Partnership options for Local Councils
This document sets out how we could support your local authority to help meet your climate change goals.

It covers an introduction to supporting local authorities, and detail on our methods, various options for providing support, targets, timelines and the resources involved.

For a summary of Take the Jump as a movement, the six shifts, the science behind the project, our global methods and achievements, please refer to this introduction document.
INTRODUCTION
A joyful movement of citizens taking action on climate change

Take the Jump is a grassroots movement of citizens and communities around the world coming together to live full and joyous lives while in balance with nature. Taking the Jump and trying the six shifts that science shows are needed to avoid ecological breakdown, delivering 27% of the change needed by the early 2030’s.

We have the tools, the support and community to help people make a real change. Inspiring others and shifting mindsets, cultures, and systems. This isn’t a pledge, it’s a movement of transformation.

Take the Jump is to try science based shifts for at least a month

END CLUTTER
Keep products for at least seven years

HOLIDAY LOCAL
One flight every three years

EAT GREEN
A plant based diet — no waste, healthy amount

DRESS RETRO
Three new items of clothing per year

TRAVEL FRESH
If you can, no personal vehicles

CHANGE THE SYSTEM
At least one life shift to nudge the system

Talking climate like you’ve never heard it before…

Always in the spirit of it’s enough to try. No shaming, and it’s a jump for joy

A registered UK charity (Reg: 1196196) takethejump.org
WE CAN HELP COUNCILS ENGAGE RESIDENTS TO MEET ECO TARGETS

“Residents are an important part of meeting eco targets but councils sometimes find acting on this ticky…”

Many local authorities have environmental targets, like Net Zero by 2030. In sectors like transport, waste and planning, councils report having strong power to act.

However, when it comes to shifting residents and communities, and engaging beyond the usual suspects, councils often report this is both politically and practically challenging.

Science* shows citizens have primary influence over 27% of the emissions savings needed by 2030 to avoid ecological meltdown, through six simple shifts

*https://takethejump.org/power-of-people

27%

We can help councils unlock this huge potential

Take the Jump has a tried and tested approach for joyously engaging residents and addressing the barriers to change that works. 27% reduction is directly achievable by citizens and will contribute towards councils climate targets.
We offer a 6, 9 or 18 month collaboration to help activate local residents, communities and institutions to make the changes science shows are needed. We will put boots on the ground and dedicate team resources to planning, engagement, building relationships and supporting participants.

### Engaging across the local area...

**LOCAL COUNCILS** - Engaged to provide links to local residents and organizations, taking the jump themselves

**BUSINESSES** - Engaged to activate their staff and consider aligning operations with the shifts

**LOCAL CULTURE** - Joyous and participatory cultural events and programs to show how world could be

**COUNTY COUNCILS** - Engagement with county council in support of local councils, helping create positive landscape for local action

**INSTITUTIONS** - Schools, faith groups adopting the shifts as part of their programs and activities

**COMMUNITY GROUPS** - Supporting community groups to engage their members on the shifts

**RESIDENTS** - Everyday people taking the jump, joyously experimenting with the six shifts

### OUTCOMES

- **Vibrant, visible and joyous local activity** of people taking the jump and experimenting with six shifts
- **Beyond the unusual suspects and excluded groups** - We focus on those with most responsibility, yet work hard to engage excluded groups, and make this a movement for all.
- **Targets**: 10% residents have taken the jump, 50% of groups and institutions engaged, 25% of residents have engaged
- **Empowered existing local activity** by providing something existing groups can use that is not in conflict with existing efforts but a support tool to amplify and focus their work.
- **None political** - We never get involved in party politics, and are sensitive to avoiding entering locally political issues
- **Long term**: Set up to be self sustaining after project end to deliver a decade of change towards 27% reduction in local emissions
PRINCIPLES AND PRIORITIES

Our work is always guided by the following principles:

A LONG TERM VISION - Set up to be self sustaining after project end to deliver a decade of change (most likely with option 3)

COMMUNITY LED - Bottom up focus with local residents and groups driving the content

NONE ‘P’olitical - We never get involved in party politics, and are sensitive to avoiding entering locally political issues

A LOCALLY TAILORED PLAN - Three options for engagement that can be tailored with you, if there’s only one part that of interest, let's talk about it.

COMMUNICATION THAT WORKS - Use our proven communication approach: Joyous, it's enough to try, no shaming.

IN COLLABORATION WITH THE COUNCIL - Codelivered with the council. Often not co-branded (unless you'd like), but working together on events, connections, timings and measurement.

BOOTS ON THE GROUND - We will dedicate team resources to planning, engagement, building relationships and supporting participants.
EXISTING MOMENTUM
This mass movement is possible and wanted!

Polls show 8 out of 10 people want to act, but are being ignored!

Our one year pilot shows people are ready and our approach works.

The key is to meet people where they are, offer clarity and avoid the framing of the environment movement that only appeals to 13% of people. Trialling our completely unique approach and spending just £80k, the explosive positive reaction to Take the Jump shows the huge untapped readiness and excitement. Here’s what’s happened so far:

Thousands signed up to take the jump and try the six shifts.

Reached 1.5 million people

We’ve gone international with a chapter launched in New Zealand, and others soon to follow in North America, Germany and beyond.

20 vibrant UK community groups have formed running weekly meetings, clothes swaps, repair shops, community fairs, talks, carpools, kids’ events, surprises. Take the Jump board game, festivals, plant-based ‘cook-ins’. All using our tools. Many more communities have shown an interest than we have the resources to support!

Driving cultural shifts

We have events, talks and performances at Glastonbury, Womanstrom, Bestival and other cultural events across the UK.

Recommended in Greta Thunberg’s new book

As one of the best things citizens can do to have an impact and live with joy. Read Greta’s book chapter five.

Huge interest from institutions

Schools, churches, local authorities and businesses are keen but we don’t always have the resources to help. Currently engaging with Woking, Thame, Waverley, Surrey, Waltham Forest and Stroud councils.

Over 100 ‘Ambassadors’

Have completed our 5 week Ambassador training running separately across the Europe, North America and Australasia regions.
COUNCILS ARE ENGAGING ACROSS THE COUNTRY

Take the Jump is a new organisation but is already seeing strong engagement from councils:

ESTABLISHED COUNCIL PARTNERSHIPS

**Waltham Forest Council**: Funding awarded to undertake cultural program in deprived area of Chingford

**Waverley Council**: Adopted Take the Jump as part of policy

**Woking Council**: Adopted motion of support for Take the Jump

ONGOING COUNCIL CONVERSATIONS

**Thanet District Council**: Advanced conversations in delivering 18 month support outlined in this doc

**Staffordshire County Council**: Advanced conversations in delivering 12 month support outlined in this doc

**Surrey County Council**: Conversations about a vertically integrated country wide plan
PROGRAM OVERVIEW AND OPTIONS
AIMS & OUTCOMES
Without the changes prioritised by Take the Jump, stopping ecological breakdown is impossible. Our approach to drive this transformational change is in three elements...

WHAT WE DO
Citizens have delivered 27% of the change needed by early 2030's, and the tipping point has been reached to allow leaders to drive systemic change and deliver remaining 73%.

TAKING THE JUMP

1. UNLOCK THE POWER OF PEOPLE
   Reaching beyond the usual suspects to show people how powerful they are. Inspiring individuals and communities to ‘Take the Jump’ by signing up to try the six shifts that science shows 27% of the change needed to avoid ecological breakdown.

2. GROW A JOYOUS MOVEMENT OF PEOPLE MAKING A CHANGE
   Offering the tools and the support to help those ‘Taking the Jump’ to keep going and have fun. Forming mass movement of active, connected, joyful people, communities and organisations. Nurturing and inspiring each other, transforming lives and places.

3. CHANGE THE PARADIGM AND THE SYSTEM
   Showing and sharing how the world could be, on-the-ground and online. Shifting mindsets, cultures and eventually systems. By reaching a tipping, people across high consuming countries, allow government and industry to take far bolder action than they can now.

THE WORLD TODAY

THE WORLD WE WANT
Take the Jump’s global theory of change is applied to the local case for working with councils. The full program runs to 18 months, with the option to limit the project to any number of phases depending on council appetite.

**C: ACTIVATION**
Support all partners and groups to go on the Take the Jump journey, reaching new audiences, learning and sharing with others to grow uptake.

**B: OUTREACH**
Engage local partners

**A: SETUP**
Planning and partner identification with Council

**D: SHIFT**
Leverage growing local movement, with local stories and experiences and people, to share actively with non-engaged residents and groups.

**E: SELF SUSTAINING**
Post project
Reach beyond the 13% ‘usual suspects’ to refram local residents’ relationship with taking action on climate change.

Residents and communities inspired to take action remove the barriers to action so large numbers can sign up to Take the Jump. Using leading behaviour change approaches, an antidote to confusion and anxiety.

Empowered existing local activity by providing something existing groups can use that is not in conflict with existing efforts but a support tool to amplify and focus their work.

Reach beyond the 13% ‘usual suspects’

The three core phases of the program will aim to achieve the following goals:

**AIMS**

Nurture individual transformations—Providing the ongoing support to citizens, groups, institutions taking part so they can overcome challenges with the shifts. So they can keep going with and deepen the shifts, expanding their reach. Creating a beacon for others to join in and driving organic growth locally.

Bringing people together—Grow a connected, vibrant and visible local movement of people and communities supporting each other to adopt the 6 shifts. Lively joyous a active local community across cross sector.

Laid foundations for a decade of transformation with wide range of local organisations having embedded take the jump in their activities, solid plans for growth, so more and more people keep getting involved. Moving toward 27% reduction in local emissions and ensuring.

A transformed place and culture—Local cultures, mindsets and narratives are increasingly integrating the six shifts. Showing how this local area is a window to the future, discovering new things making a local version of the future harnessing local creativity.

We can work with councils to deliver one, two or all three of these phases.
The aim for the end of the program is to have delivered the following targets. These are highly ambitious, and will depend on a range of factors, however we consider this to be achievable and of the scale that will enable real local transformation.

**INSPIRE LOCAL POPULATIONS ABOUT THE SIX SHIFTS AND ACTIVATE AS MANY AS POSSIBLE TO ACT AND TAKE THE JUMP**

- 10% of residents have taken the jump
- 50% of institutions engaged
- 50% non-usual suspects Taking the Jump

**HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT**

- 50% of jumpers report continuing with momentum
- 10 schools, 10 community groups, 5 businesses with ongoing Taking the Jump activity
- A lively and connected local movement

**SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, ALLOWING A LOCAL SHIFT**

- 25% of residents have engaged with TTJ in some way
- 50% of residents have heard of the shifts
- 4-5 cultural events supported TTJ
ACTIVITIES

Co-identify engagement list of local community leaders, community organisations, local groups, businesses, schools, faith groups and cultural institutions.

Initial outreach through engagement meetings, relationship building, strategy planning

Activation through talks, workshops and training

Kickstarter campaign in local press, social media, and at local events.

Internal engagement work at council working to engage staff, align messaging and drive influence

HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT 3-18 months

Capacity building for all participant with regular calls, training (on communication, social media, connecting with new audiences), toolkits, resources, strategy planning with all participants in engaged organisations

Support and regular one-on-one check ins and ongoing personal support to ambassadors and champions

Events such as repair shops, clothes swaps, carpools, plant based cook-ins, fairs, screenings and more.

Connective spaces Online and physical spaces where the range of participants can meet, share ideas, plan events and deepen activity.

SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, ALLOWING A LOCAL SHIFT 9-18 months

Tell the inspiring story of local action through local press, council communications, and social media

Expanded outreach through continue to support local movement with their own outreach events.

Cultural shifts through events, festivals, art, performance, culture, developing new narratives and stories.

Resource provision for continued action through fundraising support and ensuring local champions are fully trained, have long term strategies, and can continue to activate new participants
DETAIL
PHASE A - SETUP
for Local Authorities
SETUP: Working with council to scope (0-2 months)

Setup stage activities – For one to two months before the project begins in earnest, the goal is to determine the scope of outreach and engagement in your area, identifying and connecting with a broad range of organisations and residents to partner with.

Develop with council a priority partner-log, and make initial introductions. Our experience is that it’s better to connect with what’s already going on, rather than trying to create new groups by bringing together residents manually.

Council support needed for Set-up Stage
- High level support for program to empower the lead council team to support the program and champion within the council
- Putting us in touch with all the local leaders and organisations
- Support the TTJ team and local ambassadors in their outreach activities
- Support helping make sure this campaign is sensitive to and well adapted to key local issues, linking into local needs, and council’s priorities, so can work with them to better land campaign

Typical list of partners to engage

<table>
<thead>
<tr>
<th>Group type</th>
<th>Description of targeted partners</th>
<th>Typical scope for this phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communities</td>
<td>Community leaders representing specific community groups, such as communities of colour, wealthier neighbourhoods, economically excluded groups</td>
<td>5-10 community leaders or organisations, leaving space for new ones after first six months</td>
</tr>
<tr>
<td>Business</td>
<td>Local businesses and business institutions such as local chamber of commerce</td>
<td>Up to 5 local businesses (approx)</td>
</tr>
<tr>
<td>Institutions</td>
<td>Schools, faith groups, WI’s, Scout / youth groups etc</td>
<td>5-10 schools, 5 other institutions</td>
</tr>
<tr>
<td>Cultural institutions</td>
<td>Libraries, art galleries, museums, key cultural events like fairs or religious festivals</td>
<td>Up to 5 institutions</td>
</tr>
<tr>
<td>Council teams and comms</td>
<td>Councils owns teams and staff</td>
<td>Assess with council whether internal campaign of interest</td>
</tr>
</tbody>
</table>
DETAIL

PHASE B - OUTREACH
**Activity i) - Initial outreach**

Once the target list is identified in Setup, we (or if appropriate the council) will contact and engage all the target partners, offering an initial call, meeting or workshop, and take time to build a positive connection with individuals representing that organisation and will champion the campaign. Then through follow up engagement meetings, check ins, relationship building, and strategy planning. In our experience this is vital to get right, as having a motivated champion in each partner organisation is vital to successful engagement, and maintaining momentum. In particular engaging leaders from excluded groups, communities of colour, are a vital focus, and is a process that can take time.
## PHASE B - Take the Jump Program Activities

<table>
<thead>
<tr>
<th>Group type</th>
<th>Audience specific engagement strategies and activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communities</strong></td>
<td>For existing and aligned groups like local environmental groups or initiatives, have a meeting and present take the jump. Spend time with all partners, onboarding, training, planning, starting activity, asking time to building trust, empowering to connect with their community. Collaborate with local env orgs and LA to compliment existing campaigns and events</td>
</tr>
<tr>
<td><strong>Business</strong></td>
<td>Initial engagement with business leaders/representatives, presentations on how businesses can Take the Jump, seeking to gain support to run a campaign with the company. Bespoke plan developed with each with option to look at staff, operations and influence as per TTJ business support package.</td>
</tr>
<tr>
<td><strong>Institutions</strong></td>
<td>Meet with and present to intuition leaders (such as teachers) to explain TTJ, and develop a collab plan. For instance with schools.</td>
</tr>
<tr>
<td><strong>Cultural institutions</strong></td>
<td>Engage with organisation staff, present TTJ cultural offerings (immersive theatre, performances, art work, talks etc) and develop collab plan with each for the year. Options include</td>
</tr>
<tr>
<td><strong>Council teams and comms</strong></td>
<td>If of interest, host internal workshops, inviting staff and/or councilors to form Take the Jump buddy groups, and offer options for formal council policy support. Identify</td>
</tr>
</tbody>
</table>
PHASE B - Take the Jump Program Activities

INSPIRE LOCAL POPULATIONS ABOUT THE SIX SHIFTS AND ACTIVATE AS MANY AS POSSIBLE TO ACT AND TAKE THE JUMP

Activity iii - Activation
Once initial outreach and engagement is achieved and we have established a local champion within partner organisations (such as teachers/headteachers, business staff members, church leaders etc), we will undertake wider activation and initiation across the organisation. The exact format will be case dependent but usually is through our team offering talks, workshops and training with groups. For instance giving talks to school classes or groups of teachers, or running a lunchtime workshop with the staff of a business. The aim is to generate a base of engaged people to start Taking the Jump.
**Activity iii - Kickstarter campaign**

In partnership with the council we will undertake an initial campaign to publicise the start of the local Take the Jump program. Connecting with and sharing about it in local press, leading social media groups and accounts, and at local events if any are suitable.

We also strongly rely on existing Take the Jump ambassadors, groups and projects in the area to help with this, sharing on their own platforms, speaking at events, engaging their contacts and organisations to promote the program.

Support from council communication channels would greatly benefit this effort.
PHASE B - Take the Jump Program Activities

INSPIRE LOCAL POPULATIONS ABOUT THE SIX SHIFTS AND ACTIVATE AS MANY AS POSSIBLE TO ACT AND TAKE THE JUMP

Activity iv) - Welcome event

A physical event (publicized in Kickstarter campaign) inviting all local people to come and find out about Take the Jump, have questions answered, and get inspired. Take the Jump staff will attend and host workshops, give talks, and connect with local people. Likely in month 3 of the campaign.

This will ideally be hosted and support by the council, with a venue identified and provided, and support in publicity and engagement.
PHASE B - Take the Jump Program Activities

INSPIRE LOCAL POPULATIONS ABOUT THE SIX SHIFTS AND ACTIVATE AS MANY AS POSSIBLE TO ACT AND TAKE THE JUMP

Activity v) - Internal engagement work at council

Depending on council appetite, undertake an internal campaign working to engage staff, align messaging and drive influence. Hosting lunchtime talks, and setting up an internal Take the Jump group with open invite.

OPTION A: Invite your staff to “Take the Jump”

OPTION B: Support the transition as a Local Authority

A. **Operations**: Adjust your internal operations to be as in line with the Shifts as possible. For examples offer green pension options, free uniform repairs or minimise flying for work trips

B. **Activities & services**: Is your activity in line with the future? For instance, leadership and target setting, planning, implementation through policy and programs, or measurement,

C. **Influence**: Can you drive change around you? For instance communication campaigns, sharing your own commitment and activity by letting the world know about the great work your organisation and its staff are going to take the JUMP, or convening partners around enabling the 6 shifts.
As noted elsewhere these costs cover only the very core activity of take the jump team activity, and a minor amount of fixed cost items to support in delivering specific elements. All capital and events costs are not covered in this budget.
DETAIL
PHASE C -
ACTIVATION

TAKE THE JUMP
for Local Authorities
Activity i) - Support those Taking the Jump

We will offer a range of types of support to everyone locally taking part to make the experience as positive and joyous as possible, help overcome challenges, and have regular one-on-one check ins and ongoing personal support to ambassadors and champions to keep momentum and inspiration.

Practical daily life support with step by step guidance for each shift, tips, testimonials, talks, and discussion forums. ‘Inner’ or psychological support for the transition to a 'less stuff more joy' mindset.

HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT
PHASE C - Take the Jump Program Activities

HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT

Activity ii) - Support local groups to host events

Events are a great way to build energy, have fun, find new ways to communicate, and engage beyond the usual suspects.

We will support all participating groups and organisations to host local events focused around the six shifts, such as repair shops, clothes swaps, carpools, plant based cook-ins, fairs, and more (see next page for examples).

Also general events covering all the shifts, or elements of the Take the Jump journey, such as workshops, surgeries, fairs, game nights and screenings.

This support will include planning, promotion, delivery, resources (posters, flyers etc), formats, example workshops and games etc. We have an Events Toolkit that is always publicly accessible.
PHASE C - Local events around the six shifts

- Repair Cafes
- Library of Things (UK)
- Join Right to Repair movement
- Share your declutter stories online so people can be inspired by them!

- A ‘make and mend’ workshop
- Organise a clothes swap
- Take the Jump Dress Retro box ‘performance’

- Take the train abroad and chat to people along the way
- Own a campervan? Why not lend or hire it out to help others holiday without flying
- Eco-volunteering holiday

- Join a Community Supported Agriculture (CSA) scheme
- Plant based cook-ins Cook a plant based meal or pudding and share it with friends, colleagues, family, others who might not be used to plant based food
- Foraging groups
- Host a screening event

- Carpool informally or join blablacar
- A walking bus to get the kids - or even adults!
- Try out a multi person bike
- Go on a critical mass bike ride
- Bike co-ops Some police forces donate stolen bikes to community bike projects.
- Join GoodGym and get fit whilst helping out the community around you

- Home retrofit support groups
- Tree planting or ecosystem restoration
- Staff Make My Money Matter group to encourage shift to green pensions
PHASE C - Take the Jump Program Activities

HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT

Activity iii) - Capacity building

Providing the upskilling and support for those leading on outreach locally. Whether local community leaders teachers, ambassadors etc.

Training for all participants with regular calls, training (on communication, social media, connecting with new audiences and setting up and running local groups), how to use our various toolkits, strategy planning with all participants in engaged organisations.
PHASE C - Take the Jump Program Activities

HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT

Activity iv) - Connective spaces

A vital part of a vibrant movement is spaces people taking part can meet to find out more, share ideas, plan events and deepen activity. This is where new ideas and initiatives can germinate and grow.

We will make sure there are regular online and physical spaces where the range of participants can meet. This will include:

- A monthly physical meeting (support from council will be welcome)
- Spaces on our online hub
- Spaces on our website
- Local WhatsApp groups (these have been shown to be the most effective way of people keeping in touch on a daily basis)
Activity v) - Link into (inter)national movement

There is a wide range of inspiring and innovative activity happening across 20+ groups in the UK and more internationally that can be drawn on. We will connect local activity to this through TTJ’s global online community space, The HUB, as well as regular TTJ hosted online events. We will also publicise and amplify local activity to inspire the wider movement, growing impact globally.
Phase C - Budget and resources

As noted elsewhere these costs cover only the very core activity of take the jump team activity, and a minor amount of fixed cost items to support in delivering specific elements. All capital and events costs are not covered in this budget.

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<th>Focus groups</th>
<th>Front facing engagement</th>
<th>Notes</th>
<th>FTE</th>
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<tr>
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<td>Institutions - faith, schools</td>
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<td>Cultural institutions - key events, art galleries etc</td>
<td>Presence at key existing events</td>
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<th>Focus groups</th>
<th>Operations</th>
<th>Notes</th>
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<td>Events</td>
<td>Periodic internal events inviting all participants to be connected</td>
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<tr>
<td>Socials</td>
<td>Maintain social media profiles, capture content from activities, promote what’s going on, to help grow uptake</td>
<td>5</td>
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<td>Training</td>
<td>Ambassador training, group training, socials training</td>
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<td>Digital infrastructure</td>
<td>Get on HUB, share any digital support for internal infrastructure, collect data on activities</td>
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<td>Printing and assets for local groups</td>
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<table>
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DETAIL

PHASE D - SHIFT
Phase D Take the Jump Program Activities

SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, REACHING FAR BEYOND THE USUAL SUSPECTS, ALLOWING A LOCAL SHIFT

Activity 1) - Tell the inspiring local story
At the start of this phase there will already be extensive resident and community Take the Jump activity underway across your local area. This is the ‘gold dust’ for communicating and engaging others, because its local stories told by local people. At this point we will start are more comprehensive local campaign to reach out and tell this story, partnering with local press, council communications, and using our own social media, and that of local organisations who are participating. Encouraging people to create and share tidal wave of their own stories online, supported by TTJ's own social media campaigns, changing narratives online.

The aims being to

- Further engagement - highlight the events, personal stories, successes, difficult parts of the transitions people are making. All to encourage more people to take part, to come and engage with those who're already involved.
- Cultural shift - Even for those who don't take part, encountering these stories, finding out about the six shifts and knowing others locally are trying them and having a joyous and positive experience, will lead to people becoming more open to making changes themselves, even if they don't engage directly with the campaign or formally sign up to Take the Jump.
Phase D Take the Jump Program Activities

SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, REACHING FAR BEYOND THE USUAL SUSPECTS, ALLOWING A LOCAL SHIFT

Activity ii) - Expand locally lead outreach
Supporting participating local groups, ambassadors, leaders, and organisations to undertake their own outreach and grow their support and uptake.

This includes a range of measures, such as ambassador training, community group toolkit which explains how to reach beyond the usual suspect, support with more externally focused events such as talks and workshops, and communicating tools.

This is all about using local energy, creativity and connections to reach into new parts of the community.
Activity iii) - Deliver cultural moments

Through partnership with local cultural institutions and events, undertake a small number of key larger events aimed at reaching as wide a local audiences, such as a new exhibition at a local gallery, an immersive performance at a local theatre, participate at local fairs or festivals with stalls, performances and talks.

These events will use Take the Jump's tried and tested approach (already delivered at community fairs, Glastonbury Festival, Bestival, Shambala Festival) which is joyous, engaging, based on listening not pointing fingers. For instance our ‘Consumers Anonymous’ immersive theatre show.

The success of this effort will depend on positive engagement of such institutions and strong support from the council in establishing partnerships, gathering local resources, and publicising events. Budget covers core costs. Big extras like a huge event or campaign, would be fundraised locally and separately, in response to opportunities. TTJ staff will take a role in helping organise and deliver these, as resources permit.
Phase D Take the Jump Program Activities

Activity iv] - Resource provision for self-sustaining momentum

This is one of the most important parts of the whole program in terms of longevity and long term impact. To achieve the sort of self-sustaining momentum needed to reach scale, and ensure action continues for a decade towards delivering the full 27% reduction in environmental impact, it is vital that there are resources in place to support activity after the 18 month program comes to a close.

Take the Jump will work with the council and local leaders and organisations to undertake fundraising. Through ensuring local champions are fully trained, have long term strategies, and can continue to activate new participants.

SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, REACHING FAR BEYOND THE USUAL SUSPECTS, ALLOWING A LOCAL SHIFT
# Phase D - Budget and resources

As noted elsewhere these costs cover only the very core activity of take the jump team activity, and a minor amount of fixed cost items to support in delivering specific elements. All capital and events costs are not covered in this budget.

<table>
<thead>
<tr>
<th>Focus groups</th>
<th>Focus groups</th>
<th>Notes</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front facing engagement</td>
<td>Communities</td>
<td>Support to share their stuff, reach out to others, and be part of cultural events</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>Support to share their stuff, reach out to others, and be part of cultural events</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Institutions - faith, schools</td>
<td>Support to share their stuff, reach out to others, and be part of cultural events</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Cultural institutions - key events, art galleries etc</td>
<td>Codevelop events or much bigger role at existing ones, with input from local TTJ movement</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Council teams and comms</td>
<td>Support to share their stuff, reach out to others, and be part of cultural events</td>
<td>2</td>
</tr>
<tr>
<td>Operations</td>
<td>Events</td>
<td>Continue to support local movement with their own outreach events. Workshops, talks, immersive theatre at local events.</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Socials</td>
<td>Tell the story of local TTJ activity more widely in the community. Encouraging people to share own stories online, supported by TTJ’s own social media campaigns</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Training</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Total FTE</td>
<td></td>
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<td>34</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fixed cost item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel costs</td>
<td>£1,000</td>
</tr>
<tr>
<td>Event costs</td>
<td>£3,000</td>
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<tr>
<td>Local fundraising</td>
<td>£1,000</td>
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<tr>
<td>Total extra costs</td>
<td>£5,000</td>
</tr>
<tr>
<td>Total cost</td>
<td>£11,800</td>
</tr>
</tbody>
</table>
PHASE E - LONG TERM: Ensuring momentum is self-sustaining

Aim
Our goal is to finish the 18 months with all the core program targets having been met, and a vibrant and self-sustaining movement in your area. This means there are sufficient local leaders continuing with outreach, established lively groups, and organisations with ongoing efforts around the six shifts. Also, as mentioned above, that there are the resources in place to allow these groups to continue acting.

Designed for scale
This is why our program focusses on bottom up community led action, identifying and supporting leaders and ambassadors, providing capacity building, and focusing on making this a joyous and positive experience.

After support
Take the Jump as movement will stay connected with all the activities in the area, sharing and promoting on social media, and all participants will still be very much able to engage with those across the movement, access all our expanding resources, and collaborate with us.
A range of options which can all be tailored

Below is a summary of the resources for each of the phases, as well as for just the first two phases, or the whole program. These are included as indicative numbers, and a formal written proposal can be prepared to meet your needs after consultation. For instance if your council is focusing on a particular community, or a specific communications campaign to address, please do get in touch and we can develop a support package.

<table>
<thead>
<tr>
<th>Scale of Support</th>
<th>Phase B</th>
<th>Phase C</th>
<th>Phase D</th>
<th>Phase B+C</th>
<th>Whole program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total days</td>
<td>31</td>
<td>66</td>
<td>34</td>
<td>97</td>
<td>131</td>
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<tr>
<td>Total staff cost</td>
<td>£6,200</td>
<td>£13,200</td>
<td>£6,800</td>
<td>£19,400</td>
<td>£26,200</td>
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<tr>
<td>Total fixed costs</td>
<td>£1,500</td>
<td>£5,500</td>
<td>£5,000</td>
<td>£7,000</td>
<td>£12,000</td>
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<tr>
<td>Full fee</td>
<td>£7,700</td>
<td>£18,700</td>
<td>£11,800</td>
<td>£26,400</td>
<td>£38,200</td>
</tr>
</tbody>
</table>

Note: Phase A (set up) and E (post project) are zero cost, and so not included in this budget, however are assumed in whatever form of partnership is undertaken.

An enabling budget

This is a low number for the scale of activity and impact aimed at. This because costs focus just on our enabling activities. Full cost of a successful program is much higher than this, and aim is to activate local partners and organisations to undertake their own involvement. For instance one local event can have costs higher than this whole budget, but the aim is to engage local organisations, events, creatives and actors to do this as part of existing local budgets and programs.
If you'd like to know more about how we can support your local authority, get in touch at: team@takethejump.org