

STRONGER

VOICES

PROSPECTIVE PARTICIPANT PACK

October 2026 - April 2027

STRONGER
VOICES



Hello!

Thinking of applying to the Stronger Voices programme? This pack contains all the information you will need to help you apply, including an overview of the programme and the key dates you need to know.

Communications training for equality organisations can be transformative and pivotal for driving the change you want to see in the world. We know that communications training is hard to come by, especially for equality organisations with tight budgets and stretched capacity. Stronger Voices is a groundbreaking programme for small and medium organisations, because it's designed for and by

equality organisations - plus it's completely free.

Funded by City Bridge Foundation, we have trained over 100 equality organisations over the past eight years to strengthen their strategic communications and secure media coverage. We are proud to be back for our ninth year to work with organisations like yours to increase your knowledge, confidence and ability in communications to amplify the voices of the communities you serve.



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Taking time away from distractions to focus on comms with such supportive expertise has been invaluable... It's been a supportive and empowering experience.

Victoria Kent, Ability Bow

What is the Stronger Voices Programme?

Stronger Voices is a transformative, six-month strategic communications training programme specifically designed for London-based third-sector organisations whose primary focus is on equalities issues. This programme aims to empower you, the experts in your field, with the skills, knowledge and confidence to harness your communications to drive meaningful social change.

What is the aim of the programme?

The programme aims to provide you with the communications skills and strategies to raise the profile of your work and organisation, campaign for change and pitch and secure media coverage based on narratives that better reflect the root causes of inequality. We also create greater connections and collaboration between the organisations on the programme, leading to a stronger voice for the wider equality sector and a peer network of support.

Who is it for?

This programme is for people who work for an equalities organisation that are responsible for the day to day communications that may need upskilling, support or direction in their communications.

The programme will help you build a foundational understanding of strategic communications, tailored to your organisation. After the programme, you will have a well rounded understanding of communications and key skills that you can apply to your role such as: framing key messages for your audiences, getting your story into the media, and developing a clear comms strategy.

We understand that your time is precious and resources are limited, which is why this intensive six-month course is completely free. We require one lead contact who attends the entire programme, however, the programme is designed to be flexible, allowing different individuals from your organisation to attend different sessions along with you.

Time commitment

The programme will require a time commitment of up to 12 hours per month. The number of hours you commit will fluctuate across the programme based on what activity is taking place but will not exceed 12 hours per month.

This monthly commitment will be spread across attending workshops, networking sessions and allocated time outside of sessions spent preparing pitches and challenge briefs.

Most of the programme activity is delivered in the mornings, between 10am – 1pm. The workshops generally last 2.5 hours, with the Media Training workshop being an exception and running for 3 hours.

Masterclasses are optional 2-hour sessions. In person Peer Networking sessions are 2-hour sessions which take place in person and are scheduled in the afternoons.

Can I apply?

To apply to the programme as the lead applicant, you must be responsible for the day-to-day communications at your organisation, even if you have other non-communications-related responsibilities.

To be eligible, your organisation must meet the following essential criteria:

- Is a social justice organisation with an equalities purpose (i.e. supports beneficiaries from one or more of the nine protected characteristics detailed in the Equality Act 2010)
- Is working in one of the 33 London boroughs
- Can provide at least two years of financial records
- Is a small to medium-sized organisation with a turnover of £2 million or less.



We also set a desirable criteria and priority will be given to organisations that meet one or more of this criteria:

- Organisations campaigning for systemic change and/or tackling structural inequality in their work for communities in London
- Organisations that work intersectionally across multiple equality strands.

- Organisations that can demonstrate they are user-led and/or meaningfully centering the voices and lived experience of the communities they support.

If you meet the essential criteria, we encourage you to apply even if you don't meet the desirable criteria. FAQ's about the criteria can be found at the bottom of the [Stronger Voices webpage](#).

How do I apply?

You can apply for the programme via our online application form. The questions will ask you about your organisation, including constitution and financial resilience, as well as questions about your current communications ability and future communications goals. You can save your application along the way.

The deadline to submit your application is Tuesday 15 September 2026 11.59pm.



What are you looking for in the application?

We want to know the impact participating in this programme will have on your organisation and the cause you work for. We use the information provided in the application form to select the 20 participants for this programme. Your application should demonstrate:

- How you meet our essential and desirable criteria
- Your commitment to the programme and availability to attend the dates
- What you hope to gain from improving the communications of your organisation

If you have any further questions on your eligibility, contact Olive, Senior Programme Manager, on olivec@mediatrust.org.

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Strategic communications

- Stratcomms Fundamentals Workshop
- Framing Equalities Workshop
- Framing Surgeries
- Values-Led Communications Workshop
- Digitals Communications Workshop

Media engagement

- Understanding the Media Workshop
- Media Interview Training
- Pitching Training Session

Putting it into practice

- Speed Pitching Event
- Challenge Day with Media Industry Volunteers.

Peer learning and collaboration

- Four Peer Networking Sessions
- Networking opportunities and collaboration within sessions

Application dates and process

Below are key dates for the application process including opportunities to join a Q&A session and decision date. Part of the application process may involve follow-up questions and/or an informal phone or online interview, so note the week these will take place. If successful candidates are unresponsive during the clarification week, we may reallocate your place to another organisation.

Activity	Key Dates	To Note
• Applications Open	• Tues 11 August	• Open for 5 weeks
• Q&A event 1	• Wed 26 August	• Sign up here
• Q&A event 2	• Tues 8 September	• Sign up here
• Applications close	• Tues 15 September	• Deadline is 11:59

Activity	Key Dates	To Note
• Decision email	• Thurs 15 October	• You will receive an email with your application outcome
• Informal interviews and/or follow up questions	• Thurs 8 October – Wed 14 October	• Must be available for a potential call this week
• Confirmation of your place	• 15 October – 19 October	• All candidates must formally confirm their place this week.
• Welcome Breakfast	• Thurs 22 October	• If successful, we kick off with a virtual welcome breakfast at 10AM

Programme Timeline

To get the most out of the programme requires a strong level of commitment and regular attendance.

We understand that one person may not be able to attend 100% of programme, so we do allow for one other staff member to attend sessions in your place or additionally - however, notice must be given.

Before applying, please cross reference the below dates with your availability between October 2026 – April 2027. Feel free to share the timeline below with your team, highlighting the dates for the Challenge Day as the majority of your organisation will be invited to attend.

Most of the programme is delivered on Tuesdays or Thursdays mornings (10am-12.30pm).

Some sessions will be in the afternoon, but the entire programme will occur during work hours. The workshops are split into two sessions and are no longer than 2.5 hours per session. No session is longer than 3 hours (other than the Challenge Days).

Most of the programme is virtual but please note the in-person sessions below.

Month	Activity	Dates	Format
October	• Welcome session • Stratcomms Fundamentals Part 1 & 2	• Late Oct • Late Oct	In person In person
November	• Framing Equalities Part 1 • Framing Equalities Part 2 • Peer Networking 1 Session • Framing Surgeries • Values Led Communications Part 1 • Values Led Communications Part 2	• Early Nov • Mid Nov • Late Nov • Nov TBC • Late Nov • Late Nov	Online Online In person Online Online Online

Month	Activity	Dates	Format
December	• Peer Networking 2 Session • Digital Communications Part 1 • Digital Communications Part 2	Early Dec Early Dec Mid Dec	In person Online Online
January	• Understanding the Media Part 1 • Understanding the Media Part 2 • Peer Networking 3 Session • Media Interview Training	Early Jan Mid Jan Mid Jan Late Jan	Online Online In person In person

Month	Activity	Dates	Format
February	• Pitching to Journalists	Mid Feb	Online
	• Speed Pitching with Journalists	Late Feb	Online
	• Speed Pitching with Journalists	Late Feb	Online
March	• Peer Networking 4 Session	Early March	In person
	• Challenge Days	Mid March	In person

The graduation will be held in April 2027, in person.

Any questions?

Join us for one of the two Q&A sessions if you have any questions about the programme, eligibility, or the application process. Sign up below:

- [Weds 26 Aug, 13:00 - 14:00](#)
- [Tues 8 September: 13:00 - 14:00](#)

For further questions, please contact Olive, the Stronger Voices Senior Programme Manager, at olivec@mediatrust.org.

Best of luck with your application!

