

Tidal's Campaign Support Offer

Tidal's Mission

Tidal supports activism in Leeds to be more effective in winning social, economic and environmental justice, as part of national and international movements for change. We do this through our four key projects: campaign support, movement building gatherings, activist training, and an online hub.

Rationale for offering Campaign Support

As a movement-building organisation with 18 years experience in political education and campaigning, Leeds Tidal has a role to play in accelerating the impact of grassroots activism in Leeds and the surrounding region.

Newly formed grassroots groups often struggle to incorporate, develop their identity and strategy quick enough to apply for time-sensitive funding they need to increase their impact. This regularly bottlenecks campaigns from capitalising on key political moments.

Tidal is well positioned to serve local social movements by providing locally-rooted long term support, infrastructure, and resources. Over the last year we've been prototyping a new campaign support programme, with the aim of fast-tracking pivotal campaigns from infancy to sustainability.

What does campaign support look like?

The scoping phase

- Joining meetings and getting to know a group and areas that they might need support with.
- Offering bespoke workshops to increase the impact of the group or campaign. These might be on things such as strategy, structure, group dynamics, power & privilege, or tactics.

The partnership phase

- Writing a partnership agreement, for agreed objectives and time period of campaign support.
- Writing funding bids in collaboration with the group to fast track access to resources.
- Subcontracting workers if funding bids are successful.
- Ongoing mentoring and training when requested.

Workshops we Offer

We don't define in advance the support we offer, and prefer to design bespoke workshops around the groups needs. Here are a few examples of sessions we might run:

- Strategy part 1: Defining group purpose
- Strategy part 2: Defining group values and principles
- Strategy part 3: Testing and embedding campaign strategy
- Defining group structure and decision making
- Growing, absorbing and retaining new people
- Creating a fundraising strategy
- Anti-oppression part 1: Exploring group dynamics & power
- Anti-oppression part 2: Exploring solidarity and allyship

What campaign support isn't

To avoid the pitfalls of professionalising activism, Tidal is only committing to behind the scenes support, and cannot be a front facing part of a campaign, or get involved in and leading the campaigning work itself. I.e. Being a media spokesperson, facilitating or running public events would be campaigning - whilst delivering closed internal workshops for the group, consulting and fundraising would be campaign support. Tidal's legal structure allows it to campaign, however this work would

need to be organised separately to the campaign support package, to ensure Tidal's campaigning and event organising costs are covered. If it makes strategic sense to run an event or campaign together, Tidal would require their staff costs to be covered through event donations or grants.

Expectations

Remuneration

To ensure that offering campaign support is sustainable for Tidal, while still being accessible for grassroots groups, Tidal's ongoing time commitment - needed to administer the funding, write reports, and continue supporting the group - would be remunerated.

Managing risk and power dynamics

We recognise the power dynamic that is created when an organisation holds funding for a group and is legally accountable to a funder. Additionally there is also risk in that this approach could potentially damage Tidal's reputation in the movement or credibility with funders if projects break down. To ensure that the group is not restricted by this arrangement, and that reputational damage is avoided, partnership agreements are essential to explicitly define responsibilities and accountabilities. Where contracted workers are concerned, they would be legally accountable to Tidal, but operationally accountable to the group. Tidal would be hands off, other than ensuring work is aligned with the funding requirements. If required partnerships can be ended at any time.

Who is eligible for Tidal Support?

Groups that work in line with our vision and mission of building social movements in Leeds that are helping to create a more just and sustainable world. In other words, campaigns which see addressing social, economic and environmental injustice as interdependent and inseparable. For example, this might include groups working towards climate justice, or a just transition.

The Process:

- Phase one: would start upon initial conversation, after either Tidal approaching groups or groups approaching Tidal.
- Phase two: Once phase one there is a good level of trust and understanding and if there is mutual interest in deepening the level of support offered, both Tidal and the group would discuss working in partnership more formally and enter into phase two.

Campaign Support in Action: Our Future Leeds Casestudy

Since June, 2019, Tidal has been actively supporting Our Future Leeds (OFL). OFL was originally started as a response to the Leeds City Council's Climate Emergency Declaration, which has the aim of getting Leeds to be carbon neutral by 2030. OFL's goal is to build a people-powered movement to create a sustainable, livable, safe and socially just Leeds by 2030.

Our Future Leeds is based on four core activities:

- developing a climate emergency response plan for Leeds,
- bringing together groups from across the movement at city-wide roundtables and assemblies,
- establishing a network of climate emergency hubs across the city
- running campaigns on key transition sectors, such as education, transport & food.

You can read more about OFL on their website www.ourfutureleeds.org

Tidal has been supporting OFL to strategise how to achieve their ambitions and plans. In particular Tidal has been helping to facilitate conversations around identity, purpose, principles, as well as writing funding bids to help bring the project's vision of a Leeds Climate Emergency Hub to life. We

have secured funding from the charitable foundation Polden Puckham that will support an OFL worker, and have recently submitted a partnership bid to the Lottery's Climate Action Fund for further campaigning roles in the movement.