



# TAKE THE JUMP



**MAKING  
REAL CHANGE  
POSSIBLE**

**A JOYOUS  
PEOPLE-LED  
MOVEMENT**



**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

3

**TAKE  
THE JUMP**

for Local Authorities

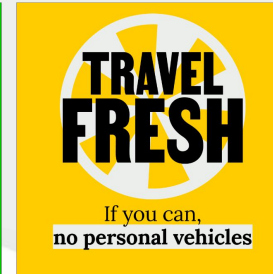
# A JOYOUS MOVEMENT OF CITIZENS TAKING ACTION ON CLIMATE CHANGE

**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.



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



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

**TAKE THE JUMP**

A registered UK charity  
(Reg: 1196196)  
takethejump.org

# WE CAN HELP COUNCILS ENGAGE RESIDENTS TO MEET ECO TARGETS

1

**“Residents are an important part of meeting eco targets but councils sometimes find acting on this tricky...”**

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

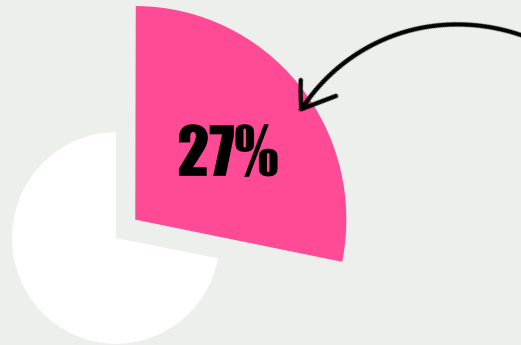
However, when it comes to shifting residents and communities, and engaging beyond the usual suspects, councils often report this is both politically and practically challenging.



2

**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>



3

**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.



**TAKE  
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JUMP**

# A PARTNERSHIP TO ACTIVATE CITIZENS IN YOUR AREA

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

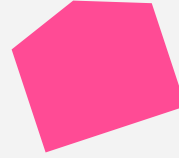
- **Vibrant, visible and joyous local activity** of people taking the jump and experimenting with six shifts
- **Beyond the unusual suspects and excluded groups** - We focus on those with most responsibility, yet work hard to engage excluded groups, and make this a movement for all.
- **Targets:** 10% 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:

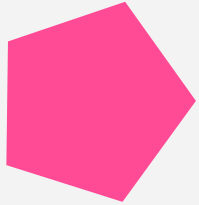


**A LONG TERM VISION** - Set up to be self sustaining after project end to deliver a decade of change (most likely with option 3)



## **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.



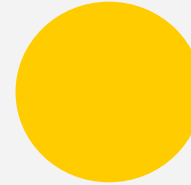
## **COMMUNITY LED** -

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



## **BOOTS ON THE GROUND** -

We will dedicate team resources to planning, engagement, building relationships and supporting participants.



## **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.

# EXISTING MOMENTUM

8

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# 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**

Through [national press](#), [radio](#), [magazines](#), [TV](#), [podcasts](#), [books](#) & [social media](#).

**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, surgeries, Take the Jump board game, festivals, plant-based 'cook-ins'. All using our [toolkits](#). Many more communities have shown an interest than we have the resources to support!

**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, Thanet, Waverly, Surrey, Waltham Forest and Stroud councils.

**DRIVING CULTURAL  
SHIFTS**

We have events, talks and performances at [Glastonbury festival](#), Shambala, Festival 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 ([The Climate book](#)) chapter five.

**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

11

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for Local Authorities

# WHAT WE DO

Without the changes prioritised by Take the Jump, stopping ecological breakdown is impossible. Our approach to drive this transformational change is in three elements...

# TAKE THE JUMP

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%.



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.

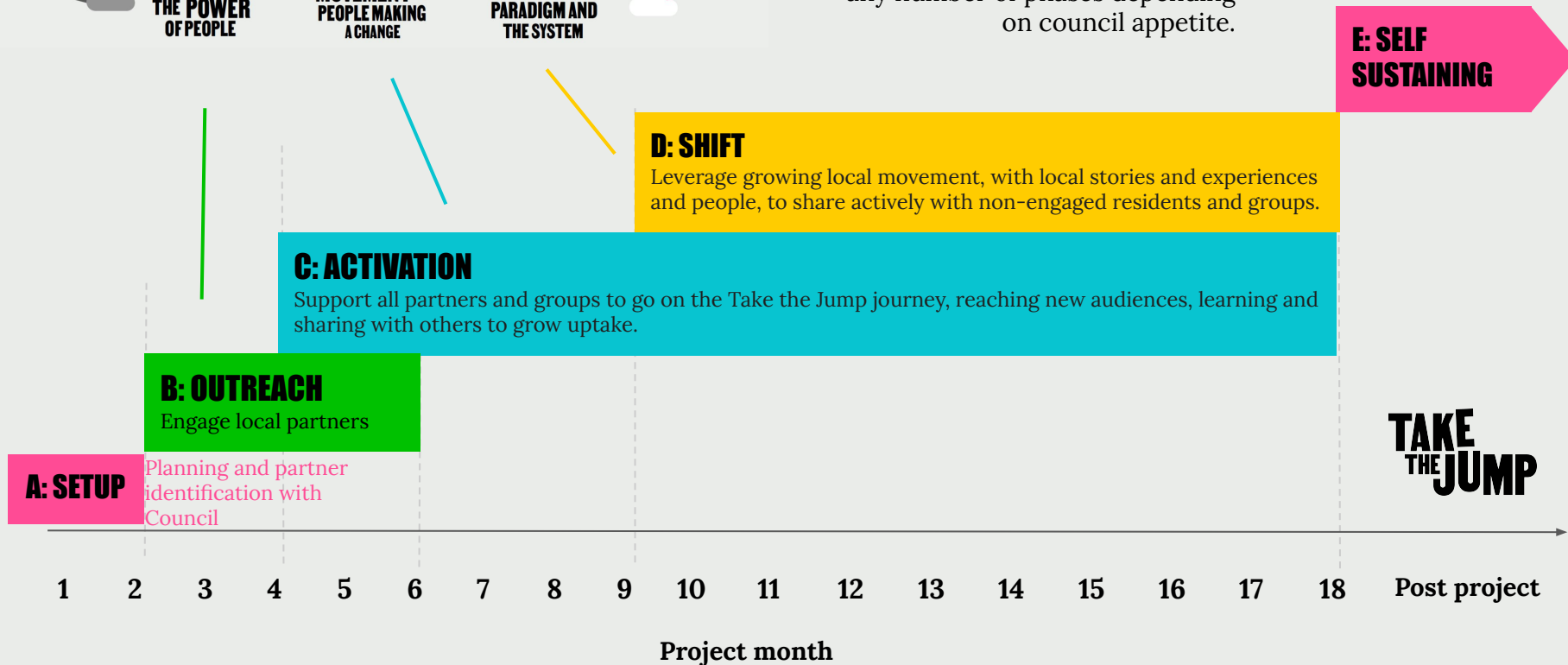
Offering the [tools](#) and the support to help those 'Taking the Jump' to keep going and have fun. Forming mass movement of active, connected, joyful people, communities and organisations. Nurturing and inspiring each other, transforming lives and places.

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.



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.

# TIMELINE



# AIMS

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



We can work with councils to deliver one, two or all three of these phases.

## Reach beyond the 13% 'usual suspects'

to reframe 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.

## 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 I to the future, discovering new things making a local version of the future harnessing local creativity

# TARGETS

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.

TAKE  
THE JUMP



**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

A summary of the activities we can undertake in your area

TAKE  
THE JUMP



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

**0-6 months**

**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

17

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# 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

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

# DETAIL

# PHASE B - OUTREACH

19

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# 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 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



<b>Group type</b>	<b>Audience specific engagement strategies and activities</b>
<b>Communities</b>	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, aking time to building trust, empowering to connect with their community. Collaborate with local env orgs and LA to compliment existing campaigns and events
<b>Business</b>	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 <i>staff, operations</i> and <i>influence</i> as per TTJ business support package.
<b>Institutions</b>	Meet with and present to intuition leaders (such as teachers) to explain TTJ, and develop a collab plan. For instance with schools.
<b>Cultural institutions</b>	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
<b>Council teams and comms</b>	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

# 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.



# 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) - 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 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.



# PHASE B - 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.

		1 - Activation (Month 2-6)	
		Spend time with all partners, onboarding, training, planning, starting activity	
Focus groups	Focus groups	Notes	FTE
Front facing engagement	Communities	Build relationships with leaders, attend community group events, offer training, guidance on activity.	10
	Business	Talks and workshops to explain, short planning engagement, identify champion	4
	Institutions - faith, schools	Talks and workshops to explain, short planning engagement, identify champion	10
	Cultural institutions - key events, art galleries etc	Identify 1-3 key cultural events in the year and reserve participation	2
	Council teams and comms	Talks and workshops to explain, short planning engagement, identify champion. Comms team strategy collab	2
Operations	Events	Attend 2-3 local events if suitable, to help raise profile. Optional	0
	Socials	Set up local	0
	Training	Ambassador training, group training, socials training	3
	Digital infrastructure		0
Total FTE			31
Total staff cost			£6,600

Fixed cost items	Cost
Travel costs	£1000
Event costs	£500
Total fixed costs	£1,500

<b>Total cost</b>	<b>£8,100</b>
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# DETAIL PHASE C - ACTIVATION

27

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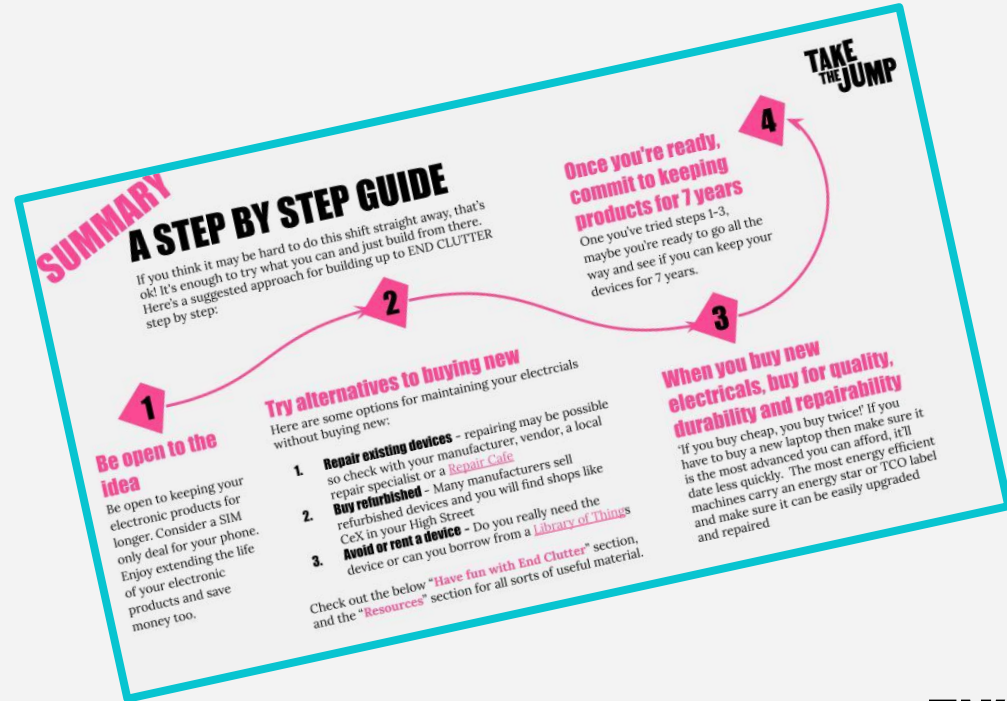
# PHASE C - Take the Jump Program Activities

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

### Activity 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 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.



# 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!



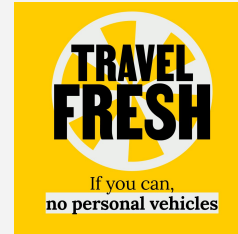
- A 'make and mend' workshop
- Organise a clothes swap
- Take the Jump Dress Retro box 'performance'



- 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

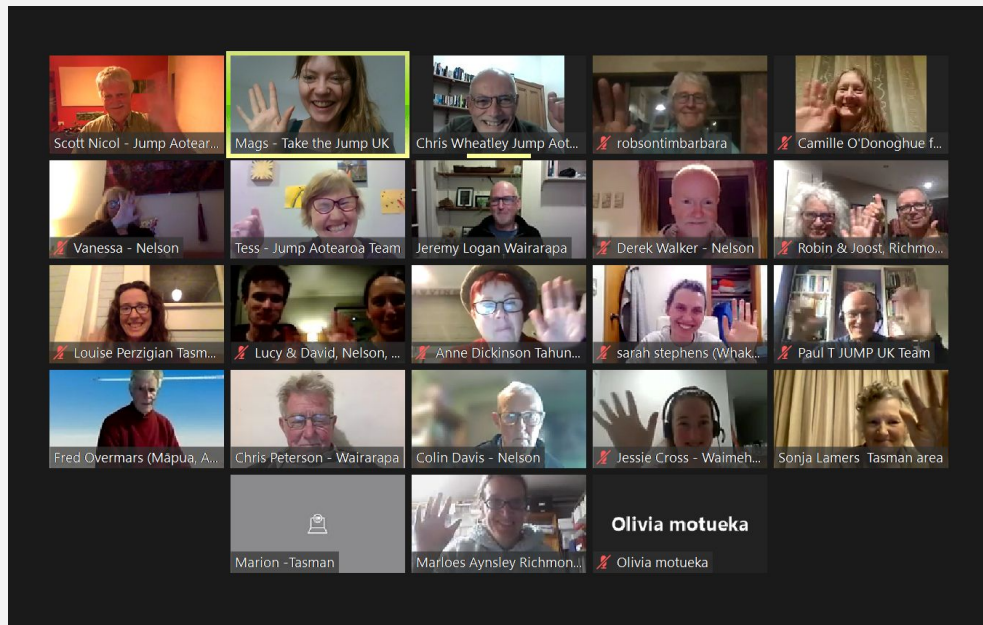
# PHASE C - Take the Jump Program Activities

## 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)





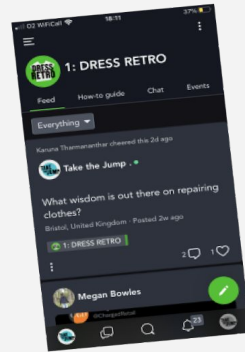
# PHASE C - Take the Jump Program Activities

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

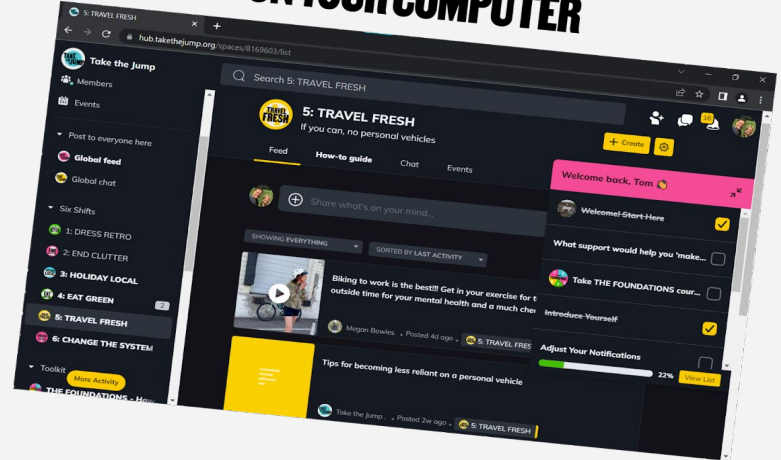
## Activity v) - Link into (inter)national movement

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 TTT's global online community space, [The HUB](#), as well as regular TTT hosted online events. We will also publicise and amplify local activity to inspire the wider movement, growing impact globally.

ON YOUR PHONE



ON YOUR COMPUTER



# 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.

		Activity (Months 3-18)	
		Support all partners and groups to go on the Take the Jump journey, reaching new audiences, learning, sharing	
Focus groups	Focus groups	Notes	FTE
Front facing engagement	Communities	Monthly check ins and support, ongoing training, linked into hub, support local small scale events	20
	Business	Monthly check ins and support, ongoing training, linked into hub, support local small scale events	8
	Institutions - faith, schools	Monthly check ins and support, ongoing training, linked into hub, support local small scale events	15
	Cultural institutions - key events, art galleries etc	Presence at key existing events	3
	Council teams and comms	Monthly check ins and support, ongoing training, linked into hub, support local small scale events	3
Operations	Events	Periodic internal events inviting all participants to be connected	5
	Socials	Maintain social media profiles, capture content from activities, promote what's going on, to help grow uptake	5
	Training	Ambassador training, group training, socials training	5
	Digital infrastructure	Get on HUB, share any digital support for internal infrastructure, collect data on activities	2
Total FTE			66
Total cost			£13,200

Fixed cost item	
Travel costs	£1,000
Event costs	£1,000
Local fundraising	£1,000
Printing and assets for local groups	£2,500
Total extra costs	£5,500

Total cost	£18,700
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# DETAIL

# PHASE D - SHIFT

35

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# Phase D Take the Jump Program Activities

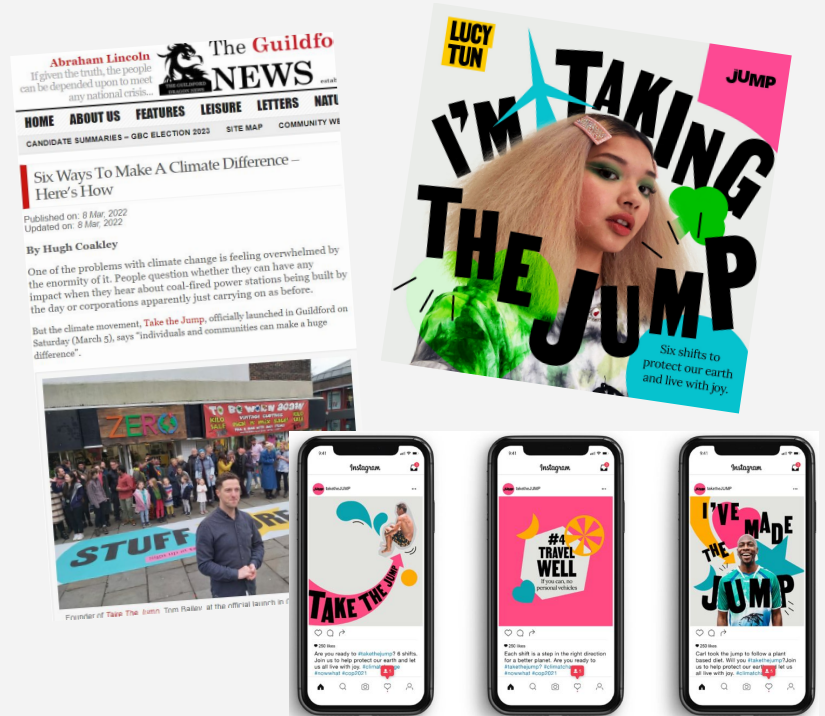
**SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, REACHING FAR BEYOND THE USUAL SUSPECTS, ALLOWING A LOCAL SHIFT**

## Activity i) - 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 TTT'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, event 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.



# 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 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 galley, 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.



Take the Jump Dress Retro booth at Glastonbury Festival 2023

# 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 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.



# 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.

		Cultural shift (Months 9-18)	
		Leverage growing local movement, with local stories and experiences and people, to share actively with non-engaged residents	
Focus groups	Focus groups	Notes	FTE
Front facing engagement	Communities	Support to share their stuff, reach out to others, and be part of cultural events	5
	Business	Support to share their stuff, reach out to others, and be part of cultural events	2
	Institutions - faith, schools	Support to share their stuff, reach out to others, and be part of cultural events	5
	Cultural institutions - key events, art galleries etc	Codevelop events or much bigger role at existing ones, with input from local TTJ movement	10
	Council teams and comms	Support to share their stuff, reach out to others, and be part of cultural events	2
Operations	Events	Continue to support local movement with their own outreach events. Workshops, talks, immersive theatre at local events.	5
	Socials	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	5
	Training		0
		<b>Total FTE</b>	<b>34</b>
		<b>Total cost</b>	<b>£6,800</b>

Fixed cost item	
Travel costs	£1,000
Event costs	£3,000
Local fundraising	£1,000
Total extra costs	£5,000

<b>Total cost</b>	<b>£11,800</b>
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# DETAIL

# PHASE E - POST PROJECT

41

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# 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 focuses 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.

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# BUDGET SUMMARY

43

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# SCALE OF SUPPORT

## 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.

	Phase B	Phase C	Phase D	Phase B+C	Whole program
Total days	31	66	34	97	131
Total staff cost	£6,200	£13,200	£6,800	£19,400	£26,200
Total fixed costs	£1,500	£5,500	£5,000	£7,000	£12,000
Full fee	£7,700	£18,700	£11,800	£26,400	£38,200

**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.



"Climate change really gets me down. When I found Take the Jump I realised I can actually DO something useful. I feel so much better now"  
**SCOTT, 'JUMPER' AND AMBASSADOR, NEW ZEALAND.**



"From personal experience of 'Taking the Jump' it's been surprisingly positive... it simply feels good... Perhaps it will be the true at the level of society too".  
**KATE RAWORTH, AUTHOR OF DOUGHNUT ECONOMICS, IN GRETA THUNBERG'S THE CLIMATE BOOK.**

"What take the Jump does is it shows us how we can contribute, shows we can be part of the solution, a really valuable focus".  
**PROFESSOR JOHN BARRETT, UNIVERSITY OF LEEDS.**

**JOIN THE PARTY:**  
 @takethejumpnow



If you'd like to know more about how we can support your local authority, get in touch at:  
**team@takethejump.org**

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"TTJ is absolutely perfect for our school and I'm so happy this amazing scheme has been created. It's exactly what we need in our communities and I can see it really catching on"  
**LOUISE, JUMPER, HOVE, UK.**

