

# IMPROVING SUPPORT FOR CAMPAIGNING IN LONDON

20<sup>th</sup> March 2009

90 people!



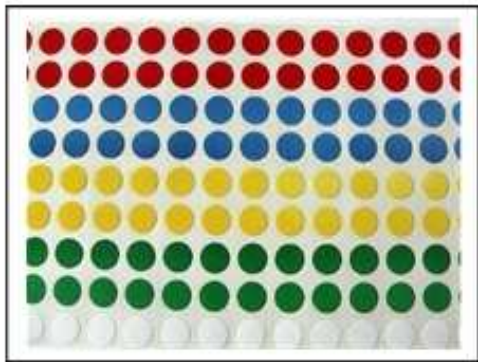
6 hours at the Resource Centre



6 Priorities



# Remember voting for the top priorities?



The top 6 priorities are....

1. Affordable campaign training
2. Networking and sharing resources
3. signposting of training and other resources
4. case studies of successful campaigning
5. campaign website with tools

And, a “Declaration of independence of the voluntary sector”



London Voluntary Service Council will work with its national partner to help you to get the support you need or point you in the right direction.

# “Win the battle of ideas!”



## What Peter Lewis, talked about...

Peter, **Chief Executive of LVSC**, talked about the voluntary sector's role in giving people a voice, working for social justice and winning the battle of ideas.

He told stories from his experiences as a campaigner

- at London Cycling Campaign (LCC) he thought they had won when the Mayor, Ken Livingstone, called for a “cycling city” and set a budget of £8m for cycling. But they discovered that this budget was deleted by the head of Transport for London, so the Campaign mobilised its supporters to lobby the Board and got the money restored within two weeks.
- CRISIS, the housing charity, decided to campaign loudly about weaknesses in the Government's plan to “end homelessness” and was frozen out of the policy debate, which weakened its influence.

Peter's lessons from this experience were about the importance of

- ✓ planning and preparation
  - LCC worked for a long time to update their database of supporters and develop networks at a local level
- ✓ getting accurate data
  - about local Councillors, London Assembly, and what was happening on the London Transport Board
- ✓ staying in the loop of discussions where policies are developed
  - LCC spoke to the Mayor and told him they would have to launch a campaign, so that it did not come as a surprise
- ✓ building a network of active supporters

## A reminder of what Melba Wilson said to us...



Melba Wilson talked about campaigning in the black feminist movement and Mind from outside the system, and then her role inside the system as chair of a PCT and nonexecutive director of a mental health trust.

‘Campaigning from the outside was easiest, because we had clear goals: Greater justice for black people meant campaigns against the stop and search ‘SUS’ laws, against ‘sin bins’ for black children excluded from schools, against female vaginal testing at ports of entry and the use of depo provera. Our campaigns were full frontal. We met, marched, wrote, discussed tactics and sought alliances within the women’s movement. We passionately believed in what we were doing, we were disciplined and didn’t worry about offending political interests.

We had little money, lots of enthusiasm, lots of commitment - and by the 1990s we burnt ourselves out. In Mind campaigning was the day job, aimed at influencing government policy and equalities within Mind, which achieved a lot. This taught me how and when to be flexible to achieve a wider political game, as well as the limits of campaigning from a semi-autonomous position, since Mind was very dependent on government grants for much of its work.

A colleague encouraged me to take the campaign into the boardroom, something I never imagined, but it brought a whole new world. Now I was one of the ones making the decisions and had to weigh up the whole picture, not just issues of BME communities. This taught me that often you can achieve more by weighing up seemingly competing interests to find common ground and bring about a greater good. You can find allies in the most unlikely of places and that to be effective, you need to also be open and willing to jettison entrenched views about people. These roles were not about overt campaigning, but about winning the hearts, minds and support of communities, staff, partners, politicians and the media. And that is about advocating and working to change the status quo - again for the greater good.

My current role is about campaigning both from the inside and the outside to improve mental health services for people from black and minority ethnic communities, by influencing primary care trusts, mental health trusts and strategic health authorities. I use the language which seeks to identify enablers; partnerships; collaborative ways of working and learning; and constructive approaches for change. This is a very different way of campaigning. It requires influencing skills, the need to maintain credibility, understanding issues from a range of viewpoints - users, carers, mental health professionals, the statutory sector, voluntary sector ; being accountable, transparent and able to demonstrate probity in the use of public resources.

My final point is that you need to maintain your own personal integrity in the face of seemingly insurmountable and intractable circumstances - which are - inevitably - about shades of grey, and stay true to yourself.

## Campaigning tips from Titus Alexander...



Effective campaigning makes the world a better place.

1. Be clear about what you want
2. Understand the people you want to influence
3. Recognise and develop your power to make a difference

The conference pack included Titus's quick guide to campaigning, available online at [www.titusalexander.com](http://www.titusalexander.com) under campaign coaching

Larger voluntary organisations can help the community develop skills and confidence to campaign better.

The NCVO/Capacity Builders' Campaign Effectiveness programme offers a wide range of support, including advice, case studies, conferences, courses, fact sheets the LOUDER.org.uk website, publications and tailor-made support: contact [campaigning@ncvo-vol.org.uk](mailto:campaigning@ncvo-vol.org.uk) or tel: 020 7520 2505

See: [www.ncvo-vol.org.uk/ce](http://www.ncvo-vol.org.uk/ce)

Visit <http://www.slideshare.net/charlottepell/london-roadshow-20th-march> for a copy of Titus's slides (which were not presented at the event)

## “Network like crazy!”



Some final words from **Patrick Cox**, the founder of Small Charities Coalition.

As a campaigner, finding support is key to success. For this you need to network like crazy

- use new media
- know who the key decision-makers are and influence them

The key people are not necessarily government.

There are 169,000 charities, all competing for support. Charities need to collaborate to share resources within the sector. I want big charities like Oxfam to support small charities, with expertise and volunteers.

Small charities have hundreds of solutions to hundreds of problems.

## “Idea of a ‘Declaration of Independence’ is brilliant!”

Some more closing remarks from **Rachel Armstrong**, Policy Analyst, Community Action & Campaigning| Participation team, Office of the Third Sector (OTS) / Cabinet Office

**The** Office of the Third Sector champions the sector across government so that it can flourish. We value challenge from the Third Sector and try to remove barriers and address the needs of under-represented sections of the Third Sector. The idea of a “Declaration of Independence” for the sector is brilliant.

We want the sector represented in Local Strategic Partnerships, in a formal, inclusive way, but the sector is very diverse, its voice is not homogeneous, and formal representatives are not represent the whole sector.

Kevin Brennan, MP, the Minister, listens to the sector and drive funding to it. The Participation Team support work on campaigning, community action and giving. It is responsible for the Grassroots Grants Programme (run through the Community Development Foundation), the Compact and Capacity Builders. The team is working on proposals for after the current programme ends in 2011 and invites participants to send her suggestions, including ideas for enabling voice and campaigning.

Email: [Rachel.Armstrong@cabinet-office.x.gsi.gov.uk](mailto:Rachel.Armstrong@cabinet-office.x.gsi.gov.uk)

# A record of what you discussed in the workshops

## **Local commissioning, Local Strategic Partnerships and Local Area Agreements**

London Voluntary Service Council, Gethyn Williams, Policy and Networks Manager (LAAs)

LAAs are three-year funding agreements between Central and Local Government, which is hoped will lead to more efficient, ambitious and joined-up public services at borough-level

LVSC's Policy and Networks Team can help you understand and engage with Local Area Agreements. LVSC can offer you:

- A regular jargon free e-bulletin
- Talks at your meetings or events on LAA's
- Informal support
- Advocating at a regional level

Ask LVSC for a copy of simple guide to LAA's and the National Indicator Set.

## **Using new technologies for campaigning**

NCVO, Liam Barrington Bush

- Understanding the 'Web 2.0' shift; how the internet was originally a one-way flow of information, much like an online version of a newspaper, but has changed to be more interactive and dynamic, allowing content to be uploaded/ developed by an ever-increasing section of the public.
- Highlighted the value of new technologies in:
  - Reaching greater numbers
  - Reaching younger audiences
  - Saving money
  - Working outside of a group's geographic area
  - Increasing the speed of communication
- Highlighted some 'top tips'
  - Building a detailed database
  - Brief, focussed communication with members/supporters
  - Making communications personal
  - Planning for engaging people at different levels of involvement

Coordinating online campaigning with your 'real world' activities

## **The golden rules of campaigning and campaign evaluation**

Novas Scarman Group, Titus Alexander, Head of Campaigning

There is a lot of advice on offer but what are the golden rules? What you should know even if you ignore everything else? Titus Alexander sets out 8 golden rules for successful campaigns:

1. Have a vision
2. Define your goals
3. Get evidence for your case
4. Concentrate on crunch points
5. Understand where the power lies
6. Communicate
7. Persist
8. Learn

## **Human rights approach to campaigning**

British Institute of Human Rights, Sonia Omar

- Human Rights is about Fairness, Respect, Equality, Dignity and Autonomy
- Use Human Rights as a lens through which to see your campaign (for example, Shelter's Million Children campaign uses Human Rights)
- Understand how Article 3 on dignity can help your case for humane treatment •

Understand how Article 8 about family life can help your campaign

- Did you know we have a right to education?

## **Influencing Parliament**

Parliamentary Outreach Service, Clare Cowan, Parliamentary Outreach Officer.

National Union of Students, Sarah Wayman, Policy and Research Officer (student welfare)

- Need more in depth training/workshops on this (e.g. half day). This is something LVSC may be able to take forward with NCVO as the latter already has close links with Parliamentary Outreach.
- Tabling amendment process - more detail is needed. Parliamentary clerks can provide this.

## **Climate Change**

London21, Chris Church, Chair of the Board

Christian Aid, Ele Ramsey

Tips from Christian Aid's climate change campaign

- A march followed a funeral procession
- Visited EON power plant to try to persuade them not to build a new coal power plant •

Laid daffodils on the coffins

- Flash mobbing
- Respond to newspaper articles
- Lobby meetings
- Try to get campaign in the newspaper every week

## In case you missed anything in the workshops....

Type of support	What's on offer?	Organisation	How to get it	Contact
Local partnerships	Advice on how to influence local partnerships	London Voluntary Service Council	Contact LVSC	Gethyn Williams <a href="http://www.lvsc.org.uk/">http://www.lvsc.org.uk/</a>
Campaigning on a shoestring	Advice from Susie Rabins from NCVO on how to be efficient on limited means	National Council for Voluntary Organisation	Contact Susie Rabins	020 7713 6161
How London works	Find out more about how the breadth of London institutions that can help your campaign	London Civic Forum	Contact Deirdre McGarth	020 8709 9770 <a href="http://www.londoncivicforum.org.uk/">http://www.londoncivicforum.org.uk/</a>
Using the media	Discover the key principles for using the media to help your campaign	National Council for Voluntary Organisation	Contact Rosemary Fraser Grant Imlach	020 7713 6161
Using new technologies	Find out more about how new technologies like Facebook, YouTube and Flickr can help your campaign	National Council for Voluntary Organisation	Contact Liam Barrington-Bush	<a href="mailto:Liam.Barrington-Bush@ncvo-vol.org.uk">Liam.Barrington-Bush@ncvo-vol.org.uk</a> Tel 020 7520 3151 <a href="http://www.louder.org.uk">www.louder.org.uk</a>
Campaign Strategy	How to plan a successful campaign	Novas Scarman Group	Titus Alexander	Email: <a href="mailto:titus@cewc.org">titus@cewc.org</a> Tel: 07720394740
Influencing Parliament	Get help to influence Parliament by using the free services of Parliamentary Outreach	Parliamentary Outreach	Visit website	<a href="http://www.parliament.uk/getinvolved/outreach.cfm">http://www.parliament.uk/getinvolved/outreach.cfm</a>
Using Human Rights	Human Rights can help you to get what you want. Learn how to apply Human Rights to your issues.	British Institute of Human Rights	Visit website	<a href="http://www.bihhr.org.uk/">http://www.bihhr.org.uk/</a>
Campaigning Case studies	Presentations from the conference		Visit Slideshare	<a href="http://www.slideshare.net/charlottepell/london-roadshow-20th-march">http://www.slideshare.net/charlottepell/london-roadshow-20th-march</a>

Alice Potter, Compassion in World Farming  
Dr Alasdair Jones, Living Streets  
Emily Hughes, National Autistic Society  
Katy Fattuhi, Amnesty International UK  
Lynn Strother, Greater London Forum for older people  
Cara Fullelove, RNID  
Elizabeth Kenyon, bassac  
Eloise Shavelar, Compassion in World Farming  
Emily Halsall, Dignity in Dying  
Emily Robinson, Speak Out in Hounslow  
Hannah Bennett, Owl Housing  
Heidi Richards, RNID  
Johanna Taylor, RNID  
Karen Mellanby, bassac  
MARGARET MORRISSEY  
Natasha Adams, End Child Poverty  
Nicola Maskrey  
Disability Action in Islington  
Ruby Coote, The Sheila McKechnie Foundation  
Ruth Sackett, London Sports Forum For Disabled People  
Sian Phillips, Compassion in World Farming  
Stella Mbato  
Tina Bytheway, Voice of Dalit International  
Yeukai Taruvinga, Zimbabwe Women's Network UK  
Mr Alex Jackson, Sustain  
David Hogarth, Westminster Older People's Action  
Mr James Buchanan, RNID  
Jonathan Chatterton, Burma Campaign UK  
Jonathan Currie, Medsin  
Luka Phiri, Zimbabwe Association  
Mike Gale, Mentoring and Befriending Foundation  
Oliver French, ADFAM  
Paul Munim, Council of Ethnic Minority Voluntary Sector Organisations  
Philip Mawhinney, Toynbee Hall  
Rick Henderson  
Rowan Harvey, Terrence Higgins Trust  
San Aung  
Shane Samarasinghe, National Autistic Society  
Shein Soe, [www.burmaforum.org](http://www.burmaforum.org)  
Soe Shei  
Stephen Hendry, The Silent Voice.  
Debbie Moray, Blackfriars Advice Centre

Christine Haigh, Sustain  
Gemma Wolfes, Anti-Slavery International  
Karen Hart, North London CVS Partnership  
Liz Crampton, Living Streets  
Luisa Messina, Red Ochre  
Patricia Diaz, International Pen Writers Association  
Rachel Nicholson, Mentoring and Befriending Foundation  
Rose Blackie, Read International  
Rosemary Frazer, National Council for Voluntary Organisations  
Ruth Goldsmith, DrugScope  
Tessa Horvath, Anti-Slavery International  
Vicki Papworth, Development Trusts Association  
Victoria Sheard, Terrence Higgins Trust  
Wai-Fong Pang, LASA  
Ramona Metcalfe, Ramona Metcalfe Associates  
Sarah Best, National Autistic Society  
Wayne Walton, Kingdom Generation

If your organisation is not mentioned here, thank you too for coming!

This report was written by Charlotte Pell

The report was coordinated by  
Titus Alexander for Novas Scarman  
Tel:01923 266447

A number of local, regional and national organisations got stuck in to make this event useful and relevant.

London isn't like any other part of the country. Instead of assuming one size would fit London, Novas Scarman, a national charity, invited a team invited a team of local organisations with London regional organisations to be involved in the designing the pattern and choosing the size, colour and shape of the event.

So, you could sum the approach up as 'National intent, locally bent'!

These organisations deserve a huge pat on the back! They are:

- ❑ LVSC
- ❑ Advice UK
- ❑ NCVO
- ❑ Novas Scarman

with support from the Cabinet Office and Capacity Builders.