**Running Effective Campaigns**

**Room:** Barton Suite

**Facilitator**: Grace Dyke, Yellow Jigsaw

**Speakers:** Steven North (Unision), Julia Savage, (Asylum Matters), Duncan Craig, (Survivors Manchester)

Grace opened talking about how campaigning can be optimistic about the future

**Steven North:**

* Intro – Steven works for Unison, one of the largest Trade Unions in the UK. 7/8000 members in Salford. Previously Steven was a mental health support worker before this role. Pre-pandemic Unison started to campaign to ensure that care workers were given a foundation living wage. Union turned to frontline workers for this.
* COVID shone a spotlight on frontline roles. Those in frontline roles were more likely to get COVID. The wages were so low that when people did have to have time off they were paid statutory sick pay. Trade Unions organised around this with workers at the forefront of campaign. The Union asked employers for a ‘gold standard’ Salford offer, which promised that if you took time off work, you wouldn’t lose money. Some providers in Salford wouldn’t implement this as they said they thought it might raise questions why this wasn’t also being given in other areas of GM. Union challenged those who said this. Through their campaign, Salford offer was implemented and made sure the living wage was implemented. Unions had to lobby some organisations for this, but others did it straight away. Workers used their community to campaign and lobby, not just other workers. Unison won this fight– living wage was then paid to people working in Social Care. From this campaign, care workers saw their power, and recognised this through the campaign.
* Last November - Anchor Handover was the biggest provider of specialist care for older people in the UK. Anchor had previous refused to give staff the Salford offer despite the fact they could have afford to. Unison lobbied the company through activity outside of care homes. Unison did all this respectfully, and told Anchor they were coming. They invited the news, Councillors and MPS and members working in NHS. 2 days later, Anchor called Steven to say they had implemented the living wage nationally. Change happened overnight. This was due to Union activity. Salford City Council also changed policy and made it a commissioning requirement to pay the living wage. Any provider in any form of Social Care working anywhere in Salford would need to pay workers at least foundation living wage.
* From this victory, Unison had a huge celebration. This was a victory for the workers. However, the workers and Unison are still not satisfied, nor they should be. This is still not enough. Full sick pay should be given regardless of the reason for being off work, proper pensions need to be given and holidays that reflects the hours they work rather than contractual minimum. The Trade Unions are still fighting.
* From this campaign, Unison have learnt the recipe for success: workers have power and they matter. Workers have, and should use have connections in their community beyond work place. There are also different types of good campaigning – industrial action, going to the press, lobbying, and public meetings.

**Grace Dyke**

* Reflecting back, it sounds amazing. £19 million back into care workers pockets
* Practical tips: be public, invite all. Physically go outside the organisation you’re lobbying.
* Build networks like Erinma Bell says, locally and nationally and across hierarchies
* Celebrate outcomes and keep going – never fully satisfied

**Julia Savage**

* Intro and background: Julia works for Asylum Matters. They only have 6 members of staff and are a charity campaigning around the UK. Julia works across North West.
* Asylum Matters campaign on systemic issues around the asylum system and for a fairer system that protects basic human rights of everyone in our country. It’s a contested time in UK for asylum, as there are lots of different views in country. The Asylum system is under attack, especially from latest government.
* Julia met with a person seeking asylum who had not long come out of Napier Barracks. Napier Barracks is a Ministry of Defence quasi-detention centre that takes people seeking asylum out of our communities, living as our neighbours. This person said they felt like a football, and that they were being pushed from side to side by politicians. This is happening with successive governments – especially the last government. Governments use asylum policy as a campaigning tool. They have unworkable policies, and use asylum as a tool to distract from other things that are going on at the expense of people who do not have political participation.
* While people are in the system, they legally can’t work. This is restrictive, means people seeking asylum can’t provide for selves or families. If placed in communities, people seeking asylum live asylum support on £40.85 a week, which is £5.70 a day. This is meant to cover the cost of living, clothing, transport, along with any costs of photocopying documents, and getting to their lawyers.
* Some people seeking asylum have been in system for years because the Home Office have messed up their decision making process. Julia knows people who have gone 12-14 years in system without a decision. These people are in forced inactivity as they can’t work. A person’s fate and future is in the hands of a government department that won’t communicate. The possible consequences for someone seeking asylum are unthinkable. They could potentially be forced to return to a country they’ve fled. A third of Home Office decisions are overturned by a judge because they’re made by inexperienced case workers who don’t know what they’re doing because turn-over is so high. Asylum applications are routinely not believed. There is no legal aid, and little immigration advice is given. We’re also the only country in our vicinity that practises indefinite immigration detention.
* Julia referenced the panel from the morning, where the Police Crime and Sentencing Bill and the Bill of Rights was spoken about. Another pillar of this is the Nationality and Borders Act. Asylum Matters campaigned hard against this bill but it got based due to government 80+ seat majority. This means it’s hard to oppose legislation. Campaigning is there to visualise a better world, but in this case Asylum Matters don’t think this bill should stand.
* Julia plugged campaign – Fight the Anti-Refugee laws. Pledge on internet and items to put up in workplaces. This has been signed off by hundreds of local organisations across UK, and by number of MPS. Asylum Matters have template motions people can use. Julia also suggested taking stuff and campaigns to your local authority, as place based opposition from local authorities to central government and local communities towards those who are responsible for these policies is the way to show opposition across whole country to these draconian and cruel laws.
* Can write to MPs, can go to local authority and ask to support and pass motion to show your community thinks this is just wrong.

**Grace Dyke**

* Thanked Julia, said her speech was impassioned and had learnt a lot from it. Took away that there is a legal argument for campaigns but also morality based argument that can be made in campaigns. Can use a fairness argument.
* Also worth thinking about whether your campaign about a huge vision or about specific issue. Think about how narrow/ wide you want your campaign to be.
* Can use storytelling and being impassioned by it to illustrate brutality.

**Duncan Craig**

* Intro and background - Prior to founding Survivors Manchester, Duncan was Director of Tour, Marketing and PR for huge entertainment industry. Duncan was in charge of crowdsourcing funds for organisations and has over a decade in arts of promotion. Duncan’s current role is campaigning, marketing and storytelling. Aim of role is to either get people to create action or give money. Duncan said there’s not much different between marketing and campaigning and fundraising. If you have a little gift for fundraising, you can also get people to do something else.
* Duncan was asked to wear a t-shirt for this conference. He decided not to, instead wore a red ribbon - symbol for the solidarity of people living with HIV / AIDS. As member of LGBT community, the symbol makes him think about how many brothers and sisters have been lost to this disease. Duncan’s generation is one where they had to stand up, fight and tell authentic stories because if they didn’t, people were dying. We’re now at a point where 1st December every year lots of people wear the red ribbon, and we all know what it is and have a moment where we think about this issue. Having that authentic story to tell starts a whole set of actions by individuals in communities in a wider society
* Duncan’s organisation is one that has to deliver difficult messages, talking about the sexual abuse, rape and sexual exploitation of boys and men, which is something most people don’t want to talk about. People also don’t want to talk about women and girls – clear from murder of Sarah Everard. Seen what happened with some of the campaigns and actions people took - women were arrested by police and manhandled when campaigning after her death at her vigil.
* In certain communities people don’t want to listen. Duncan got some money to develop four posters. One poster had a picture of a middle aged West Indian man, Duncan took to a community centre to put it up and was asked to take it down because ‘this doesn’t happen in our community’. People didn’t want to listen to messages about brothers, fathers, sons, men and boys in our lives who are being sexually abused. Duncan had to work out a way of creating a symbol that would enable people to just get the message. He remembered where he first saw a red ribbon on a nurse in hospital where he had found out his friend was HIV+. Remembers the nurse’s authentic story about HIV, which stuck with Duncan. Duncan took a decision to put his story out there into the arena. Story of being an adult survivor of sexual abuse. He has a story he knows really well. Duncan knew he could do what actors do, telling a story to sell tickets about a story. Had to do with nurse did in that waiting room. Decided to tell story authentically and invited others to do the same. This is what’s taken his organisation from strength to strength. They now have over 38 members of staff working across Greater Manchester, and support just over 1500 male survivors every year, and are currently working in all 15 North-West prisons.
* Telling an authentic story wins hearts and minds, and that what two panel members did before. What the speakers did in morning session. It’s about stories. Something with a beginning, a middle and an end. End doesn’t need to have action, but make it an intriguing ending that you want to follow. Duncan said the best thing was to tell a story that would make someone want to engage with you, or give you money. The best advertising is to get people talking.

**Grace Dyke**

* Thanked. Lots of practical tips:
* Tell your story! Wins over hearts and minds. If you don’t have a direct story, give platform to those with those stories. Symbolism is powerful – a picture is worth a thousand words. What can we use for a symbol?

**Q&A session**

* **George Stamps.** Retired ex trade union. Raised issue of blacklisting – where if you’re an activist, the government and certain organisations put you on a list in order to secretly they stop you working. Gave example of someone in his branch being blacklisted. According to European Court, in Britain you have no human rights when self-employed. Blacklisting is illegal, but still goes on to this day. Who do you fight? George later added to his point that the Police take pictures at demonstrations, and Greater Manchester Police used facial recognition software and have given these pictures of demonstrations to Interpol. Data all across Europe. They denied in but in High Court had to admit it.
* **Grace** – had heard of it, didn’t realise still an issue. Touches on points made by panel. Steven and his campaigners lobbying outside an organisation – they didn’t have that consequence but what do you to fight back?
* **Duncan** – Listened to an interview by James O’Brien w Mick Lynch on podcast called full disclosure about this issue. Duncan researched and realised that effectively this is no different to what they’ve been doing to women, LGBT people, BAME people for years. Also do it to Roma traveller communities. Not just happening in UK, it’s happening all over the world of millennia. Duncan noted that he appreciated blacklisting has employment consequences. Gave example of a meeting he was invited to where three people had walked out due to Duncan being there. Duncan said there was something in saying and showing that he didn’t care if people did this, and blacklisted him. He was going to keep going as he wants to be on right side of history. Concluded by telling George to keep going.
* **Steven** - said that this issue is at point where it has been exposed to a degree and some people have been shamed. People in his movement are exposing and putting those involved in a difficult position. Now those allegiance have been built and stories told, Steven hopes to see what we’ve seen with Shrewsbury picket campaign. Can’t get justice as someone died, but they’re taking steps towards it, whereby you start by exposing the issue, then there’s validation and acceptance that the issue did happen, and from that we can find justice. Shrewsbury campaign not won. There is an obligation on Trade Unions, and anyone who support the campaign to say this isn’t right. George has done a good job exposing blacklisting, and we can see it’s now being validated, and not just seen as an excuse for people being too lazy to get a job. Now need to make sure the campaign doesn’t go away, and the next step is next generation carrying in fight, if don’t will happen to next generation.
* **Andy** from Salford Deaf Community asked at which point when you expose organisations, and how far do you go in exposing them? He said that within deaf community in Salford there are some amazing deaf people have told their stories about inequality and lack of access. At which point do you go to press with these stories, as it might burn bridges in getting support for these issues? If you go to press with look at these videos of these deaf people and poor access, and it’s about access so it’s shaming them to do better. At which point to do make this decision?
* **Julia** - On George: is there is more space and need for cooperation between people have different struggles in relation to civil rights and liberties. She mentioned actions from the coercive arm of state including members of the police having secret relationships with women and being increasingly concerned about intrusive surveillance on people in asylum system. Lots of these struggles have restrictions of liberty in common, and we need to learn from each other and talk together.
* On Andy– Julia spoke about thinking about when to expose. She said it’s a really difficult judgement call. Julia mentioned how Asylum Matters think about it - sometimes from the beginning, no way they’re going to get anywhere with behind the scenes advocacy, so going to expose and try hardest to expose contradictions in official policy positions. Other times been a matter of some room for behind the scenes advocacy on this, and going public is an escalation. An example of this was a facility where people were held food was terrible. Tried to make it better, talked to providers. Then people live tweeted food got better.
* **Steven -** In response to Andy – it’s a tough call. Steven said something that informs this decision is whether you have a relationship with the organisation. If you do, can say intention is to go public but not doing it yet, thereby giving a window of opportunity before you stuffer reputational damage. This is often something Trade Unions have done when have working with organisations they have a relationship of trust with in the past. If you don’t have the trust and you have support and consent of people who have the stories (vitally important), in his experience you lose more by not going public. Steven said people have to earn right for pre-warning. Steven also said to not be ashamed of exposing organisations publically. Often first step to achieving justice.
* **Duncan-** in response to Andy and Steven Duncan said he didn’t feel like it was a tough choice. He said it was about integrity. If it feels right, move to expose. If it doesn’t, hold, if not, hold off on exposing.

There was enough time to come away with actions so Grace asked the members of the audience to fil in post-it notes with potential actions – I have listed these responses below:

* “Tell your story!”
* “Stick to your Guns! Be determined”
* “tell personal story that you’re familiar with”
* “Storytelling + authenticity to increase engagement”
* “Expose it. Validate it. Get/seek justice”
* “Use the media to your advantage of your campaign!”
* “Continue to tell my story and raise awareness about the issue I’m passionate about”
* “The important of personal stories and experience”
* “Tell the story”
* “Tell you story so you win hearts + minds”
* “Look at my campaign in terms of legality fairness” (Breathchamps CIC)
* “Do not stop hassling!”
* Question: “how can an up and coming social enterprise amplify their message despite my personal lack of courage/ fear/ resistance to growth?”