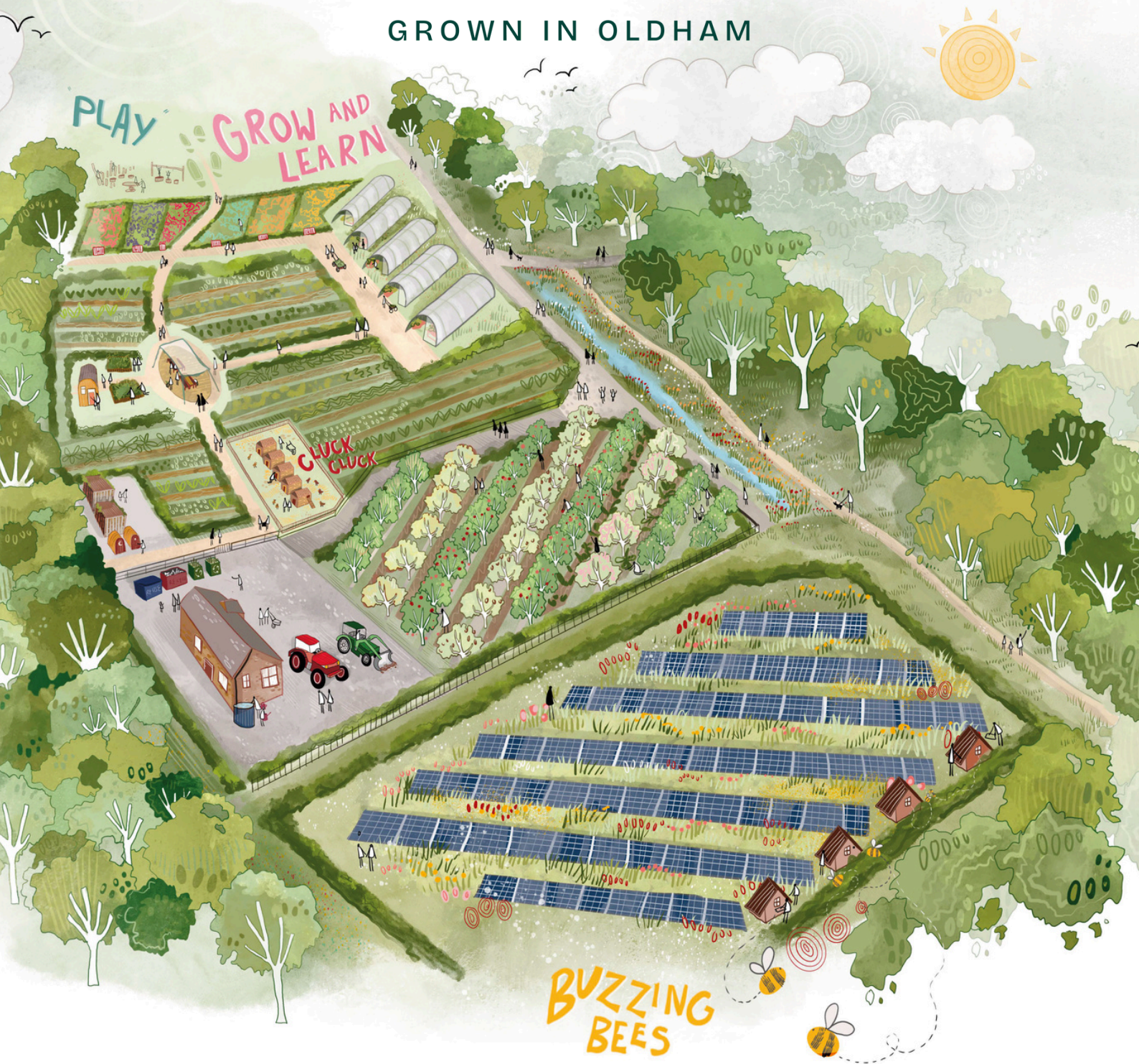


# NORTHERN ROOTS

GROWN IN OLDHAM



CREATING OPPORTUNITIES TO GROW



# NORTHERN ROOTS, OLDHAM



Northern Roots is creating the UK's largest urban farm and eco-park on 160-acres of underused green space in the heart of Oldham, Greater Manchester. The first phase includes a £12million Visitor Centre, Forestry Skills Centre, outdoor amphitheatre and four acres of Urban Farm opening in summer 2026.

The Northern Roots charity is developing a **unique new community asset** and **visitor destination**, already benefitting people, planet and place.

Formerly the site of cotton mills, a coal mine, and the Council tip, by 2030 Northern Roots will be the UK's largest urban farm and eco park.

We're transforming neglected land, connecting communities and creating opportunities for all to grow. It's the **UK's most ambitious project** to bring contaminated urban green space back into use as a community asset.

The people on our doorstep will benefit from learning, leisure, heritage, creativity, nature and growing to improve their health, wellbeing and livelihoods. Landscape, water and wildlife will be revitalised - to flourish once again.

In 2023-24, **over 2,000 local people benefitted from Northern Roots** through skills and work opportunities like volunteering and Alternative Provision (x30); our Community Champions programme (x15); social prescribing through our Natural Health Service (x120); support for local businesses/freelancers (x50); providing low-cost healthy food (x100 households); arts, heritage and nature engagement (x400 schoolchildren/students and x150 on Free School Meals at summer holiday activities), plus 800 visitors to Illuminate festival); and many more casual visitors.



# FREELANCE PR

A freelance PR or PR agency is required to **quickly get to grips with Northern Roots** – our overall ambition through to programme strands – to develop a **Communications Plan** primarily focusing on the launch phase up to and including summer 2026. The successful freelancer or agency will work closely with the team and our Marketing Consultants on shaping the key messaging for this exciting but **complex initiative**.




We are looking for a freelancer or PR agency with the **creative flair, relevant expertise** and **contacts** to **generate media coverage** for our launch phase across national, international and specialist print, radio, television and online media channels. Local and regional media will be handled in-house, in consultation with the freelancer or PR agency.

## Submitting a Proposal

Please submit a **brief costed proposal** outlining how you meet the brief, covering the following areas (maximum 4 x A4 pages):

-  Strategic approach to identifying target media and developing a robust Communications Strategy
-  **Excellent relationships** with relevant media contacts
-  Significant experience of generating targeted media coverage for environmental sustainability, arts, tourism, lifestyle and urban regeneration sectors
-  Previous relevant experience
-  Working within a **tight timescale** with a **small in-house team**

In addition, you should provide...

-  Background on the individual/team who will work on the contract – CV or credentials (maximum 4x A4 pages)
-  Outline of fee structure and allocation of time across the contract
-  Two client referees






# KEY INFORMATION

The twelve-month contract will begin on appointment from September 2025 and conclude in September 2026.

The budget for this work is **£10,000 including expenses**. It is expected that the successful freelancer or agency will be required to visit the site on appointment and to meet the team, and where able/appropriate, **supervise media interviews on site** during the launch phase in summer 2026. All other meetings can take place online.

## Award Criteria

Candidates will be assessed against the following criteria:

-  Understanding of PR for arts, culture, heritage and environmental sector projects
-  Understanding of the North West arts, culture, heritage and tourism landscape  
Strategic approach to communications planning and delivery
-  Experience of generating successful PR campaigns for major new attractions
-  Experience of working with Marketing and other specialist consultants, e.g. Interpretation, Creative Strategist
-  Experience of working with non-specialist communications staff

Deadline for submission of proposal **Sunday 17th August 2025 at 12 midnight**.  
Proposals should be submitted to **info@northern-roots.uk** before the deadline.

Shortlisted candidates will be invited to an interview at Northern Roots, or online during the first week of September (1st to 5th September 2025).



If you would like to discuss this brief prior to submission, please contact Kimo Morrison at [kimomorrison@northern-roots.uk](mailto:kimomorrison@northern-roots.uk) to arrange a chat.

[www.northern-roots.uk](http://www.northern-roots.uk)

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