

**MY LIFE
MY SAY**

MY LIFE MY SAY
jobs@mlms.org.uk

INVITATION TO TENDER: STRATEGY

**IF YOU
DON'T DO
POLITICS,
POLITICS
WILL DO
YOU**

ABOUT MY LIFE MY SAY

My Life My Say (MLMS) is a youth-led, non-partisan charity working to empower underrepresented young people to engage in democracy, influence decision-making, and shape the future they want to see. Through our signature Democracy Cafés, national campaigns, Squad leadership programmes, research initiatives and our flagship NextGen Conference, we create inclusive spaces where young people can build confidence, develop skills, and have their voices heard by those in positions of power and influence.



MLMS is at a pivotal moment in its development. Following a period of rapid growth and national delivery, we are transitioning from reactive expansion to long-term, sustainable impact. We are now developing a new three-year strategy that will guide the organisation through its next phase of growth, resilience, and influence. This includes diversifying our income stream, growing our reach and developing the expertise of our team.

This work is being supported by the Paul Hamlyn Foundation's Youth Strategic Investment Fund, recognising both the urgency and potential of youth-led democratic engagement, and the Berkeley Foundation's Resilience Fund, which is enabling us to strengthen our organisational foundations and long-term sustainability.

Purpose

We are seeking an experienced strategic consultant to support the development and early implementation of our new three-year strategy. This consultancy will play a critical role in helping MLMS:

- Move from short-term delivery cycles to long-term, systems-level impact
- Embed sustainability, resilience, and strong governance across the organisation
- Align our strategy with the learning goals across youth, democracy and other sectors
- Strengthen our organisational resilience and diversifying income streams

The consultant will work closely with MLMS's Co-CEOs, wider staff team, trustees, and young leaders to co-create a strategy that is ambitious, practical, and grounded in lived experience.



Strategic Context

As part of our Youth Strategic Investment Fund support from the Paul Hamlyn Foundation, MLMS is committed to learning how to scale our work sustainably while maintaining our youth-led identity. This includes:

- Embedding young people's voices at all levels, including governance and board-level decision-making
- Strengthening how we capture, analyse and use insight and data to maximise impact
- Sharing learning internally and across a variety of sectors

Alongside this, support from the Berkeley Foundation Resilience Fund is enabling us to invest in governance, operational capacity, and impact reporting. The consultant will be expected to align their work with these priorities, ensuring that strategy development directly contributes to organisational resilience, financial sustainability, and long-term effectiveness.

The appointed Strategic Consultant will also work alongside MLMS's appointed Critical Friend as part of the Youth Strategic Investment Fund support. While the consultant will focus on facilitating strategy development, organisational review and future planning, the Critical Friend will provide external reflection, constructive challenge and leadership support to the Co-CEOs and wider organisation. We see these roles as complementary, helping MLMS balance ambitious growth with thoughtful, values-led decision-making as we navigate our next phase of development.



SCOPE OF WORK



The consultant will be expected to:

- Design and facilitate a structured strategy development process for MLMS' three-year strategy
- Review existing organisational plans, delivery models, governance structures, and impact data
- Support leadership and trustees to clarify vision, priorities, and measurable outcomes
- Develop a clear strategic framework and delivery roadmap, including phased implementation
- Embed learning, reflection, and adaptability into the strategy
- Support early-stage implementation, including internal accountability structures and KPIs
- Ensure the strategy aligns with funder learning objectives and resilience goals
- Embed young peoples' voices throughout the strategy development process



AREAS TO EXPLORE

For MLMS “growth” is not solely defined by organisational size or delivery volume, but by the depth, sustainability and influence of our impact. We’re interested in exploring how we can strengthen youth participation in democracy while building scalable models that remain authentic, youth-led and financially sustainable. We’d like the strategic consultant to support us in reviewing and refining a number of potential growth areas including:

Democracy Café delivery models	Exploring how our existing engagement model can be adapted, refined, and scaled for corporate, government and institutional partners while maintaining meaningful youth participation and insight generation.
Expansion of the Squad network and Squad Ambassador Model	Developing a long-term vision for growing the reach, diversity and engagement of our Squad Member network across the UK. In addition, exploring the creation of a structured Squad Ambassador network for graduates of the Squad Leadership Programme, enabling young people to facilitate Democracy Cafés, lead campaigns, contribute to media opportunities and act as facilitators within their communities.
Technology and digital infrastructure	Assessing the feasibility and strategic value of developing an MLMS digital platform or app to support community-building, opportunities sharing, event engagement, leadership development, and long-term member retention.
Media and talent network development	Exploring the potential for MLMS to develop a youth-led media or talent network that connects young changemakers, political voices, and emerging leaders with media, speaking, campaigning, and engagement opportunities.
Future of our advocacy work	Building a roadmap to expand our award-winning advocacy work, notably, the Give An X voter registration campaign, and utilise the vast array of cross-sector partners who support it.

Alongside these areas, we’re seeking support to identify organisational priorities, operational considerations, risks, and resource implications that will help us determine where MLMS can have the greatest long-term impact.

DESIRED APPROACH



We are looking for a collaborative partner who:

- Has experience working with youth-led or values-driven organisations
- Understands organisational growth, resilience, and systems change
- Is comfortable working across strategy, governance, operations, and culture
- Can balance ambition with realism and vision with delivery
- Values co-creation with staff, trustees, and young people
- Demonstrates expertise across sectors, such as corporate and youth sectors
- Is aware of the external environment MLMS operates in and the funding and growth opportunities this presents.

EXPECTED OUTPUTS



'Expected outputs will include:

- A consultation with stakeholders, young people, youth sector and wider network
- A documented three-year organisational strategy
- A detailed delivery and implementation roadmap
- Clear success measures and learning frameworks
- Recommendations for governance, operational, and impact improvements
- Support with embedding the strategy across the organisation



TIMESCALE AND BUDGET

Timescale

We're aiming to commence the work in July 2026. The consultancy is expected to take place over approximately 6–9 months with the aim to have the strategy signed off by December 2026–March 2027 (flexible). Suggested timeline:

- 29th May 2026: Tender submissions deadline
- 5th June 2026: Shortlisted applicant interviews
- W/C 15th June: Contract approval, onboarding and project planning timeline agreed
- Est. July 2026: Launch and commence consultations

Budget

We invite consultants to propose a budget and scope that reflects the above objectives. This may include all or part of the scope of work required.

We anticipate a total project cost in the region of £20k, however we are open to discussion and welcome proposals that demonstrate value, flexibility, and a strong understanding of MLMS' context.

How to Apply

Please submit:

- A written proposal outlining your approach and relevant experience
- An indicative timeline and budget
- Examples of similar work completed
- Details of who would deliver the work
- *(Optional) A 2-minute video about you, your journey and what you hope to achieve*

We are particularly interested in proposals that demonstrate an understanding of youth-led practice, funder learning partnerships and organisational resilience.

Please send all materials to
jobs@mlms.org.uk by 29th May 2026

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MY LIFE MY SAY IS EMPOWERING THE NEXT GENERATION

Sir Keir Starmer, Prime Minister of the
United Kingdom



