

## **Roots & Routes**

### **Brief for a storyteller**

#### **Background**

Routes & Routes aims to fund youth-led groups actioning change in the climate justice space. We defined a youth led climate justice group as one having at least 55% of board and senior staff members being people between the ages of 18 – 30, with 55% of their board or senior staff members being from communities most affected by climate injustice and/or underrepresented in the climate justice space.

We have recently committed to awarding 6 groups funded at grant sizes ranging from £9,500 – £20,000 for 1 year, with the intention of providing core funds alongside a package of support to help increase the sustainability of their organisations.

We are now looking to work with a storyteller to platform our partners and help understand their learning.

#### **Purpose**

- To work with 6 partners in the Roots & Routes programme to reflect on their journeys and what they are learning as they go.
- To help partners' evidence their work and build momentum in support of their work.
- To support Roots & Routes in articulating the impact of climate justice funding, what can be improved, and the impact of investing in youth-led change to external stakeholders and potential partners, including the 5 partners that make up the pooled fund.

## **Questions to address**

The storyteller should use the following questions to structure their conversations with Roots & Routes 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 Roots & Routes programme? Has this changed? If so, what does success look like now?
- How has Roots & Routes 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 Blaggrave and the wider sector to respond to?

The audience

There are three main audiences for this work:

- Blaggrave and prospective other funders: helping us to learn from our partners' progress and how we can best support youth-led change at this level of development.
- Youth-led groups: supporting our existing Roots & Routes partners to articulate their impact and learning, as well as inspire and support other youth-led groups at different stages of development.
- The wider sector, platforming Roots & Routes 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 challenge of doing so.

By way of example, we want this work to be a space for those funded through Roots & Routes 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 Roots & Routes partners to decide what is shared with Blaggrave, what is shared publicly and what needs to remain confidential.

### **Access to people and information**

The Blaggrave team will support you to build relationships with all the young people funded through Roots & Routes. Ideally, the storyteller will be able to start from the 13<sup>th</sup> of October 2025 (when their funding will begin) where we will explain the role and introduce partners to the storyteller. All 6 Roots & Routes partners will be expected to have an in-depth conversation of up to two hours with the storyteller at least twice over the course of the 12-month programme, with at least one of these being in-person.

### **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 Roots & Routes partners
- Confident and with the right skills and experience to work independently
- Has common ground with Roots & Routes partners in terms of their age, life experience and approach to social change (as set out in the [call-out for Roots & Routes](#))
- Is equally comfortable working alongside Blaggrave, 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 (11:59PM) 21st of September 2025
- Interview with shortlisted applicants: w/c 6<sup>th</sup> of October 2025
- Decision by week: w/c 13<sup>th</sup> October 2025
- Engagement with partners October 2025 – June 2026.
- Interim outputs delivered by the start of July 2026
- Final outputs delivered by the start of September 2026

The contract will be for 11 months.

## **Budget**

Up to £9000 is available for this project. (including VAT)

This will need to cover:

- Meeting the current Roots & Routes cohort at least twice from Monday the 13<sup>th</sup> of October to June 2026.
- Travel costs (if applicable) and time to meet with a minimum of 6 Roots & Routes 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 across England . Partners are based in the South-East of England, London, and Bristol.
- Equipment use/hire.
- Your experience of Climate Justice.

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 Policy and Climate Manager, Daniel Newton ([daniel.newton@blagravetrust.org](mailto:daniel.newton@blagravetrust.org)) with your proposal by 9am Monday 13<sup>th</sup> of October. 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 1000 words
- 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 Daniel at the above address to set up a call.