

## **Expression of Interest:**

### **Consultancy Support for Scotland Demands Better Campaign**

**Purpose:** to provide consultancy support to help deliver a public mobilisation/demonstration in support of action to address poverty in Scotland. The consultant(s) will work alongside existing Poverty Alliance capacity in relation to campaigns, communications, policy advocacy and engagement. We would expect the successful consultant(s) to work closely with Poverty Alliance staff in the delivery of this activity. The work will be delivered between March/April until October 2025.

#### **About the Poverty Alliance**

The Poverty Alliance is the national anti-poverty network in Scotland. We are a membership organisation made up of civil society organisations from across Scotland, with more than 400 member organisations. They include grassroots community and voluntary organisations, national organisations, campaign groups, trades unions, faith groups, university and colleges, research organisations and others. Public bodies, statutory organisations and commercial organisations are part of our network as associate members. Our purpose is to support the prevention and reduction of poverty by building a strong network of organisations and people to influence policy and change practice.

We work across a range of areas but primarily focus in respect to policy change on aspects of Scottish and UK social security systems, addressing in-work poverty, and enhancing services to address poverty. Our activities broadly include policy development, lobbying and campaigning; community engagement and participation; research; and practice change initiatives. We have developed and delivered on a variety of successful and high-profile campaigns, including the Scottish Living Wage Campaign (and Living Wage Scotland), Challenge Poverty Week, Stick Your Labels, amongst others.

#### **Scotland Demands Better**

We are at an important point in our efforts to make a significant and permanent change in the incidence of poverty and inequality in Scotland. Almost a fifth of the Scottish population lives on a low income, with 1 in 4 children affected by poverty. Eight years after statutory targets to reduce child poverty were passed by the Scottish Parliament, it is becoming increasingly clear that the probability of reaching those targets by 2030 is slim. The challenges associated with reaching those important targets are seen across a range of social and economic concerns: increasing homelessness, under resourced public services, in-work poverty and insecure work.

We need a bigger response to this lack of progress than we have seen to date. Over the last six months the Poverty Alliance has been developing plans to increase the activation of our members, and civil society more generally, to build public support and create more pressure on politicians for action to address poverty and inequality in Scotland. At the heart of this plan is a large-scale mobilisation to take place in Edinburgh in autumn of 2025.

The primary aim of ‘Scotland Demands Better’ **is to secure policy demands that will deliver tangible improvements in the lives of people living on lower incomes in Scotland.** To achieve this primary aim we will:

- strengthen public awareness of the need to address poverty and inequality;
- practically demonstrate public support for change, and
- build the capacity and ability to civil society organisations to take a more active part in anti-poverty and social justice campaigns now and in the future.

To deliver the mobilisation, and focusing on the three aims above, we are seeking consultancy support to add to the existing Poverty Alliance capacity in relation to campaigns, communications, policy advocacy and engagement. We would expect the successful consultant(s) to work closely with Poverty Alliance staff in the delivery of this activity.

We will require consultancy support from April 2025 until the End of November 2025. Key responsibilities and tasks include:

- To provide support to work of the steering group, campaigns/communications group and any other additional working groups that may be developed;
- To support the development and delivery of engagement plans key to secure support of key networks and organisations for *Scotland Demands Better*;
- To support the development of messaging and communications strategies, and the adoption and promotion of messages by key stakeholders in Scotland;
- To develop and support the delivery of activation guides, toolkits, materials, etc necessary to support the mobilisation of civil society actors across Scotland;
- To support the creation of a delivery plan for dissemination of activation guides, etc, to civil society actors across Scotland;
- To support the production and coordination of key promotional materials associated with *Scotland Demands Better*;
- To ensure necessary permits and authorisations have been granted to allow the mobilisation to take place, and to lead on the practical administration of the mobilisation, including liaising with relevant public authorities.
- To support a final evaluation of the activity (TBC).

This consultancy role is fundamentally about the coordination and development of what we expect to be a high profile and high impact event. We anticipate that the role may be delivered by one consultant or a team, working on different aspects of the brief.

We anticipate that we will require additional consultancy support services on average eight days per month until November 2025, with increased support between August and October. Whilst much of the work would be carried out remotely and online, we would expect the regular in person meetings and activities throughout the contract.

## **Skills and Experiences**

We are seeking the support of a consultant or team of consultants that covers a range of organising, campaigning, communications and engagement skills. In particular, we would need someone who:

- Has a strong understanding of issues of poverty and inequality in Scotland, and commitment to addressing them;
- Considerable experience of campaign development in civil society;
- Strong experience of event planning and project management;
- Well-developed networks and contacts across civil society in Scotland;
- Experience in communications and messaging development;
- The ability to work across networks, sectors and boundaries to build coalitions and partnerships.

## **Time Commitment**

We expect this work to be delivered over two days per week between March/April and November. It is likely that there will be months that are busier and require more time. We would expect respondents to the EOI to outline how they expect to manage the time needed to develop this initiative.

As stated above, the consultant would be working alongside Poverty Alliance staff, especially those in our Policy and Campaigns, Communities and Networks and Administration teams. Clear lines of responsibility and accountability will be developed between the Poverty Alliance and the successful contractor.

## **Further Details**

To discuss this EOI informally please contact Peter Kelly at [peter.kelly@povertyalliance.org](mailto:peter.kelly@povertyalliance.org)

To submit a response please send a letter of interest, setting out you would deliver the key activities, along with your skills and experience, examples of your work, along with your day rate and total expected cost.

Please submit responses Paul Dunlop [paul.dunlop@povertyalliance.org](mailto:paul.dunlop@povertyalliance.org) by **5pm 7 March 2025**