



Invitation to tender: Barrow Cadbury Trust is seeking a Communications Partner for our Economic Justice Programme

About Barrow Cadbury Trust

Barrow Cadbury Trust is an endowed foundation, committed to bringing about socially just change. While it uses its grant-making capacity to support other organisations, it is not primarily a grant-maker. Instead, it is a change-maker using all its resources – its endowment, staff, investment portfolio, experience and reputation – to create change through partnership with others.

Why are we looking for a communications partner for our Economic Justice programme?

Trustees undertook a strategic review in 2022, deciding that the Trust's Economic Justice work should be focussed on Birmingham where the Trust has historic roots and where it was already undertaking place-based activity. The programme is being co-created with local Birmingham partners. Several strands are being developed and are set out in Annex 1. Our intention is, over time, to create a movement of people from across Birmingham who, in different ways, wish to influence how Birmingham's economy is structured and managed to increase economic justice.

Trustees anticipate a programme budget of approximately £500k p.a. though budgets are agreed annually so this may change.

We wish to recruit a Communications Partner to work with us for the remainder of our current five-year strategic period (to end March 2027) to support participation and share learning from the programme.

The programme is at an early stage but we have identified the need for a dedicated website and a communications plan detailing how to keep participants and others informed about and engaged with the work.

Key deliverables

The following is an initial outline of what this role will involve. As the programme develops and matures it is expected that this will change:

Website:

- Leading on the development of a standalone website for the programme,
- Keeping the website up to date, commissioning and/or drafting new content to keep it current and engaging,
- Monitoring website analytics and use to drive engagement.

Social Media:

- Identifying and establishing suitable social media platforms for the programme,
- Sourcing/drafting regular content,
- Developing social media presence as an influencing and engagement tool,
- Advising on the usefulness of regular communications tools such as e-news and delivering any agreed.

Learning and dissemination:

- With the Director of Programmes, Advisory Group and Learning Partner, identify how best to communicate learning coming out of the programme. This may include identifying and recommending creative and innovative approaches.

Time commitment and day rate.

We estimate that this role will need an initial period of more intense work and then an estimated commitment of around 30 days per year. The intensive period at the start will include development of the website and creation and delivery of a communications strategy and action plan. As the programme is developing and evolving it is expected that the role will change and that there will be periods of more and less intense work. We will agree a plan and timeline for the first six months, reviewing it at the 3-month point and thereafter at intervals to be agreed.

We would not expect day rates to exceed £350 per day incl. VAT.

Relationships

Day to day accountability will be to the Trust's Director of Programmes. All the Trust's communications activities fall under the oversight of our Communications Manager so this will be a second key internal relationship.

The programme has a local Advisory Group and the Communications Partner will have regular contact with the group and/or its individual members.

The Trust is in the process of appointing a Learning Partner and it is expected that there will be some joint working between the two partners.

Communications Partner connection to Birmingham

We consider that an understanding of Birmingham and local connections is essential to the delivery of the brief. In addition, we want wherever possible for our programme spend to

benefit Birmingham's economy. We will therefore only consider applications from individuals or organisations based in Birmingham or the very immediate surrounds.

Application process and timeline

Apply to Debbie Pippard, Director of Programmes, Barrow Cadbury Trust setting out your skills, knowledge and experience. Applications should be no more than 3 sides of A4 and sent to d.pippard@barrowcadbury.org.uk. The timeline is:

Application deadline: 17.00 on Monday 30 October

Shortlisting Monday 6 November

Interviews: Wednesday 15 November in Birmingham

What do we mean by Economic Justice?

When we talk about economic justice we are talking about fairness, equality and people having enough money to live to a decent standard. It's about everyone benefitting from local economic growth, not just those who are in positions of power and own the capital. It's stopping the trend we've seen over the past few decades of a growing gap between rich and poor. It's changing our social and economic structure so that people aren't disadvantaged by their gender or ethnicity. It's about clean air, good public services and more equal life chances.

The way Birmingham's economy is structured does not deliver economic justice. There are areas of persistent poverty, wide disparities between the most and least affluent sections of the population and, as in other areas, structural racism, sexism and other -isms prevent many people attaining a decent standard of living and leave others ill-rewarded for the work they do.

Statutory agencies recognise the long-standing problems of economic exclusion, and their strategies¹ reflect a desire for change. However, things are not moving far or fast enough, and new solutions are needed.

We think economic justice means:

- Everyone in Birmingham has sufficient material resources to have a fulfilling, sustainable life, free from concerns about meeting basic needs (some people call this economic wellbeing);
- Structural barriers as a result of an individual's ethnicity, disability, gender, other protected characteristics and socio-economic status are removed;
- People at risk of or experiencing economic injustice influence decisions about the local economy.

We will be assessing the success of our Economic Justice programme against these three outcomes but want to do more than track what we are achieving: we are intentionally embarking on a learning journey about how to create change through an interconnected programme of activities. We want to co-create learning with those involved in our activities and ensure - as far as we are able - that learning is embedded in Birmingham. We want the record of our journey to be a living, breathing thing, not a document to be read and filed away.

Barrow Cadbury Trust's Economic Justice programme

As mentioned above, our Economic Justice programme will have a number of different strands. This approach is intended to support a diverse range of people with varying lived and learned experience to create change to how the city's economy operates, and to reduce

¹ For example <https://www.wmca.org.uk/media/3izov5z2/inclusive-growth-decision-making-toolkit.pdf>, <https://www.wmca.org.uk/assets/newsroom/5282/growing-the-social-economy-in-the-wmca-area-report-1.pdf>, https://www.birmingham.gov.uk/downloads/file/21159/birminghams_levelling_up_strategy.

inequality. We hope to catalyse a movement of people and organisations committed to and engaged in systems change, who together will form our larger Alliance. We expect different people to engage in the various different offers that will comprise the programme, but at the heart is the Action Network, as illustrated in the diagram below. The various elements of our thinking to date are at different stages of development so the details may change, but the current state of play on each one is briefly described below.

Action Network: A network of individuals with ideas and energy to create change. The network has been launched and has attracted 40-50 people with a diverse range of experience including people working in statutory organisations or major anchor institutions, people working in the voluntary sector and individuals who want to use their personal experience of economic injustice to create change for others. The network is a place for exchanging ideas, for learning and for developing plans and partnerships for systems change.

Grassroots influencers: One of our partners (Economy) will be working with people in East Birmingham wishing to use their lived experience to influence change. Its programme will increase understanding of the economy and build people's confidence, connections and a sense of personal agency as both an economic actor and a change maker. These sessions will be followed by a longer period in which those who are interested in taking it further are supported in actions to create change. A second partner (The Equalities Trust) is working with Birmingham City Council and people with lived experience of economic injustice on the implementation by the Council of the socio-economic equality duty²

Organisers: We have awarded a grant to NEON to deliver a Transformative Organising programme for activists in Birmingham. The programme is in development and will be delivered later in the year.

Leaders of BAME sector organisations: We have funding available to support leaders of small organisations run by and for people from racialised groups.

We expect other elements to be incorporated as the programme proceeds and gaps/opportunities emerge, but the above elements give a flavour of the kinds of things we think the programme might include. Our initial Theory of Change can be found in Annex 2.

Our values and principles

The Advisory Group has not yet developed and adopted a formal set of values and principles. However, the following have been recurring themes of our discussions:

- Working collaboratively, respecting the views of others and seeking common ground;
- Developing a programme of work that addresses root causes of injustice, rather than treating its consequences;

² <https://equalitytrust.org.uk/socio-economic-duty#:~:text=The%20socio%2Deconomic%20duty%20requires,of%20residence%20or%20social%20class.>

- Understanding that the current systems, patterns and inequalities in Birmingham's local economies are the product of local and wider history, and that we cannot find solutions to economic injustice in the city without understanding its causes;
- Committing to anti-racist, anti-sexist and anti-ableist practice and to inclusion of a diverse range of experience within the Alliance and its component strands of work;
- Respecting both lived and learned experience — recognising the contribution each can make to creating change, but believing that solutions to economic injustice cannot be found without the people experiencing those injustices being able to influence change.
- Recognising the paramount role relationship-building, particularly between people experiencing economic injustice and those in positions of power, has in creating change;
- Seeking to learn from our programme and to share that learning with others inside and outside the city, recognising that there may be false starts and wrong turns, but that these are at least as important for learning as things that go well.

Our approach shares much in common with movement building, In particular we seek to:

- Engage a diversity of voices and approaches - the Action Network and our various strands offer different activities to different but overlapping groups;
- Build capacity and capability for catalysing change through providing formal learning experiences and peer exchange;
- Foster interconnections and a sense of a community of people with a shared aim, though perhaps different means of achieving it;
- Support change-makers that share our aims.

Annex 2: Theory of Change

What is the problem we are trying to solve?

Economic and social inequality and exclusion is high in Birmingham. Many people at the bottom end of the income scale lack resources (money, housing, education etc.) needed for a decent sustainable standard of living. Some population groups (for example Black and minority ethnic people, women, those born into poorer families) are more at risk than others as a result of Birmingham's social history and how society and our economy (nationally and in Birmingham) is structured, including the legacy of colonialism. People negatively affected by income and social inequality do not have enough opportunities to influence decisions affecting the local economy and economic justice. Big changes in our economy (e.g. Government drive to Net Zero) may fail to solve or even exacerbate existing inequalities.

What resources do we have?

- Experience and expertise of development group
- Experience and expertise of others in Birmingham
- Barrow Cadbury Trust programme budget and national connections
- Existing relationships with some of those we wish to influence
- Potential to learn from others doing similar work in other places

Activities

- Developing understanding of causes and solutions to economic injustice in Birmingham
- Building a network and movement of organisations and people interested in improving economic justice in Birmingham
- Funding and learning from action research and other projects experimenting with ways to improve economic justice
- Funding effective/innovative/sustainable work that enables people affected by economic injustice to influence policy and decision-making.
- Particular focus on colonial legacy and structural racism and gender inequality
- Building relationships with decision-makers – focus on 'ears' as well as 'voices'

Outputs

- Programme of meetings and events to build links between those interested in increasing economic justice
- Cadre of activists developed that can advocate on behalf of selves and others
- A range of development/support offers for different groups of economic players
- Pilot projects, change programmes etc if they emerge from the networks
- Sharing learning with others outside Birmingham, especially national level.

Intermediate outcomes

- Activists and organisations better connected
- Discernible impact of work on decision-making, systems and structures
- Co-development of systems and structures by statutory/other organisations and those experiencing economic injustice
- Challenges of moving to net zero/sustainable economy do not disproportionately disadvantage those already experiencing economic injustice

Goal 1:

Everyone in Birmingham has sufficient material resources to have a fulfilling, sustainable life free from concerns about meeting basic needs.

Goal 2:

Structural barriers to achieving a sustainable life resulting from an individual's race, disability, gender, other protected characteristics and class are removed.

Goal 3:

People at risk of or experiencing economic injustice are able to influence decisions about the local economy.

Who are our key audiences?

- Council, WM Mayor and Combined Authority, other big statutory organisations
- Commercial sector in Birmingham
- Voluntary, community, social enterprise and faith sectors
- National government