

BEST COALITION AMPLIFYING VOICES BEST COMMUNITY
DAVID & GOLIATH YOUNG PERSONS AWARD OUTSTANDING
LONG-TERM ACHIEVEMENT BEST DIGITAL CAMPAIGN BES
BEST CONSUMER CAMPAIGN BEST COALITION AMPLIFYING
COMMUNITY CAMPAIGN DAVID & GOLIATH YOUNG PERSONS
OUTSTANDING LEADERSHIP LONG-TERM ACHIEVEMENT
CAMPAIGN BEST USE OF LAW BEST CONSUMER CAMPAIGN
COALITION AMPLIFYING VOICES BEST COMMUNITY CAMPAIGN
GOLIATH YOUNG PERSONS AWARD OUTSTANDING LEADERSHIP
LONG-TERM ACHIEVEMENT BEST DIGITAL CAMPAIGN BEST USE

SHEILA MCKECHNIE FOUNDATION

POWERING CAMPAIGN PEOPLE



NATIONAL
CAMPAIGNER
AWARDS
2019

FOREWORD



Sue Tibballs, OBE

Chief Executive
@Sue_Tibballs

We live in challenging times. Many of us are asking whether we're making progress towards a better world, or whether we have to fight just to stand still.

And yet, in the face of some huge challenges for our society over the past year, campaigners have once again stepped up and pushed forward our mission of social change.

It is all too easy to feel hopeless when faced with seemingly impossible tasks, such as the climate crisis or Brexit. Yet campaigners give us hope.

From Windrush to the Youth Strike For Climate, dynamic changemakers have spoken truth to power and inspired us all.

Tonight, we'll hear stories of many more people and organisations who are going the extra mile to secure lasting and positive change. Campaigners who are making changes on mental health, assisted dying, inclusive education, homelessness and many other causes.

On a daily basis, you go out into your communities, take your causes to politicians, get your issues on the news, and challenge the status quo in the belief that you can make change happen.

SMK loves working with such an exciting community. We continue to learn from campaigners in grassroots organisations and in big charities. And we are on a mission to help you and your organisations to achieve change by unlocking your social power.

ABOUT THE SHEILA MCKECHNIE FOUNDATION

Legendary campaigner, Sheila McKechnie, believed in the importance of people being able to shape their world. This is the founding principle of SMK today.



About us

We help people and organisations effect positive and lasting social change - whether in their local community or right across the globe.

We teach and support all kinds of campaigners, from those just starting out to experienced campaigners in large organisations.

We bring the campaign community together to share new ideas, knowledge and resources. We help you to campaign more effectively, build confidence, nurture talent and accelerate impact.

We champion and celebrate campaigning, demonstrating its value and successes.

Because, ultimately, we believe people being able to shape their world makes society fairer, safer and more vibrant. And we know Sheila would have agreed.

About the National Campaigner Awards

These annual awards are unique in recognising and celebrating the best campaigns and campaigners - local or national, individuals or community groups, small or large organisations.

We recognise up and coming campaigners, as well as experienced sector leaders. For many of our winners, their SMK award has provided a springboard to even greater success.

BEST DIGITAL CAMPAIGN

This award recognises a successful campaign that has used digital tools and technology in innovative and powerful ways.



Citizens Do

Cardboard Citizens
@CardboardCitz

Citizens Do is a people-powered movement to tackle homelessness and support people affected by it. It was inspired by Cardboard Citizens' production of *Cathy*.

During its 2018 tour, straight after the show, Cardboard Citizens asked audiences what they as individuals could do to help people who were homeless. They had hundreds of suggestions – from addressing issues around stigma to offering spare rooms to homeless people.

Audience members were invited to sign up to the Citizens Do website, which sent them weekly actions inspired by their ideas. There were seven actions in total. They ranged from the practical, such as 'support your local charity' or 'donate to a foodbank', to the more political, such as 'contact your MP'.

Citizens Do emails were illustrated by graphic activist Patrick Thomas (*Protest Stencil Toolkit*), and supported by individual causes and charities such as Crisis, Trussell Trust and Depaul. The aim was to create a movement of people, inspired or galvanised by a theatre production, to take regular positive actions to support people affected by homelessness. The hope was that this would change their behaviour more permanently, and harness their collective will to help end homelessness.

RUNNER UP

Wouldn't Change A Thing

#wouldntchangeathing @Wouldntchangea1

Wouldn't Change A Thing want a world in which negative, outdated perceptions of Downs Syndrome are a thing of the past. It started with a video that took social media by storm. 50 Mums | 50 Kids | 1 Extra Chromosome became one of the most popular not-for-profit viral videos of all time, racking up around 145 million views in only a few months.

BEST USE OF LAW

This award celebrates a campaign that has successfully used the law to drive change – whether using it to enforce rights and protections, pushing for new legislation, or using strategic litigation to strengthen or clarify interpretation of the law.



Noel Conway v Secretary of State for Justice

Noel Conway
@noel_conway

Noel Conway, who was diagnosed with terminal motor neurone disease in 2014, has devoted many of his final months to campaigning for the right to choose an assisted death. Noel was lead claimant in a judicial review seeking to challenge the law, which bans the practice in the UK.

Like many terminally ill people, Noel feels he is denied choice and control over his death and fears he may be forced to suffer against his wishes. Supported by Dignity in Dying, Noel brought a case against the Secretary of State for Justice to fight for his right to have the option of an assisted death in his final months, on the grounds that the current law infringes disproportionately on the human rights of himself and other dying people.

Though Noel's case was ultimately rejected by the Supreme Court, the judgment acknowledged that assisted dying is an 'issue of transcendent public importance' and it paved the way for future cases to have an easier passage through the courts. Noel has given voice to countless terminally ill people who are suffering under the current law and his fight confirmed that there is public support for change.

RUNNER UP

'Times Up' Strip Clubs coalition - Not Buying It

@not_buyingit

The campaign brought a legal challenge against the licensing of strip clubs in Sheffield. The coalition crowdfunded £15k to take Sheffield City Council to court for breach of equality law in its pro-strip club licensing policy. They won. Sheffield City Council now has to rewrite its policy in compliance with equality law or face further challenge.

RUNNER UP

Save Nascot Lawn

@LivingwithLen5

Nascot Lawn was a nurse-led overnight respite centre for children with complex health needs. When funding was withdrawn, local parents campaigned to keep the centre open, including taking Herts Valley NHS Clinical Commissioning Group to judicial review. Although the centre closed in November 2018, the campaign had demonstrated the need for this kind of respite care, which resulted in alternative provision for the families.

SPONSORED BY:



BEST CONSUMER CAMPAIGN

This award recognises a campaign that successfully challenges poor or unfair consumer practice, or promotes or strengthens consumer rights and protection.



WINNER

Recovery Space

Money and Mental Health Policy Institute
@mmhpi

Each year, tens of thousands of people in the UK experience a mental health crisis while also struggling with problem debt. This campaign set out to help by ensuring they were included in the Government's Breathing Space debt respite scheme.

The scheme originally only applied to people seeking advice for problem debt - offering a six-week break from further fees or collections activity. But many people experiencing a mental health crisis find seeking debt advice an impossible task and cannot manage their money alone. As a result, they are left at risk of financial difficulty as fees and charges mount, while also receiving calls and emails from creditors. These can cause acute distress, sometimes leaving people feeling suicidal.

Money and Mental Health Policy Institute worked with a 5,000-strong research community of people with lived experience of mental ill health. Their stories, widespread media coverage, and a 10,000 signature petition to the Chancellor (backed by 23 national organisations) led to over 80 MPs backing a cross-party amendment to Breathing Space legislation. As a result, the Government committed to changing the scheme so that anyone using NHS mental health crisis services gets respite from escalating debts and collections activity for the duration of their care.

RUNNER UP

Stop the FOBTs (Campaign for Fairer Gambling)

Matt Zarb-Cousin; spokesperson @mattzarb

Fixed Odds Betting Terminals (FOBTs) have high stakes and a highly addictive format. Matt's campaign led to a reduction in the maximum stake from £100 to £2 a spin - in the hope that this will help to alleviate the most negative effects of this form of gambling. Through public awareness raising and mobilisation of MPs and Peers from all political parties, the Government agreed to reduce the stake to £2 a spin.

ONE TO WATCH

Debt Hacker

Alan Campbell; lead campaigner @debt_hacker

Debt Hacker wants to stop payday lenders, and others, profiting from the exploitation of people on the breadline. The campaign has already helped people make over £1.7 million in claims, as well as to talk openly about debt problems and associated feelings of stigma. Over 15,000 supporters have called for the Financial Conduct Authority to properly enforce their rules on unaffordable lending.

SPONSORED BY:

Which?

BEST COALITION

This award recognises a campaign led by multiple partners in ways which are creative, respectful and genuinely collaborative.



WINNER

Lift the Ban

Refugee Action with Asylum Matters & over 150 partner organisations
@RefugeeAction

Lift the Ban is calling for the UK Government to restore the right to work for people seeking asylum. People seeking refugee status in Britain are effectively banned from working whilst they wait months, and often years, for a decision on their asylum claim.

They are left to live on just £5.39 per day, struggling to support themselves and their families. Lift the Ban believe that people who have risked everything to find safety should have the best chance of contributing to our society and integrating into our communities. This means giving people seeking asylum the right to work so that they can use their skills and live in dignity.

The Lift the Ban coalition is made up of more than 150 charities, faith groups, businesses, trade unions and others, who have come together to campaign for change. It has led to significant growth in support for the policy within Parliament. The Labour Party announced that it was adopting the right to work for asylum seekers as an official policy. The entire Scottish Parliament also voiced their support for the campaign, calling on Westminster colleagues to give asylum seekers the right to work.

RUNNER UP

Jo Cox Loneliness Commission Steering Group (JCLC)

@JoCoxLoneliness

In 2016, Labour MP Jo Cox approached her Conservative colleague Seema Kennedy MP about the need to tackle loneliness. Together they united a number of charities and organisations to combat loneliness. After Jo's death in June 2016, the work continued. The coalition's efforts to spotlight the impact of loneliness on different groups and the Commission's final report, Combatting Loneliness One Conversation at a Time, made a splash. The Government announced it would accept the recommendations, including the appointment of a ministerial lead for loneliness and the creation of a multi-million-pound fund for loneliness projects.

SPONSORED BY:

Frederick Mulder Foundation

AMPLIFYING VOICES

This award recognises a campaign led by, or that gives voice and profile to, people who are least heard. It encompasses any group within the protected characteristics of age, disability, race, religion or belief, sex, sexual orientation, gender reassignment, marriage and civil partnership, and pregnancy and maternity.



Time for Inclusive Education (TIE)

@tiecampaing

TIE is a Scottish charity, founded in 2015 by Jordan Daly and Liam Stevenson, which has successfully campaigned for LGBT-inclusive education in Scotland.

TIE believe that LGBT history, role models and equalities should be taught within schools in order to tackle prejudice and bullying. They lobby and deliver services to achieve this and, so far, have reached over 25,000 young people with their LGBT and Allies school services.

In 2017, the Scottish Parliament endorsed TIE's proposals for LGBT issues to be taught in schools, and the Scottish Government began to work with the charity to develop policy recommendations. In 2018, these were accepted in full and Scotland became the first country in the world to adopt LGBT-inclusive education, which will be implemented in all state schools by 2021.

This means that young people will learn about the LGBT community's contributions to our society, the history of the LGBT equalities movement, and the impact of homophobia, biphobia, and transphobia. The ethos behind TIE's work is summed up by co-founder Liam Stevenson, who believes that "the children of tomorrow must grow up without the prejudices of today".

RUNNER UP

I Am Not Your Villain - Changing Faces

@FaceEquality

I Am Not Your Villain challenged the film industry to stop using scars, burns or marks as shorthand for villainy. The call was made directly by people with a visible difference. The campaign secured the support of the British Film Institute, which pledged to stop funding films that used scars or facial difference to suggest negative character traits.

BEST COMMUNITY CAMPAIGN

This award celebrates a successful campaign that has taken place at a local community level. It could be led by one or many, but will have led to a change that benefits all of or a significant portion of the local community.



Save Nant Llesg

United Valleys Action Group (UVAG)

The United Valleys Action Group (UVAG) is a community campaign group that has worked in the Heads of the Valleys in South Wales for around nine years.

It was formed to meet the threat of a huge mass-burn waste incinerator that was to become an all-Wales waste solution. Whilst fighting this battle, another threat emerged that had to be fought in parallel - the Nant Llesg opencast coalmine proposal.

Fighting two major campaigns at the same time was a massive proposition, but the group rose to the challenge. The Covanta incinerator campaign was won in October 2011 and the Nant Llesg opencast coalmine proposal was dismissed in August of 2015. After three years of intensive campaigning, they turned the council planning committee around and it voted the planning application out against the direction of the local authority officers. It was a huge and fantastic win for community resistance.

But the struggle continued. The decision was appealed at the start of 2016 and UVAG began a further phase of resistance. Finally, the mining company withdrew its appeal in September 2018. This has prevented six million tonnes of coal being mined, along with the damage it would have caused to the community and the environment.

RUNNER UP

Plastic Free Communities - Surfers Against Sewage (SAS)

@PlasticFreeRC

This initiative aims to unite and empower individuals, businesses, local government and community groups to free where they live from single-use plastic. In the 18 months since the campaign launched, 436 UK villages, towns and cities have signed up, 45 of which have already reached Plastic Free Community status. There are now 982 plastic-free businesses, 664 plastic-free community groups and 550 plastic-free schools in the UK.

SPONSORED BY:



DAVID & GOLIATH

This award is all about the underdog. It celebrates individuals or small campaign groups that take on much bigger organisations or institutions and challenge vested power.



WINNER

Guardians of the Arches

Eleni Jones
@ArchesGuardians

Eleni Jones is co-owner of a Ducati motorbike repair shop based in a railway arch in East London. She is also the proud mother of three sons with special needs, and now the Director of the first nationwide commercial tenants' association in UK history - Guardians of the Arches.

When Eleni's family business was threatened by a rent rise of 364%, she reached out to her neighbours for support - and found that they too were frightened for their futures. Network Rail was preparing to sell the arches estate for around £1.5bn, and tenants were being ignored. That convinced her to connect with other arches tenants so they could fight for their interests together.

Eleni, with the support of the New Economics Foundation and the East End Trades Guild, was instrumental in setting up Guardians of the Arches in early 2018 as a coalition of arches tenants.

Their campaign achieved massive publicity and won widespread political support. As a result, the new owners of the arches have promised to create and abide by a tenants' charter and 'put tenants first'. But the campaign's most important legacy is Guardians of the Arches itself - a ground-breaking tenants' association empowering small businesses to hold the new owners of the arches to account.

RUNNER UP

The Stansted 15
@EDeportations

End Deportations are calling for the abolition of deportations and detention centres. They are focusing on charter flights - the hardest form of deportation to resist individually. In December 2018, a group of 15 activists chained themselves around a Boeing 767 chartered by the Home Office to deport 60 people. They were found guilty of terrorism-related offences but, in February 2019, were spared jail time when they received conditional discharges.

ONES TO WATCH

Reverse Surrey SEN Cuts **SEND Action**
@SurreySENCuts @SEND_Action

Both campaigns were formed by parents opposing Government cuts to Special Education Needs funding (SEN). Both groups took legal action, with one securing a judicial review. Since the campaign, Surrey has reversed just under £21 million of SEN cuts for 2018-2019. SEND Action's case highlights the Government's failure to provide adequate funding and provision for disabled children.

SPONSORED BY:



YOUNG PERSONS AWARD

This award celebrates campaigns instigated, delivered and led by a person or people under the age of 30.



WINNER

Who We Are

Kenneth Murray
@kenny_murray

Kenny Murray is tackling negative media portrayals of people who are in or have grown up in care. He wants them to be portrayed in a balanced, accurate and fair way - at the moment, in both news and entertainment media, they are not.

Often, portrayals of care experienced people tend to use their experience of care as a shorthand for 'troubled' or 'damaged'. Some of the most well-known care experienced characters in the media today are stalkers, rapists and murderers.

Kenny set up a club for care experienced people to review portrayals of their lives in TV shows, books, comics and movies. He has created opportunities to challenge famous authors in person, and led a media campaign to tell a new story of care.

His work has overturned advertising campaigns, received the backing of leading authors such as JK Rowling and Jacqueline Wilson, received support from Hollywood actors and directors and he has worked with the First Minister of Scotland to raise the profile of the issue.

RUNNER UP

Right to Sign
Daniel Jillings @NDCS_UK

Right to Sign was launched in 2017 by the National Deaf Children's Society Youth Advisory Board. Daniel called on the Government to introduce a GCSE in British Sign Language. With the help of Irwin Mitchell solicitors, Daniel argued that by blocking its introduction they were discriminating against deaf children and young people. The Department for Education was forced to concede and the creation of a new GCSE went ahead.

RUNNER UP

Changing Places
Zack Kerr @zackyboy14

Changing Places demands more fully-accessible toilet facilities for wheelchair users and those who are unable to self-transfer from a wheelchair or use a regular toilet. Zack's campaign received public and political support and, in July 2018, the Government announced £2m to install facilities across all service stations in England. At the start of the campaign there were fewer than a dozen fully-accessible toilets at service stations - this has now doubled.

SPONSORED BY:



OUTSTANDING LEADERSHIP

This award recognises an individual who has displayed outstanding leadership to their organisation or community in pursuit of change.



Alfie's Hope
Hannah Deacon
@Hanseizuremum

Hannah Deacon's son, Alfie, started having seizures at eight months old and was diagnosed with epilepsy at the age of five. As his condition deteriorated, he typically had around 150 seizures a week.

Desperate to save him before he suffered any lasting brain damage from the seizures, Hannah took Alfie to Holland to be treated by a Paediatric Neurologist with medical cannabis. The medicine worked, but they came back home in 2018 without knowing how to get him the treatment in the UK.

Working alongside End Our Pain, Hannah took Alfie's story to MPs and Peers of all parties, and presented evidence to the Policing Minister. But it was her appeals directly to the public through traditional and social media that really raised the pressure.

Hannah's mum said:
"I have watched my shy daughter turn into a lioness, fighting for her son against the state. In six months, she changed a law which had been in place for fifty years and an entrenched view that medical cannabis had no medical value."

"Without her previously unknown, extraordinary ability to appeal direct to the public, of all ages and political views, I cannot see that this change would have occurred. She says to me 'I just talk to the interviewer as if we are two people chatting about a challenging issue. I say what I know to be true and I know I am right'."

Alfie's doctor, Professor Mike Barnes, was issued the first medical cannabis license in the UK, which enabled him to prescribe the medication that Alfie had been given in Holland. The Home Secretary announced a review into medical cannabis in November 2018, and the law was swiftly changed so that full-extract cannabis oil could be prescribed on the NHS. Alfie now has the first legal NHS prescription in the UK for cannabis oil and remains extremely well.



LONG-TERM ACHIEVEMENT

To recognise the work and contribution of an exceptional individual who has campaigned over a long period of time.



Patrick Vernon, OBE
@ppverson

Patrick is a British social commentator and activist of Jamaican heritage. He has campaigned around race equality and social justice for 20 years, tackling issues as diverse as deaths in custody, mental health, Windrush Day and adding Mary Seacole to the national curriculum.

Most recently, he has been praised for his perseverance and leadership in response to the Windrush scandal. Vernon created one of the fastest growing online parliamentary petitions ever, which demanded an amnesty for Windrush generation minors. It was signed by over 180,000 people, including journalists, politicians across political parties and church leaders.

Patrick launched The Windrush Justice Fund at the height of the scandal, which raised over £40,000 for independent legal assistance for people affected. Campaigning by Patrick and others led to a Government U-turn on immigration policy and material changes to the immigration system.

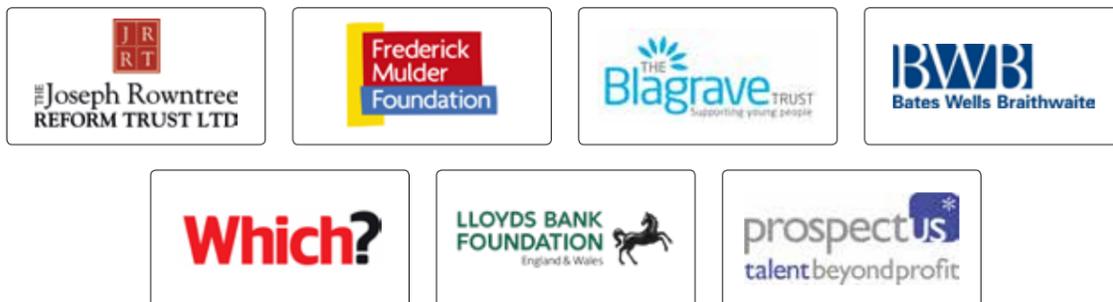
As part of his ongoing advocacy, Patrick led a campaign for 22 June to be recognised annually as Windrush Day, a national day acknowledging the contribution of the Windrush generation to UK society. It was officially backed by the UK government in June 2018.

He is founder of Every Generation Media and 100 Great Black Britons, which creates education programmes, publications and films on cultural heritage and family history. He has been previously awarded for his expertise and work around african and caribbean genealogy in the UK.

Patrick was awarded an OBE for his work in tackling health inequalities for ethnic minority communities in Britain.



SPONSORS



JUDGES

Kierra Box

Campaign lead, Brexit, Friends of the Earth

Rhea Stevens

Policy, Projects and External Affairs Manager, Institute of Welsh Affairs

Sue Mendus CBE

Trustee, Joseph Rowntree Reform Trust

David Gold

CEO, Prospectus

Natasha Adams

Campaigns Consultant

Patrick Steen

Head of Social, Supporter & Community Engagement, Which?

Rachel Cain

Public Affairs and National Programmes Officer, Lloyds Bank Foundation

Andrella Igangan

Core group member, Let Us Learn (former award winner)

Rosie Downes

Campaigns Manager, Crisis

Duncan Shrubsole

Director of Policy, Communications and Research, Lloyds Bank Foundation

Linda Epstein

Trustee, The Blgrave Trust

HOST



Viv Groskop

Author and Comedian



WE EQUIP PEOPLE WITH THE SKILLS TO BRING ABOUT CHANGE, BY RUNNING TRAINING AND EVENTS, AND SHARING GOOD PRACTICE.

WE CHALLENGE LAWS AND POLICIES THAT DIMINISH PEOPLE'S ABILITY TO HAVE THEIR VOICES HEARD, THROUGH OUR RESEARCH AND POLICY DEVELOPMENT, AND BY CHAMPIONING CAMPAIGNING.

WE CELEBRATE PEOPLE WHO ARE CREATING CHANGE THROUGH OUR ANNUAL NATIONAL CAMPAIGNER AWARDS.

WE #LOVECAMPAIGNING WE KNOW YOU DO TOO GET INVOLVED

There's always something going on at the Sheila McKechnie Foundation to boost your skills, stretch your mind and capture your imagination.

This year, with help from our friends and supporters, SMK has achieved big things. Highlights were:

- The Social Power report - how can civil society 'play big' and create change?
- The Change Network - a new way for change-makers to convene and learn
- Our very own Social Power podcast (subscribe on all good podcast platforms)
- Offering £20,000 in small grants to new and interesting grassroots campaigners
- The Chilling Reality - new evidence on the impact of the Lobbying Act on campaigning

You can:

- Be part of the conversation - join our Change Network today
- Take part in our training - our Masterclasses take a deep dive into some of the skills and ideas you need to make change happen
- Book bespoke consultancy if you or your organisation need some dedicated support
- Follow us on Twitter and Facebook for real-time news and some excellent gif-work

Sign up to our newsletter

For the latest news and comment, plus updates on events and training:
smk.org.uk/newsletter

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**SHEILA
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