

SHEILA MCKECHNIE FOUNDATION

POWERING CAMPAIGN PEOPLE



CAMPAIGNER AWARDS 2017

Foreword

We have enjoyed more interest in the SMK Campaigner Awards this year than ever before. Is this a sign of increasing public interest in campaigning and activism? More awareness in the sector that campaigning is its own discipline that needs recognition? Or perhaps people looking for examples of positive change and reasons to be cheerful? I don't know – but I am delighted.



Chief Executive

SMK

As campaigners know, campaigning is more an art than a science. There is no fixed model. No curricula. No rules. No guarantees. Campaigning is about reading power. Understanding where change might come from. Building relationships. Framing issues. Honing messages. Raising awareness. Mobilising supporters. Bringing pressure to bear. All of this in an increasingly complex, networked society in which assumptions that held even a year ago no longer hold.

The people and organisations we are celebrating this year are all outstanding campaigners who show us how positive change can be made – in myriad ways – and often against considerable odds. Most of all, they have done this with passion, principle, creativity, humour and sheer bloody determination and resolve.

It is a wonderful thing to be able to celebrate these achievements – often secured by people working voluntarily – and to say thank you for helping make our communities and society safer, fairer, kinder and more tolerant.

My heartfelt congratulations to you all.

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.

We are in the business of helping people and organisations effect positive and lasting social change – whether in their local community or right across the globe.

We teach and support all these campaigners, from those who are just starting out to experienced campaigners in large organisations.

We bring the campaign community together to share new ideas, knowledge and resources, helping people and organisations campaign more effectively and efficiently, build confidence, nurture talent and accelerate impact.

And we work to champion and celebrate campaigning, demonstrating its' value and acknowledging success.

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.





Economic Justice Award

This award recognises a local group or person that has brought about lasting positive change relating to economic justice e.g. wage levels, tackling exploitation and discrimination in the workplace, and improving workers' rights and benefits.



Since 2013, Lisa Nathan has been the project lead for ShareAction's campaign to increase the uptake of Living Wage accreditation among companies in the FTSE100 through a programme of investor engagement.

When Lisa became project lead, only six companies in the FTSE100 were accredited Living Wage employers. This number now stands at 30, with another 20 fully applying the Living Wage standard. As a result of Lisa's work, at least 12,000 workers now earn the Living Wage.

Sarah Corbett and the Craftivist Collective joined forces with ShareAction to call on Marks and Spencer's to pay the Living Wage.

Sarah coordinated a series of 'stitch-ins' at branches of Marks & Spencer across the UK to engage the public and media in a gentle and positive way as well as coordinate craftivists who are loyal M&S customers. They handstitched bespoke positive messages & hopeful imagery onto M&S handkerchiefs that directly connected to each board member and its largest shareholders. They encouraged them to not 'blow it' but use their power to lead the way in the retail sector.

In May 2016 the company announced its plan to increase staff pay to £8.50 per hour in UK stores and £9.65 per hour in Greater London from April 2017.

Runner up

Heather KennedyFair Funerals

The Fair Funerals campaign seeks to end the underlying causes of funeral poverty (when a person is unable to afford to pay for a loved one's funeral without slipping into unmanageable debt). Heather's campaigning and leadership has ensured that over 35% of the entire funeral industry has signed up to the Fair Funerals pledge, and put this issue firmly on the Government's agenda.

Runner up

Danielle TipladyBursary or Bust & Scrap the Cap

Danielle Tiplady is a nurse who founded two campaigns to protect the bursary funding available for nursing and midwifery students and to challenge the growing real-terms pay cuts faced by nurses, midwives, healthcare assistants and associated healthcare professionals. Danielle has not only mobilised thousands of nurses onto the streets, she has also garnered the support of unions, other campaigns and Parliamentary ministers, including the leader of the opposition.

Sponsored by: the right ethos

Health Award

A good society is defined by the way in which it cares for its most vulnerable members and seeks to enhance the quality of life for everyone. This award is for campaigners who work to promote public health and improve the way in which people are cared for.



The Maisie Campaign has called for better mental health services for children and young people in East Yorkshire. The campaign grew from Sally's struggles to get the right care for her daughter, Maisie, who has autism and post-traumatic stress disorder. Following the closure of the mental health inpatient unit for children in Hull in 2013, Maisie was one of the many children from East Yorkshire referred to units across the country, hundreds of miles away from home. Maisie's condition deteriorated while she was placed in inappropriate units and aged just 13 years old, Maisie ran away from a unit in Sheffield, in an attempt to get back home to Hull.

After this, Sally took the brave decision to speak out about the detrimental effect that being so far away from home had on her daughter. Sally was supported by the Hull Daily Mail's 'Kids in Crisis' campaign, interviewed by the Guardian newspaper and made several radio and TV appearances. An online petition attracted 18,000 signatures. Events included a flash mob where shoppers sang the Beatles' 'Help!' and 'Legging it to Manchester' where supporters covered the distance of 101 miles from Hull to the unit where Maisie was referred, by treadmill and exercise bike.

The campaign achieved success with the introduction of a much needed 24/7 crisis service in January 2016, plus the announcement by NHS England that a new inpatient service will be commissioned to start this year. Sally has also helped launch a new charity, 'Aim Higher', a parent-led organisation promoting the social inclusion of children and young adults with autism or mental health conditions.

Runner up

Katy StylesMotor Neurone Disease Association

Katy is a full time carer for her husband Mark, who is living with MND, and is a tireless advocate for people and their families living with the disease. She has been particularly successful in highlighting the financial support disabled people and their carers need, and played a significant role in getting the Government to remove Carer's Allowance from the benefits cap and to exempt people with terminal conditions like MND from unnecessary re-assessments for Employment and Support Allowance (ESA).

Runner up

James McNaught Cancer on Board

The Cancer on Board campaign raises public awareness and consideration of cancer and hidden disabilities, so that people who need assistance are offered a seat on public transport without having to ask. After launching his campaign on Twitter, TfL then got in touch with James to find out about his experience and campaign, before launching a trial of their 'Please offer me a seat' badges. With James as a spokesperson, the trial was successful, and is planned to be rolled out permanently in 2017.



Transport Award

This award celebrates individuals campaigning on transport issues. It focuses on campaign issues such as improving coverage and access at a local level, tackling pollution and ensuring transport needs are met with minimal environmental impact.



In 2007, Melksham in Wiltshire, a town with a population of 25,000 and rapidly growing, had an inadequate train service of two per day, calling at times that did not sync well enough to serve regular passengers. Graham Ellis set up a campaign to "Save the Train" with an objective of specifying, gaining and retaining an appropriate service. His campaign attracted the attention of several Wiltshire MPs, and funding was secured for an increased, trial service. This trial proved to be so successful, the increased service has now become a permanent part of the franchise.

With nine well used trains each way per day, traffic-wise, the line has become the fastest growing line in England. Passenger journey numbers have risen from around 3,000 to 60,000 per annum (to March 2016), and journeys on the train to, from, or through Melksham, have risen from 18,000 per annum to more than a quarter of a million in 2016. People have been able to take jobs where they had none; they can travel to education facilities that were previously unreachable, and move to housing they can afford. People who cannot drive for medical or financial reasons are now much more mobile by not having to rely on lifts or taxis.

"Save the Train" has moved from a protest group to a partnership with the "TransWilts Community Rail Partnership", where Graham is now the Community Rail Officer. Graham has now turned his attention to resolving similar issues with integrated transport in Wiltshire: trains and buses connecting, as well as the TransWilts where new trains are already full and standing, with longer and more frequent trains now generally acknowledged to be needed.

Runner up

Summer Dean and Emily YatesSouthern Justice - Association of British Commuters

Southern Justice has mobilised and spoken for commuters throughout the Southern rail dispute. They have held imaginative protests in London and on the south coast, crowdfunded a legal challenge to the Government; stood up for passengers' right to compensation, and through excellent research pursued equality for older and disabled Southern passengers and their right to assistance.

Runner up

Kate Fielden & Kate Freeman Save Stonehenge

This campaign is trying to prevent damage to the Stonehenge World Heritage Site (WHS), particularly from the Government proposals to expand the A303. The campaign has raised awareness locally and nationally as to the impact that a new A303 would have. They have engaged people on social media and continuously updated the website to keep people informed and more recently to allow them to respond to Highways England's consultation.

Sponsored by:

Foundation for Integrated Transport

Environmental Justice Award

This award recognises people and groups campaigning on issues such as climate change, renewable energy, carbon reduction, recycling, energy efficiency, and much more, either locally or globally.



Shocked at the amount of plastic cotton buds she was finding during beach cleans along the River Avon in Bristol and on beaches in Cornwall, City to Sea founder Natalie Fee set up and ran the 'Switch the Stick' campaign in 2016. Its aim was to stop marine plastic pollution from cotton bud stems - 60% of all sewage related beach litter (MCS, 2015) and the number one item of sewage-related plastic debris on our beaches.

Natalie launched the campaign in September 2016 having secured £15K of funding from three water companies. She soon secured 6,000 signatures and 80,000 views of her campaign film. After being approached by 38 Degrees, over 155,000 people signed the petition and over 100K viewed her second campaign film. By December 2016 all UK supermarkets had agreed to 'Switch the Stick' to paper.

This move by retailers will prevent at least 180 tonnes of single-use plastic being produced each year. Switch the Stick was mentioned in The Guardian, The Times and The Independent and featured on BBC News stations.

Runner up

Dom FerrisSAS Beach Cleans

Dom Ferris works for Surfers Against Sewage and in seven years has grown the SAS Beach Clean campaign from 8 beaches and 200 volunteers to 1000 beach cleans and 20,000 volunteers. Dom uses creative means such as "weirdist item" and "retro rubbish" to engage young people and attract media coverage. Because of the coverage, SAS was asked to host an 'Oceans Plastic Awareness Day' for HRH the Prince of Wales and the Duchess of Cornwall.

Sponsored by:



Runner up

Philip KingstonGrandparents for a Safe Earth

Phillip started his organisation to mobilise grandparents and elders to take direct action to raise awareness of the risks of global warming and climate change. Philip's insight is that older people have the experience and knowledge to know why it is important to proect the Earth for future generations, and that there is less risk associated with arrest as they are no longer working. Now 81, Phillip and his colleagues stage peaceful protests using creative means, and have been arrested!

Social Justice Award

This award is for campaigners who are fighting to tackle disadvantage in inequality and working to break down social barriers and maximise the opportunities open to all members of society.



Safe Passage Team - a Citizens UK initiative

Safe Passage

The Safe Passage team use operational delivery, strategic litigation and political advocacy, as well as visible citizen support, to provide safe and crucially, legal, routes for unaccompanied children and vulnerable adults to come to the UK.

In September 2015, a small team of leaders and organisers from Citizens UK visited Calais. When they asked why people were there, many said that they had family in Britain. This was particularly true of unaccompanied minors. The Dublin III Treaty should have made it possible for these children to be united with members of their nuclear family, legally, in Britain, but it had never been used in this way. The Safe Passage team used legal knowledge, political pressure and citizen support to change this and create safe passage from France, as well as establishing the Alf Dubs Fund to help support the work.

So far, around 200 unaccompanied refugee children arriving from France have been given sanctuary in the UK under the Dubs amendment, and in total 1050 refugee children have arrived safely and legally in the UK through the routes Safe Passage have opened. Each one of those children would previously have been at significant risk of being trafficked or other exploitation, or facing injury or death as they sought an illegal route to the UK.

Runner up

Sam Grant

Mobilising the UK Jewish Community on Human Rights Issues - Rene Cassin

As Rene Cassin's campaigns manager, Sam has given the Jewish community a more robust voice on human rights issues in the UK, particularly on the issue of indefinite immigration detention. Sam has taken Rabbis into detention centres and led the communities' calls and lobbying on the campaign for a time limit. Last April he organised 80 faith leaders to attend Parliament during the passing of the Immigration Bill to push for Detention Reform.

Runner up

Reclaim Built By

Built By aimed to tackle the 'uncomfortable' debate around the ever-prevalent class system in the UK. Through a month of action including billboards in Manchester City Centre, meetings with decision-makers and engagement with the community, the young people leading Built By empowered working class communities to take pride in their class, and see its strengths not its barriers.

Sponsored by: Shelter

Gender Equality Award

This award recognises people and groups campaigning, either locally or regionally, to ensure that access to rights or opportunities is unaffected by gender.



Robyn Boosey, Rachel Nye and Rebecca Bunce

IC Change

Robyn, Rachel and Rebecca set up IC Change in 2014. It is a campaign to get the Government to ratify the Istanbul Convention on preventing violence against women and domestic violence - the most comprehensive framework for ending violence against women ever created. The UK Government signed the Convention nearly 5 years ago but progress has stalled and they've yet to ratify, which means women are being denied the protection they've been promised.

Over two years, alongside day jobs, these three women built a powerful network of women's organisations, an active and committed volunteer supporter network and worked with parliamentarians to bring forward a Private Members Bill on ratifying the Convention, and get it through its second reading.

The Bill was brought forward by Eilidh Whiteford MP, and to get it through, 100 MPs needed to attend the PMB 2nd reading. Volunteers and campaigners were asked to contact their MP through twitter, by email, post or phone, using their Paper Dolls template or at constituency meetings. At the same time other volunteers and supporters were creating amazing graphics, delivering giant Istanbul Convention birthday cards to Ministers, getting stories into the press and even getting the support of Emma Watson. On the day 137 MPs showed up to support, which meant a vote could be called. The Government announced that it would support the Bill, which commits it to a timetable for ratification and annual reporting on ending violence against women. The Bill passed it's Third Reading on Friday 24th February 2017 and will now move to the House of Lords.

Runner up

Tamsin FitzgeraldThe Bench, 2Faced Dance Company

The BENCH was launched to tackle gender inequality within the UK dance sector and ensure female makers receive the same opportunities as male makers of work. To achieve this, venues are asked to sign up to The Bench manifesto which commits them to tracking the numbers of women and men who work for them, are commissioned and who are programmed. 10 venues are now signed up. The Bench also hosts events and helps fund female makers.

Runner up

Talat Yaqoob Women 50:50

Talat began this campaign in Scotland shortly after the independence referendum, calling on all parties to commit to gender equality and field candidate lists that are gender equal (the 50:50 of the title). Her work resulted in the Scottish Labour Party, Scottish Green Party and the SNP (Scottish National Party) fielding candidate lists that were 50:50 in the 2016 Scottish Parliamentary Election.



People & Place: Local Campaigner Award

This award recognises a resident or local group that has brought about lasting positive change within their community.



Janice Beggs was born and raised in the Lower Oldpark community in North Belfast. She has worked consistently for over 30 years to improve her community, campaigning for better and more social housing provision, safe civic spaces, greater resident security, increased policing at volatile and dangerous interfaces as well as partnerships with neighbouring communities.

Since 2009, she has served as the Manager of the Lower Oldpark Community Association (LOCA). Janice worked successfully as a Youth Coordinator at the Carnegie Oldpark Library. When the library was finally abandoned by the public sector, Janice held a candle of light for community ownership of this superb architectural heritage asset.

Two years ago Janice decided to go to the public auction of the derelict building, having £1,000 in her purse (her life savings). That wasn't enough, but she persuaded the eventual buyer to partner with LOCA, to restore the building to its original state and to licence its future use for community benefit. After a decade of hard work and despite the difficulties, Janice sees her vision coming true. Today, she is co-chair of the Carnegie Oldpark project's political panel, patrons' panel and restoration panel, working hard to see the completion of her dream. Janice Beggs is not only a campaigner, but also an inveterate coalition-builder, cultivating and nourishing relationships for positive results.

Runner up

Jill Huish

Save Oxfordshire's Children Centres

In 2015 Oxfordshire County Council threatened the closure of 44 children's centres. The SOCC campaign, led by Jill, has sought to protect these services by raising awareness, attending meetings and bringing a successful high court challenge. The campaign attracted huge support -including from the then Prime Minister's mother - and eventually succeeded in reducing the cuts from £8 million to £2 million, protecting some centres from closure, securing new transitional arrangements by a new grant round, and setting up a new charity which Jill will be leading.

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Housing and Homelessness Award

This award provides an opportunity to attract and recognise some of the numerous grassroots campaigns within the housing and homelessness field.



Generation Rent gives a voice to the growing private renter population and campaigns for policies to give renters more secure, affordable and decent housing.

In the past year, Generation Rent was one of the major organisations that campaigned for a ban on letting fees, which the Government announced in November 2016. This will help renters move home more easily, giving them greater power in a rental market where too often the odds are stacked against them. They have also pushed the Government into improving policies on regulating landlords, encouraging longer tenancies and building affordable housing. They are also pushing the Mayor of London to pursue initiatives to improve renting in London.

Generation Rent has not only run petitions and 'write to your MP' campaigns on the issues they campaign on. They also brought together volunteers to research letting agent fees around the country, producing the most comprehensive database on the subject, which helped to make the case to ban them. They also ran a social media campaign in the run up to the London Mayoral election inviting renters to #ventyourrent, raising awareness of housing issues before the vote.

Runner up

Catherine Harrington

Housing: It's In Our Hands, National Community Land Trust Network

Catherine's leadership has significantly raised the political and public profile of Community Land Trusts (CLTs) helping secure £60 million funding, as announced by the Chancellor in the Spring Budget 2016 and £25 million capital grant funding for CLTs in the 2011-2015 Affordable Homes Programme. On the ground this campaigning has contributed to a quintupling of CLTs from 36 incorporated CLTs in 2010 to 170 today.

Runner up

Dave Palmer

The Wales Co-operative Centre

Through his enthusiasm for the housing co-op model, Dave has helped build support and momentum in the housing sector and in Government. There are now three Co-op housing schemes in Wales, Cardiff, Newport and Carmarthen all supported by Welsh Government and local Housing Associations, Cadwyn and Pobl Group. Dave has also been successful in encouraging other housing professionals in Wales to look at the co-op housing models, including housing association staff and as a result of his work there are 10 emerging schemes.



People's Choice Award Nominees

The People's Choice Award, which is funded and voted for by the public, recognises the efforts of an outstanding campaigner who has brought about lasting, positive change at a local, national or international level.



Johann Malawana

Junior Doctors Contract Campaign (oneprofession)

Johann Malawana was the Chair of the Junior Doctors Committee of the British Medical Association (BMA) from September 2015 to July 2016. As Chair, Johann led the high profile campaign against the Government's new contract for junior doctors. Johann was one of the main public faces for the campaign frequently appearing in print and broadcast media and led negotiations with the Government and NHS employers. He worked tirelessly to encourage thousands of people (not just doctors) to support the campaign. The result was over 120,000 people signing a parliamentary petition and a YouGov poll in November 2015 that showed that the majority of the public backed the junior doctor's campaign. The negotiations on the contract are still on-going.



Roger Casale

#RightToStay

Roger Casale founded New Europeans in 2013 to represent the rights of EU citizens and encourage them to engage more in European politics. In 2016 the organisation launched a new campaign following the vote for the UK to leave the European Union. The campaign aims to secure the post Brexit rights of the 3.3m EU citizens currently resident in the UK. Roger has led the campaign focusing on mobilising individuals and direct lobbying of politicians. A key part of the mobilisation campaign has been changing the narrative of how EU citizens are viewed, moving towards them being seen as active citizens, rather than 'victims'. The campaign has gained cross party support and led to the setting up of a new All Party Parliamentary Group on Freedom of Movement.



Emily Stott and Sophie Barber

Childfare

Emily and Sophie started the Childfare campaign in August 2016 out of frustration that various attractions and travel companies were charging young people between the ages of 16-18 years old, full adult prices for services and attractions. This is despite young people between those ages not being legally classed as adults. In support of the campaign, Emily and Sophie have appeared in various media outlets, including the BBC, Sunday Times and Radio 4, and have directly lobbied a range of MPs and company bosses. Successes to date include a new "Childfare Hero Status", to recognise companies that do not charge 16-18 year olds full adult prices and the BBC have changed the price of their Media City tour after Emily and Sophie's appearance on Radio 4.



Alex Flynn

Unite the Union, Sports Direct campaign

In early 2016, Unite launched a campaign to expose poor employment practices at Sports Direct and put pressure on the company to change. Led by Alex, the campaign included a partnership with media outlets including the Guardian and the BBC, which ran undercover stories that gave voice to employees at Sports Direct. It engaged directly with workers making them aware of their employment rights and encouraging them to organise. It also targeted Sports Direct shareholders and engaged with key politicians from all parties. The campaign led to commitments for changes from Sports Direct senior management team, including a commitment to staff representation on their board and over £1million in back pay to Sports Direct staff who were not paid the minimum wage.

Long Term Achievement Award

This award recognises someone who has achieved a great deal through their campaigning for a number of years. They act as a 'beacon' for campaigners across the UK and join SMK's 'hall of fame', inspiring anyone who wants to stand up and take action and make a difference on issues that matter to them.



Born and raised in Liverpool, Margaret Aspinall is the chairman of the Hillsborough Family Support Group, which has campaigned tirelessly for justice since the Hillsborough Disaster in 1989.

Margaret's 18-year-old son James was one of the 96 football fans who lost their lives in the tragedy, and she has spent 28 years seeking the truth about what happened at the Sheffield stadium.

As one of the support group's founding members, Margaret sat on the committee for several years, before taking on the role of Vice-Chair and finally Chairman in 2009.

She has travelled across the UK and Ireland raising awareness and understanding of the on-going campaign, and sharing her experience with other families fighting their own causes.

Her determination and drive has inspired many and in 2015 she was awarded a CBE in the New Years' Honours List for her tireless campaigning on behalf of the families, additionally, Margaret has been the recipient of many other awards.

Speaking about her awards Margaret said: "I feel humbled to receive these awards, but it's not just about me, or even the group, but the people of the city who have supported us all throughout the years. Where we are today is a complete U-turn on 20 years ago and the families have a lot to be proud of. We now, at long last, have the correct verdicts. It has been a long, long road, but it feels as though we're still climbing a mountain and have still not quite yet reached the peak."



Sponsors and Funders

Thanks to all our funders











Foundation for Integrated Transport



the right ethos

Judges

Jon Quinn, Head of Campaigns, Shelter

Kierra Box.

Campaigns Officer, Friends of the Earth

Laura Lines.

Grant Manager, Esmee Fairbairn Foundation

Simon Norton,

Foundation for Integrated Transport

Marcia Walker, Campaigns Consultant

Katie Begg,

Assistant Director of Engagement, Anthony Nolan

Jenny Ross, Campaigns Consultant

Tom Kearny, SMK 2016 Transport Award winner

Irenie Ekkeshis,

SMK 2015 Health Award winner

Amy Dalrymple,

Director, Joseph Rowntree Reform Trust LTD

Tom Say, Senior Campaigns Officer, Crisis

Presenters

Delyth Morgan,

Baroness Morgan of Drefelin (SMK Patron)

Jonathan Dearth, Director, The Right Ethos

Assistant Director of Engagement, Anthony Nolan

Simon Norton,

Foundation for Integrated Transport

Eugenie Harvey,

Director, Frederick Mulder Foundation

Anne Baxendale.

Head of Policy, Research and Public Affairs, Shelter

Jo Harrison, Feminist Activist

John Sauven, Executive Director, Greenpeace UK

Tom Say, Senior Campaigns Officer, Crisis

Peter Tatchell, Human Rights Campaigner

Fiona Weir,

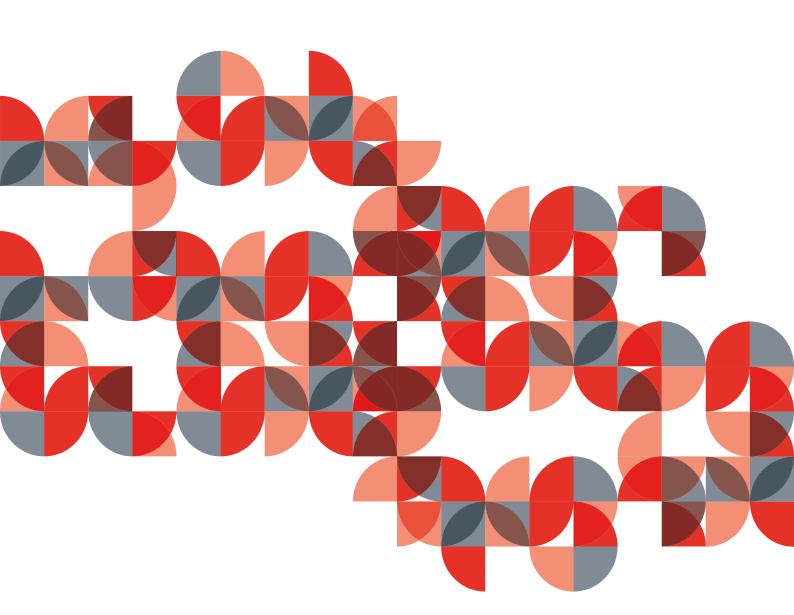
Chief Executive, Joseph Rowntree Reform Trust

Thanks

Thanks to all of those who have donated towards our People's Choice Award, including:

David Gold | Lucy Musgrave | Marcia Walker | Louise Hanson | Dr David William Golding, CBE | Sue Millman | Rhea Stevens | Jonathan Ellis | Liz Murray | Nigel Saxby-Soffe |





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