

## LocalMotion Communications Support: Invitation for Proposals

Deadline for proposals 5pm 14 October 2021

### ***About LocalMotion***

LocalMotion is a collaboration of six independent foundations, and people in six places in England and Wales, who have come together to tackle the deep-rooted causes of social, environmental, and economic injustices facing local communities.

As funders we came together to reach beyond our individual focus areas so that we can:

- Work with a wider range of people and organisations
- Offer far greater flexibility in the range of support we provide (that goes beyond traditional grant making approaches)
- More effectively learn what is needed from funders (and others) to truly support systemic place-based change across a whole local authority area and
- Distribute our power as funders towards local communities' priorities.

The six foundations that make up LocalMotion are:

- [City Bridge Trust](#)
- [Esmée Fairbairn Foundation](#)
- [Lankelly Chase](#)
- [Lloyds Bank Foundation](#)
- [Paul Hamlyn Foundation](#)
- [Tudor Trust](#)

The six places are Carmarthen, Enfield, Lincoln, Middlesbrough, Oldham and Torbay.

The foundations came together with the six LocalMotion places around two key objectives.

- to see if we can work more closely together to better use our collective resources, experience, and strengths, to make a long-term systemic change locally.
- to explore how this way of working challenges current foundation practices more broadly.

Appendix 1 gives an overview of the LocalMotion initiative.

### ***Our goal for this work***

We would now like to work with a creative communications professional to build our public presence and develop our signature brand and style. We want to share more widely what we are learning and create our story of what is possible when we come together to collaborate around our strengths and build transformative change around shared objectives.

We want our communications (and brand) to:

- inspire the energy and enthusiasm that allows places to write their own future (and that offers them a platform to do so)
- build an engaging brand that can draw in other supporters to invest in and work with us
- champion the six places and the work that we're doing locally
- offer a 'real time' communications approach and platform for people to share their stories and progress
- be humble, honest, and reflective about the developing journey in support of our ethos of learning from success and failures in all that we do and creating answers together.

We would like the successful contractor to work very closely with the work we are commissioning to develop our knowledge exchange and learning approach to:

- create a passionate and supportive network of people who share progress, learning from success and challenges, offer constructive and collegiate support, and share in congratulations and celebrations and
- offer a reflective space to discuss what we are learning that includes a diversity of voices.

## Our core values and principles

<p style="text-align: center;">We build the strong relationships that create sustainable systemic change by</p> <ul style="list-style-type: none"> <li>• Building cross sector connection &amp; trust</li> <li>• Understanding the local context &amp; strengths we are building on</li> </ul>	<p style="text-align: center;">We will distribute our power, especially in resource decision making, by</p> <ul style="list-style-type: none"> <li>• Seeking out and working with people who are different to us</li> <li>• Challenging ourselves and others to tackle the root causes of injustice</li> </ul>	<p style="text-align: center;">There is no failure, only learning</p> <ul style="list-style-type: none"> <li>• We will be brave in what we try and iterate based on what we learn</li> <li>• For us F.A.I.L means: "For All I've Learned"</li> </ul>
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### ***What we're looking for***

In delivering this work we are open to proposals from individuals, organisational teams and collaborations or consortia.

The qualities we would like from a successful contractor are:

- A person, team or organisation that inspires enthusiasm and creative idea generation

- Comfort with ambiguity and open dialogue – sometimes we might be crafting the message as we go rather than presenting a polished view or product to the world
- An ability to work with complexity and communicate nuance clearly, balancing sometimes competing perspectives to create compelling communications approaches and outputs
- A proven willingness to collaborate and create space for quieter and disruptive voices to contribute
- A self-starter who can hold their own and their nerve on a dynamic initiative.
- An agile approach to communication that reduces the need for protracted sign off procedures.

The role we need the successful contractor to play is:

- Oversight of our communications, brand and knowledge exchange development and approach
- Developing and holding relationships with communications leads in the six funders
- Keeping the various facets of LocalMotion informed which involves communications going into the six funder organisations and six places, as well as out to the wider world
- Creating a wider network and sphere of influence for LocalMotion’s journey and developing story
- Holding the relationships between brand, communications, knowledge exchange and learning
- Working with local places on their own stories, potentially supporting skills development around communication and storytelling approaches, and
- Creating opportunities to influence the national narrative on place-based systems change.

The deliverables we would like from this communications support are:

- A shared communication strategy and action plan that reflects the various parts of LocalMotion
- A LocalMotion brand and media approach
- A website and shared platform to capture progress, share learning and promote dialogue with potentially both a public and private facing space
- A communications approach that supports and captures real time progress, success stories and learning points, working together with our knowledge exchange approach.

### ***How we will work with you***

The six foundations all have their own brands and communications channels; we can offer the support of these, and their communication leads, to push messages out into the six

funder organisations and out into their wider networks. We can also utilize local support in the six places in terms of people sharing communications out to their own networks.

The successful contractor will work closely with LocalMotion's Director of Collaboration, Kathleen Kelly, and with the Design and Delivery Group team of six Directors (1 from each of the funding organisations) and with the Learning and Knowledge Exchange contractor. The funders memorandum of understanding requires that external communications are agreed by all six funders. We would look for ways to streamline joint approvals processes as the communications strategy was agreed.

The contract will be managed by Kathleen Kelly. LocalMotion is governed by:

- Local core group meetings of cross sector organisations (including LocalMotion's Director of Collaboration and 1 Director from a LocalMotion funder) who meet monthly or fortnightly to set the local direction of the initiative
- Monthly meetings of the Design and Delivery Group which are made up of Directors from the six collaborating organisations and
- Bi-annual meetings with the Chief Executives, their interested Trustees, Directors of the six collaborating funders and representatives from the six places.

We anticipate that the successful contractor may wish to be involved in some of these meetings, to be agreed with the successful contractor. At a minimum we would expect attendance at Design and Delivery Group meetings at least quarterly.

### ***Budget and Timeline***

This contract is for two-years to support the entirety of LocalMotion's development phase. We would expect the contract to begin on (or close to) 1 November 2021 and end on 31 October 2023.

We expect that the communications contractor will be an embedded member of the LocalMotion team.

We have allocated a total budget over the two years of £88,000 including any VAT to cover communications support and the costs of website/platform and light touch branding development.

### ***Submitting proposals***

We welcome proposals for this contract **by 5pm on 14 October 2021**. Your response should be no more than 10 pages, to include:

- Your understanding of the principles and overall approach to this role
- How you would work closely with LocalMotion as an integral part of the team, taking a critical friend approach whilst managing any tensions and maintaining as far as possible your objective viewpoint

- How you propose to work with the interrelated elements of LocalMotion including funders, people in the six places and the Learning and knowledge exchange contractor
- How you would ensure inclusivity and be mindful of disrupting power dynamics in your approach
- How you would manage and mitigate key risks and challenges
- Any comments on the proposed approach or the brief
- Please cost different elements of the brief separately as far as possible
- Short CV(s) or biographies of the proposed project team, where applicable including day rates. These day rates or contract cost will be applicable for the life of the project.

**Please submit responses by email to [Helen.Taylor@localmotion.org.uk](mailto:Helen.Taylor@localmotion.org.uk) by 5pm on 14 October 2021.**

We would welcome proposals from organisations or individuals from diverse backgrounds with an interest in developmental initiatives and/or supporting the wider development of communications skills. Experience of more creative and network/community led style approaches to communication would be an advantage but is not essential.

**The second stage of the tender process will be an interview with members of the LocalMotion team** where you will be expected to give a 5-minute presentation your approach, and what excites you about it, and key opportunities and challenges.

**Interviews will take place on 1 November 2021 between noon and 4pm.**

**Organisations will be notified if they have been invited to interview by close on 22 October 2021.**

# LocalMotion = Community Powered Wellbeing & Wealth Building

## Why are we doing this?

We came together to be bolder in tackling deep-rooted injustices that go beyond our own individual organisational sphere.

LocalMotion was inspired by a desire to tackle the causes of deep-rooted social, environmental and economic injustice. Injustices that were brought into even sharper focus by the differential impact of the COVID-19 pandemic on people and places.

Working in places we will build a deeper understanding of our own 'place' in supporting long term systemic change through deep local collaboration that shifts power to communities.

## The connecting goals across our six places Carmarthen, Enfield, Lincoln, Middlesbrough, Oldham & Torbay:

### Wellbeing Building: community celebration & service innovation

- Celebrating a 'people's recovery & resilience' approach using the arts & green spaces to inform a 'proud local place culture'
- A changed culture that collaborates on service design to create shared solutions to common community challenges across sectors
- Creating public, private and VCSE innovation in children's services, adult social care, homelessness and education that is powered by people with lived experience

### Wealth Building: planet, prosperity & opportunity.

- Creating a cross-sector innovation culture around local recruitment, investment, procurement and ownership that goes right to the heart of tackling injustice and poverty and supports the environment
- Creating the right local conditions for job and social enterprise growth through collaborative private sector enterprise & public sector innovation
- Community energy, food production & distribution enterprises that tackle poverty and support the planet
- Community ownership that produces community owned revenue for community and youth work and helps tackle local housing crises

## Where we are now: Building momentum

We are building relationships that connect people's experience across diverse perspectives, opening up the possibility of creating powerful local change on 'stuck' issues.

Our job now is to build the momentum for change, unlocking the power of people's experience to change what is possible, supporting them to develop systemic change that works best for their place.

From there we will best learn our place in supporting change.

## What we're moving towards: creating the future

This is the story of **what could be** for communities across the UK who connect around common challenges and **harness the power of collaboration to change what is possible when community experience is at the core** of their approach to developing shared solutions to common challenges.

Tackling the causes of structural injustice through local asset-based collaboration  
**#LocalMotion**