

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Invitation for Expressions of Interest: Communications Agency

Please treat the information in this document as confidential.

Julie's Bicycle is looking for a Communications Agency or equivalent experienced communications company / freelancer to work with us, initially for 12 months, from September 2023. This is a fee-based contract. Our budget is £20-£30k.

Julie's Bicycle is a pioneering not-for-profit, mobilising the arts and culture to take action on the climate, nature and justice crisis.

[Julie's Bicycle](#) (JB) has pioneered this work for 16 years and we are internationally recognised as a leader whose breadth of work in culture and climate is unparalleled. As the crisis accelerates, we now need an experienced and values-driven communications agency to join us on our journey.

Over the next 12 months we want to create a step-change in our communications to be at the heart of driving forward our mission and supporting our business model. We need to raise the profile of JB so that it 'speaks to' the change we have helped catalyse and build the relationships that will enable us to make change in the future.

Our audiences are multiple and include: delivery partners; funders; cultural and environmental policy makers; arts organisations and the wider creative industries. We work in the UK and internationally.

We have identified our communications priorities as:

- **Clarity:** more simply expressing what we do and why we do it; the range of our work
- **Impact:** more clearly communicating the difference we make
- **Positioning:** articulating JB's role as a thought leader

Context

According to current trajectories, global average temperatures are predicted to rise by 3 degrees, well beyond the 1.5 degree limit widely understood to represent a tolerable boundary. Climate is just one of several boundaries that have been exceeded, biodiversity is rapidly becoming a focus for even more critical concern. The inequity and injustices that have created these crises live on, even though solutions to the climate crisis are solutions to other systemic failures such as inequality, health and well-being, waste and toxicity. Consensus for state-driven multilateral action is bogged down politically and economically, and progress is much too slow.

Building the consensus for rapid action needs shifts in attitudes, narratives and how we live our lives. Culture and the arts have an exponential capacity to catalyse many of these changes, but to influence others, the sector must itself transform. This foundational insight has motivated Julie's Bicycle since we were founded in 2007. It is not enough to create content; integrity lies in taking action.

Julie's Bicycle has pioneered much of the thinking and resourcing of the creative climate movement, mobilising thousands of artists and organisations nationally and internationally, creating the resources and knowledge to enable change, and advocating tirelessly at every level. The arts and cultural sector, especially in the UK, is galvanised, responding with creativity and commitment to the crisis. Julie's Bicycle remains uniquely placed within this context. Our work, and the expertise of our staff at the nexus of culture and climate has never been more in demand, or more needed.

Our values

The Climate Crisis is a Cultural Crisis - We believe that to build the consensus for rapid action on climate change, a shift in cultural attitudes, narratives and practices is needed.

The Power of Culture - Arts and culture play a powerful role in our lives and can inspire audiences, shift hearts and minds and create new ways of living and working.

Science, data and expertise - We are guided by a deep respect for science, data and expertise. Robust information and research underpins our work.

Justice and fairness - The climate and nature crisis has its roots in harmful systems and unfairly impacts those who have contributed least to its causes. In response to this, JB champions climate justice across the cultural community and aims to weave it through everything we do.

It takes everyone - The collective strength of the cultural community is a unified movement of action. Encompassing many perspectives and voices, working towards a shared purpose, our community stretches the boundaries of what's possible.

- We prefer collaboration to competition
- We prefer to give away what we can, though like to be acknowledged
- We learn from every partnership

- We understand that everyone at JB, and our wider networks and friends, are our greatest communications assets
- We want to be honest about the climate crisis and also bring care, hope and agency to ourselves and our communities.

Our strategic aims

We have five internal strategic aims for the next three years:

- **To pioneer new creative sector responses to the climate, nature, and justice crisis**
JB has consistently pioneered sector-wide ‘firsts’: we want to restate and communicate our role in breaking new ground and attract new change-makers to work with us.
- **To influence policy-makers to connect cultural policy to environmental policy and model what this achieves in practice.** We will continue to prioritise this work, because of its potential for high impact and scaled sector shifts; engaging at an international, national and local level.
- **To enable the sector to scale its response to the climate, nature and justice crisis using proven methodologies.** We will deliver high quality key programmes with longitudinal impact such as our Arts Council England Partnership and communicate their transformative impact over time; scale our reach through digital solutions and scope a new approach within the EU.
- **To build an international network of skilled creative climate leaders who are equipped to make change in their communities.** We will grow our unique Creative Climate Leadership work, build its infrastructure and further ground it in deep partnership working.
- **To consistently evidence the impact of our work, communicate it widely in support of our mission, and learn from others in the field.** We will clearly demonstrate and communicate the impact of our work, to drive further action and underpin our fundraising strategy.

Core areas of work

Our key programmes are:

- [Creative Climate Leadership](#)
- [Creative Climate Justice](#)
- [Policy work including work within COP Programmes](#)
- Sector collaborations and partnerships through our [Music Programme](#) and [Creative Green programme](#)
- [Long-term partnership with Arts Council England](#)

Until now, our communications have tended to focus on individual programmes: we are now seeking to tell a more impactful story i.e why we do our work as well as what we do.

Further Information for Communications Agencies

The agency, company or individual selected will work with our small in-house communications and marketing team and a dedicated, passionate wider staff body of 22 people.

Our communications objectives

- To raise the profile of the organisation in order to attract investment and new strategic partnerships
- To match our profile with our track record and cement JB as thought leaders in our field
- To provide greater clarity to the public and to stakeholders about what we do i.e. developing how best to articulate both the breadth and the specificity of our work.

We are looking for a communications agency that will

- Support on further developing our communications strategy
- Help us prioritise, and achieve, key pieces of high-impact media coverage in cultural and environmental press and broadcast media
- Help us refine our key messages, and support on development of messaging for specific moments e.g. COP 28
- Help us develop our internal culture at JB to think about communications opportunities as a natural part of planning and implementation of any project and to raise our team's confidence in communicating with the media.

Key criteria for an agency partner

- Can give strategic advice on our communications strategy
- Practical support on refining our key messages for target audiences
- Expertise in media strategy planning; can make key media introductions and help secure a realistic level of high impact coverage in nationally recognised media outlets
- Expertise and leads in either environmental media or cultural media, ideally both.
- Understanding of social justice issues
- UK expertise and ideally, international connections
- Ideally based in UK (or similar time zone)
- Values-driven and mission aligns with our own: understands the climate, nature and justice crisis and seeks to make a difference.

What will success look like once the agency is in place?

- Co-development of a communications strategy with our in-house team and senior leadership
- Co-development of a media strategy with our in-house team focused on nationally recognised media and potentially some international media coverage.

- Coverage placed in outlets that support fundraising and attracting strategic partnerships
- Our Founder and co-Director, Alison Tickell, better positioned as a leading voice for climate and culture
- JB's wider climate/ culture expertise is positioned and referenced more consistently
- A strong partnership with good working relationship and rapport, JB feels comfortable working collaboratively and approaching for advice
- To enable our in-house comms team to cover day to day, and confidently rely on external support in areas where we need support to achieve our goals.

Timeline and contract information

- Fee: £20,000 - £30,000 p.a. (Plus VAT)
- Deadline for Expressions of Interest: 6pm, Friday 18th August
- Interviews: 5 September TBC
- Contract start: Mid September
- Payments will be staged, including a break clause for both sides. However commitment is for 12 months
- If the relationship is successful we will seek to extend the contract

We acknowledge that our budget may feel limited in relation to our ambition. We are open to exploring different ways of working together. Julie's Bicycle also has a wide reach in the cultural and environmental sector: we welcome pro-bono elements in the proposal in exchange for visibility on our website and in our sector mail-outs (a highly engaged audience with an open rate of approx 45% and click rate ranging from 5% - 7.5%).

Submission criteria

Please submit an expression of interest outlining the following:

- **Statement of why you / your organisation would be the right choice for this contract.**
- **Examples of relevant work and credentials**
- **Indicative information on your approach to delivery (*)**
- **Proposed breakdown of fee - indication of day rates / charges. This can include different options. (*)**
- **CVs for key personnel who would work on the contract if successful**
- **Any other information which you deem to be relevant**

(*) we anticipate developing the final scope of work in collaboration with the selected organisation.

- Submit an expression of interest by 6pm on 18 August via email to recruitment@juliesbicycle.com
- If you have any specific questions please contact sheena@juliesbicycle.com
- Successful agencies / freelancers will be invited for an interview

More about Julie's Bicycle

Media Coverage

JB's website press area features some of the more significant recent coverage

<https://juliesbicycle.com/about-us/press-awards/>

Some of Julie's Bicycle's 'Firsts'

- First carbon footprint methodology for music, widely adopted (First Step: Uk Music Industry, University of Oxford & JB, 2007)
- First inclusion of culture in UK city climate policy (London Climate Action Plan, Greater London Authority 2007 - 2010)
- First inclusion of environment in arts national funding policy in the world (Arts Council England, 2012)
- First mapping of international and national cultural policy to climate (Julie's Bicycle and International Federation of Culture Agencies, 2014)
- First cross creative industry international letter to leaders to COP 21 in Paris (2015)
- First international carbon footprint of visual arts (The Art of Zero, 2020)
- First representation of culture in UNFCCC COP Cover Decisions (Climate Heritage Network incl. JB, 2022)
- First creative climate justice resources (2019)
- Unique and unsurpassed collection of freely available research, and resources for culture & climate action (2007 -)

Our Director: [Alison Tickell](#)

Julie's Bicycle Communications and Marketing Team: We have a small in-house team including Communications Manager, Marketing Manager, Marketing and Communications Coordinator and Social Media Manager (1.5 days per week).