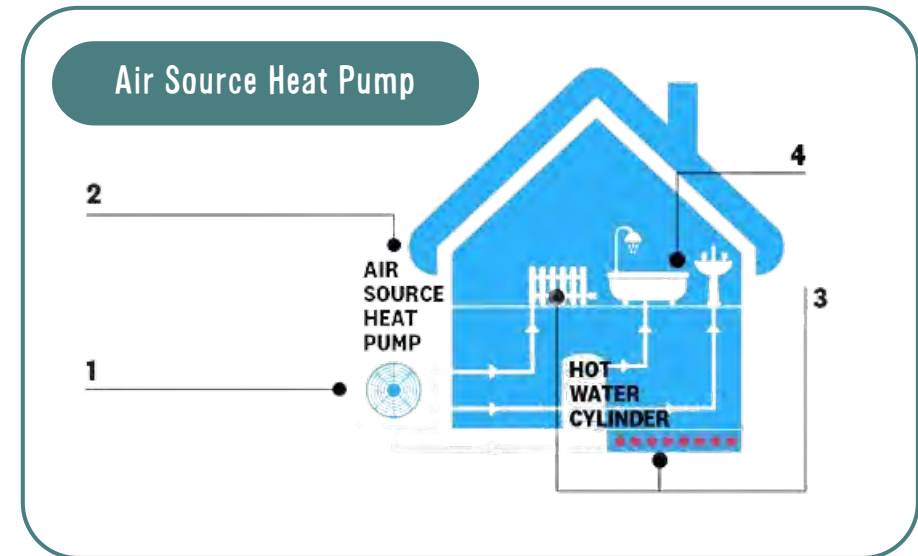
Product Development – Heat Pump initiative



- Takes heat from the ground to heat a home into a wet heating system
- Pump takes ambient heat from ground and increases temperature
- Can provide heat to the home and hot water

Ecology's support:

- Cashback of £500 for Air Source Heat Pump
- Cashback of £1,000 for Ground Source Heat Pump



- Takes air from outside and feeds into wet heating system
- Heat lower than conventional boilers so heating time longer
- Require large surface area – such as underfloor heating
- Can provide heat to the home and hot water

Product Development – MMC



Ecology's support:

- Work with approved MMC suppliers
- Offer 2 Mortgage products:
 - Arrears based (i.e. on completion of works)
 - Advanced stage to help fund borrowers with lower levels of capital

MMC is a collective term to describe alternative construction practices.

Off-site, factory production of the component parts of properties is a common characteristic of MMC.

This includes ready-made walls, floors, roofs and entire rooms, which can be transported to their end destination for assembly, often in a matter of hours.

Why do MMC?

The construction lifecycle is much quicker and uses more sustainable materials

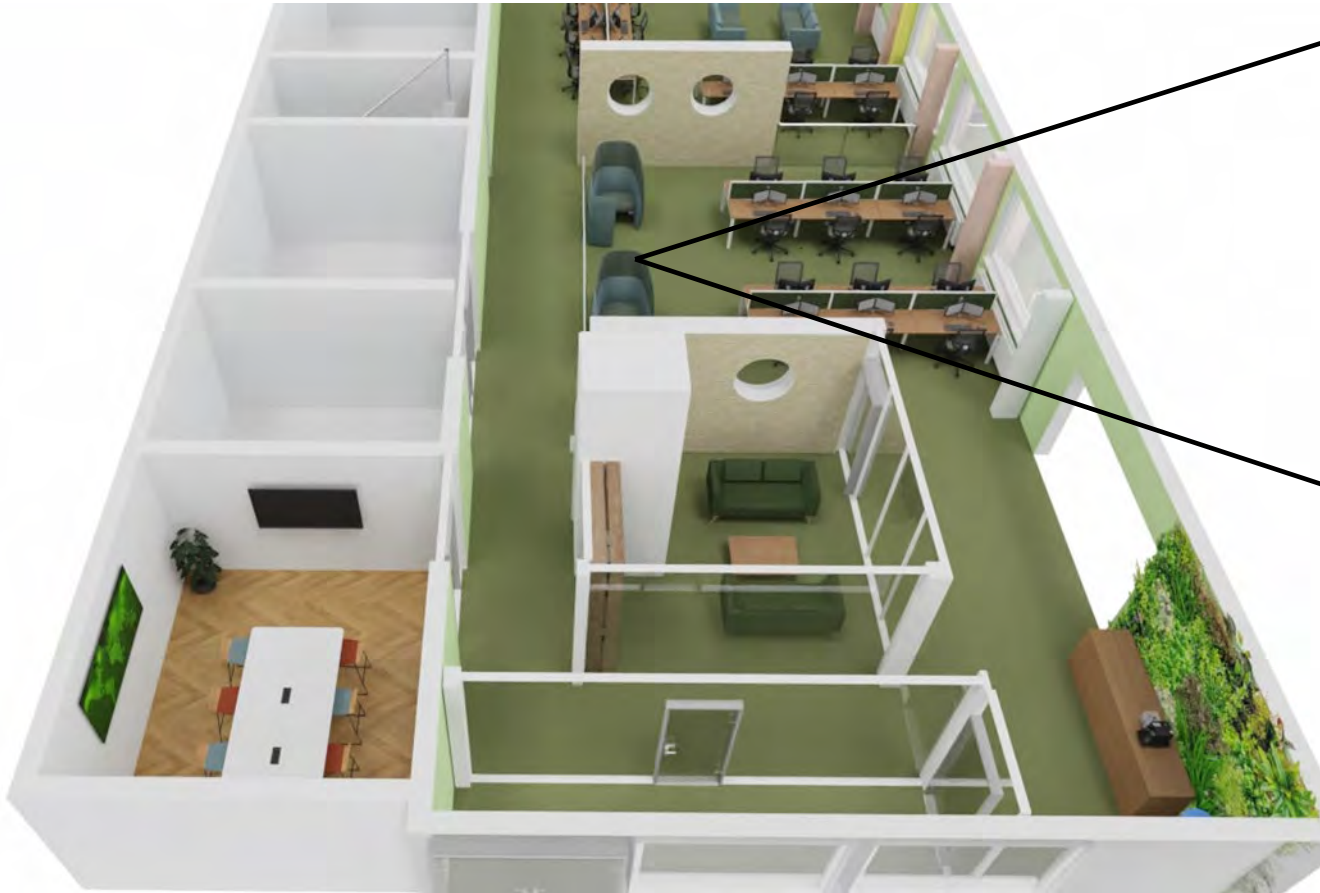
MMC properties are proven to have a higher energy efficiency

Reduced CO² through transportation and construction wastage

Silsden Head Office



Silsden Head Office

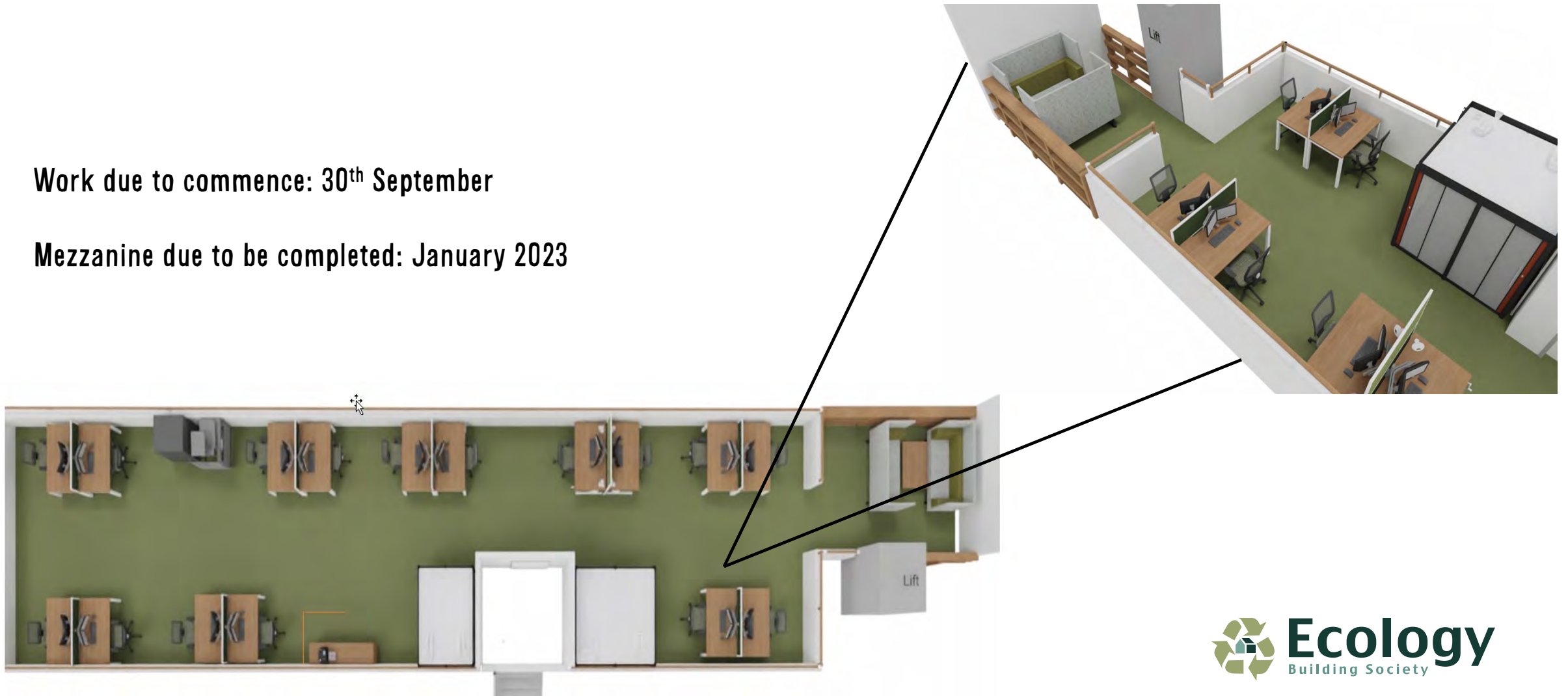


Silsden Head Office



Work due to commence: 30th September

Mezzanine due to be completed: January 2023



Ecology colleagues



Cost-of-living increases have been given to all colleagues to help support them during this difficult time.

This is a picture from our recent offsite where we discussed our **strategy and plans**.

We look forward to **servicing and hearing from you – our Members**.

Ask the Directors



Gareth Griffiths
Chief Executive



Louise Pryor
Chair



Andrew Gold
Director

Closing comments

Thank you for participating!

Look out for an email inviting you to feedback on today's event