

Pathways Fund

Storyteller Tender

Brief for a freelance communication and/or learning professional to support us in platforming our Pathways Fund partners and their learning.

Background

The Pathways Fund offers youth-led groups mobilising change in their community (identity-based or geographic) core grants of £60K-£90K alongside a significant support offer. We define youth-led as 70% of the group's leadership being under 30 years old and having direct experience of the injustice they are trying to change. We see this programme as a 'pathway' to support these groups to deepen their practice, build their confidence, and build strong foundations to deepen their impact for the long term.

Since 2022, [we have funded 17 partners](#) through our Pathways Fund programme, funding groups across a variety of themes and issues, regions, and legal forms. Our pilot cohort of four are finishing the programme this year and as such we think it is a crucial time to stake stock, platform their impact and that of the wider cohort, as well as the importance of this programme in supporting changemaking at this stage of development.

Purpose

We want to work alongside a storyteller for three main reasons:

- To support Pathways Fund partners to reflect on their own journey through the programme and what they are learning as they go.
- To help partners' evidence their work and build momentum in support of their work.
- To support Blaggrave in articulating the importance of a programme like the Pathways Fund, where it can be improved, and the need to invest in youth led change to wider stakeholders.

Questions to address

The storyteller should use the following questions to structure their conversations with Pathways Fund partners:

- What is the change they are trying to create in the world, how do they achieve this, and why are they best placed to lead this?
- What did success look like at the start of the Pathways Fund programme? Has this changed? If so, what does success look like now?
- How has Pathways Fund supported (both financial and non-financial support) them in achieving success? What more could the programme do?
- What barriers do they continue to face in their work, have any new barriers come up during the programme? What opportunities are there for Blagrove and the wider sector to respond to?

The audience

There are three main audiences for this work:

- Blagrove and other interested funders: helping us to learn about partners' progress and how we can best support youth-led change at this level of development.
- Youth-led groups: supporting our existing Pathways Fund partners to articulate their impact and learning, as well as inspire and support other youth-led groups at an earlier stage in their development.
- The wider sector: platforming Pathways Fund partners and their work and expanding their networks.

Being mindful of the overlaps and differences of these audiences' interests will be a key part of the storyteller's role, and they should think through how they will meet and manage different needs at different times, and the challenges in doing so.

By way of example, we want this work to be a space for those funded through Pathways Fund to be able to share both where they wish they'd done things differently, and how they've worked through the challenges and learning associated with this as well as where they've had success and opportunities to learn. The storyteller should be able to create a safe and confidential space for these conversations, and work with Pathways Fund partners to decide what is shared with Blagrove, what is shared publicly and what needs to remain confidential.

Access to people and information

The Blagrave team will support you to build relationships with all the young people funded through Pathways Fund. Ideally, the storyteller will be able to attend an in-person gathering of all the funded partners on Monday 28th April in London where will explain the role to the partners and get sign up. Pathways Fund partners will be expected to have an in-depth conversation of up to two hours with the storyteller at least once over the course of the programme which could be in-person or online.

Output

We are interested in your ideas on which products and outputs would be most useful given the audiences and purposes set out above, for the budget provided below. When we have worked with similar contractors in the past they have created outputs such as [blogs](#), [social media posts](#), [youth facing guides](#), [sector facing reports](#), [podcasts](#), and [video content](#).

We are most interested in methods that will be impactful for conveying the impact of the fund and our partners to young people, social change 'professionals', and funders alike. We would be interested in written outputs capturing this work and/or videos, audio recordings/podcasts but are open to other suggestions.

What we are looking for

We are seeking an individual to act as our storytelling partner, who is:

- A people-person: can quickly build rapport and mutual understanding with Pathways Fund partners
- Confident and with the right skills and experience to work independently
- Has common ground with Pathways Fund partners in terms of their age, life experience and approach to social change (as set out in the call-out for Pathways Fund)
- Is equally comfortable working alongside Blagrave, other funders, and other interested audiences to communicate what is coming out of the programme

And is:

- Experienced in identifying and drawing out relevant information from a range of data, using that to build an honest, concise narrative.
- Skilled in the production of one or a range of media methods to appropriately communicate partners' social change journeys
- Respectful of and will seek to honour different people's voices

Key dates

- Deadline for proposals: Monday 10th March, 9am
- Interview with shortlisted applicants: w/c 17th March (online)
- Learning partner decided by week: w/c 3rd April
- Pathways Fund Cohort meet up: Monday 28th April
- Engagement with partners May-September,
- Interim outputs delivered by the start of July.
- Final outputs delivered by the start of October.

The contract will be for 6 months.

Budget

Up to £15,000 is available for this project. (including VAT)

This will need to cover:

- Meeting the current Pathways Fund cohort on Monday 28th April.
- Travel costs (if applicable) and time to meet with a minimum of 10 Pathways Fund partners, where possible in person to gain visual content.
- As much online contact either side of meeting as you think is necessary to build relationships and understand stories.
- Time taken to compile /write up stories and present and circulate them in a way that is meaningful and will reach the audiences above.
- Travel.
- Equipment use/hire.

Please state in your proposal how much you would require for this work and a topline overview of how your budget would break down.

Safeguarding

The successful applicant will be required to undertake a basic DBS check, as per our [safer recruitment policy](#). Our intention is not to discriminate but to ensure the safety of all those impacted. The successful applicant will also be expected to comply with Blaggrave's [safeguarding policy](#) and processes at all times, receiving training on our procedure from our Designated Safeguarding Lead.

Next steps

Please contact our Youth Led Change Manager Callum Pethick (callum.pethick@blagravetrust.org) with your proposal by 9am Monday 10th March. We would like to see an overview of how you would approach the work, your skills and experience, and details of two referees in whichever of the following formats suits you best:

- A written proposal in no more than two A4 pages.
- A video recording of no more than 5 minutes in length
- An audio recording of no more than 5 minutes in length

Regardless of the format, you should cover:

- Your approach to this work, how you would structure it, explaining how you will manage different needs at different times, and the challenges in doing so.
- Your ideas on which products and outputs would be most useful given the audience and purposes set out above.
- A topline budget and timeline for the project.
- Your experience and knowledge of social change and youth leadership.
- Examples of your track record of carrying out work of this nature (can be submitted as additional links or attachments).

We are likely to follow up with additional questions and a virtual or face-to-face conversation to discuss your proposal further.

We are happy to answer any questions you may have before submitting your overview. Please contact Callum at the above address to set up a call.