



A Commission for a Provider to work with Leeds GATE producing a range of communication materials in support of our 'Negotiated Stopping' work. 10th February 2018

Commission Outline

Purpose – To produce a package of communications material in support of achieving the aims of Leeds GATE 'Negotiated Stopping'* project work. We are seeking to commission a provider to work with us to develop a series of high quality information sources to be directed towards a range of audiences around Negotiated Stopping.

*See below

Leeds GATE are seeking to establish a central point of information on Negotiated Stopping and similar approaches to unauthorised encampment based on the assumption that a centralised point of information and good quality information leads to better informed advocates and more successful promotion and implementation Including recommendations from Real Improvement to:

- Publish information and guidance for Local Authorities, the police and other agencies

And recommendations from our National Steering Group and other consulted stakeholders to:

- make films from different people's perspectives about different practices on the roadsides
- share examples of best practice in terms of written agreement and welfare needs assessments
- produce a resource pack
- Further gathering and accessible promotion of the cost information – infographics

And recommendations from our National Steering Group to:

- Give tools and confidence building for local residents groups to challenge their local authorities on bad practice

Outputs - Our commissioned provider will work with us to produce the following outputs via an agreed and jointly produced strategic communications plan

- Campaign Materials - Flyers, Badges, Promotional Materials
- Toolkits - easily understandable information to a range of audiences containing cost calculations, best practice examples, real life stories from a variety of perspectives, academic review and real tools to use in your work i.e.- agreements - these packs can be adapted according to the audience
- Graphic postcards
- Infographics for cost and full system analysis re site provision, media impact, health and accommodation outcomes
- Animated infographic with voice over illustrating the key issues and potential solutions

Timescale - The work is to take place between April and June 2018

Value – We will be seeking tenders to a maximum value of £10,000

Governance – An agreement will be drawn up between Leeds GATE and the appointed provider which includes named contacts within each organisation, agreed milestones and outputs and with a dispute resolution procedure.



A Commission for a Provider to work with Leeds GATE producing a range of communication materials in support of our 'Negotiated Stopping' work. 10th February 2018

Application format –

Given the creative nature of this commission we aim not to be restrictive in the nature of applications made. Additionally as an organisation we are committed to inclusion via 'anti-literacy' by which we mean that any written material should be concise and easy-read as far as possible. The application needs to include information about –

- Nature and track record of organisation submitting tender
- Understanding of the purpose of the commission
- Examples of work
- Suggested approach to this commission
- Governance and project management – who will do what?
- Problem solving

Tender dates –

Commission released on 10 02 18
Application deadline 15 03 18
Applications via email to helen@leedsgate.co.uk or via post on the address below
Interviews to take place at Leeds GATE office, 169 Cross Green Lane, LS9 0BD on 22 03 18
Work to commence End of March 2018

Introduction to Leeds Gypsy and Traveller Exchange

Leeds Gypsy and Traveller Exchange is an established Gypsy and Traveller membership led civil society organisation based in the North of England. As a members organisation we are strongly linked to and led by local Gypsy Traveller communities. We work to improve the quality of life for Gypsies and Travellers focusing on accommodation, health, education and social inclusion - we recognise that a key wider determinant in all of our subsequent aims is accommodation. Accommodation is also often the site and focus of conflict between Gypsy Traveller communities, statutory bodies and other communities.

We are a nationally significant group. National legislation, policy and public narratives have a direct impact on our local members and as such have always been a key focus of our work. We regularly work in partnership with the Department of Health, Department for Education, the National Police Chiefs Council and the Department for Communities and Local Government (DCLG).

We pride ourselves on our organisational values and particularly of relevance here are our values of Leeds GATE belongs to Gypsies and Travellers and Leeds GATE is brave and creative. This leads us to work which is asset based, starting from the self-identified strengths of communities and work that is innovative and creative. Some of the theoretical framework for our work at the moment is exploring themes of solidarity and how solidarity between often unlikely allies can be explored and utilised for mutual benefit. This is evident in our work to galvanise support for a different way of managing unauthorised encampment (Negotiated Stopping) amongst a wide range of actors including local residents, Gypsy Traveller families, police staff and enforcement staff.

Policy and Social Framework

Gypsy and Traveller people are subject to a significant body of legislation, policy and practice, aimed at controlling how, when and where they are able to 'travel' - i.e. move their encampment homes from place to place. This all supports an eviction approach to encampment and leaves local authorities and the police with little option to manage encampments other than by moving them on. Many of the families in this situation



A Commission for a Provider to work with Leeds GATE producing a range of communication materials in support of our 'Negotiated Stopping' work. 10th February 2018

are statutory homeless due to a chronic shortage of site provision making eviction an ineffective measure as people will remain close to or return to the area they perceive as home despite eviction. Perversely UK planning law has recently been created to force families to 'travel' in order to retain so-called [g]ypsy status in planning law (necessary for planning permission to live on authorised sites). This planning definition has already resulted in significant increases in the numbers of roadside encampments and coupled with significant challenges to any new site development the picture on the roadsides looks set to get busier.

What happens on the roadsides continues to direct the public discourse around Gypsies and Travellers, whatever their accommodation, and this discourse is unfailingly negative. Problems caused by rapid and repeated forced removal, a lack of facilities and a failure to manage unauthorised encampment (most notably the visible consequences of not having access to services, i.e. household rubbish and human waste) are then utilised by both politicians and media to further demonise and exclude Gypsy and Traveller people in public society. This demonization affects families in the most visceral way and we face some huge challenges including young people's experiences in school (9 out of 10 young people from GRT background report racialised bullying in school – Experts by Experience, 2015) and increasing mental health problems and rates of suicide. If we continue to facilitate eviction we will generationally re-inforce a division between roadside residents and settled residents, leading to a further disregard and lack of engagement on both sides - making it harder to negotiate.

Both Gypsies & Travellers on camps and local residents affected by camps are being let down by the strategic framework which surrounds them and this creates division and race hate. We can carry on doing the same, knowing we are wasting money and storing up social problems or we can be brave and creative in pioneering new ways on negotiating quality of life for all affected by unauthorised encampment.

Our work on NS represents a fresh opportunity to resolve entrenched problems on the roadsides, this work has been gathering momentum over the last 5 years and can now be seen to be gathering some influential support and significant traction.

If we wish to maintain, and build the momentum that leads us to sustainable change in policy and practice towards unauthorised encampment (and by that route to seek ways to address widespread structural anti-Gypsyism) there is a further, urgent, need to invest in tools and capacity to broadcast our messages to a much broader audience and to empower our partners and advocates to do the same. There is a particular need to ensure that our communications are effective in reaching policy makers and opinion formers at the highest levels within UK society.

Negotiated Stopping

Negotiated Stopping (NS) is an alternative approach to managing unauthorised encampment by Gypsy and Traveller families. It was devised by Leeds GATE, and implemented in collaboration with Leeds City Council. It involves negotiation between all stakeholders to come to alternative solutions to eviction, practically in Leeds this has led to negotiated contracts with roadside families allowing them to stay on pieces of disused council property for up to 3 months. It also led to improved relationships between roadside families, the police, local settled people and the local authority - through increased positive interaction generating mutual understanding and respect. A similar approach has more recently been adopted in Rochdale and we have gathered evidence from several national learning sites of similar practices taking place as pragmatic responses to a policy framework that disadvantages all stakeholders.

In 2016 Leeds GATE commissioned an evaluation (attached) of the work to date on Negotiated Stopping and to assess the potential to progress this work further. The evaluation conducted by Real Improvement, concluded that:



A Commission for a Provider to work with Leeds GATE producing a range of communication materials in support of our ‘Negotiated Stopping’ work. 10th February 2018

- Negotiated Stopping in Leeds has been very successful, and has achieved a range of benefits including improved quality of life, cost savings, improved relationships, savings to police and benefits to local settled people
- Negotiated Stopping could be applied elsewhere in the country.

Leeds GATE are currently funded by the Esmee Fairburn Foundation and the Joseph Rowntree Charitable Trust to deliver work to promote NS. Particularly this funding supports our work to address recommendations 3, 4, 5 of the evaluation (to promote NS in Local Authority areas is relevant / may be effective; to encourage networking between local authorities on this issue; to liaise with other organisations researching or campaigning to eliminate prejudice and discrimination against Gypsies and Travellers). The work involves us in bringing together of a National Steering Group for NS, localised promotion of NS providing advice and support to several learning sites across the country and promoting NS through social media and national networks.

Negotiated Stopping is one of 12 recommendations in the JRF paper “Managing and Delivering Gypsy Traveller Sites: Negotiating Conflict” by Jo Richardson. The recommendations from this report will then be disseminated by Jo over a year. Jo would like to work in partnership with us via this proposal to disseminate her recommendation about Negotiated Stopping, Jo would act as advisor and partner- looking over materials and contributing to content as well as ensuring a wide reach to policy makers. Through this we would target the National Housing Federation, Local Government Association and Chartered Housing Association.

It is clear from levels of engagement with the project work so far, from LA’s, Police, Local and Central Government, local communities and Gypsy and Traveller people, that there is an appetite for change and that we have some strategically placed advocates both within communities, research and statutory bodies. We need to capitalise now on this engagement so that momentum and progress and allies are not lost due to inaction. We have been persistently asked for good quality and robust information on NS which can aid these advocates in promoting NS to their networks and in appropriate engagement with media outlets.

We welcome enquiries prior to tender submission. Please contact Leeds GATE CEO Helen Jones via helen@leedsgate.co.uk or telephone the office on 01132402444