



RECRUITMENT PACK

Black Rootz Champions
Application Pack – August 2024

THE
UBELE 
INITIATIVE





BLACK ROOTZ CHAMPIONS

Position type:	Voluntary (unpaid)
Commitment:	Minimum 2 days per month, 12-month commitment with the possibility to extend
Primary location:	Wolves Lane Centre, Haringey
Reporting to:	Black Rootz Project Board
Application closing date	Monday 23 rd September

An open evening will be held for those interested finding out more about Black Rootz and applying for the Champion role. The event will be on Thursday 12th September, from 6pm, at the Wolves Lane Centre. If you would like to join, please [sign up here](#).

ABOUT BLACK ROOTZ

Black Rootz is a multigenerational growing project providing opportunities for Black and racially minoritised people in the food system and making the food system fairer for our communities. Black Rootz was established in 2019 by a collective of Black growers in Haringey who recognised the need to organise to address the deep inequalities in the growing and food industries. Over the past 5 years, Black Rootz has developed a food growing practice, growing spaces and community centred activities for Black and racially minoritised communities. To fully address the challenges of food and land equality, the Black Rootz approach incorporates intergenerational knowledge transfer, increased access to land, food sovereignty, regenerative environmental practices and reduced food inequality.

Our vision

Black Rootz' vision is food sovereignty for all people of colour in the UK. A future in which Black and racially minoritised people across the country have security over their food supply, access to nourishing and culturally enriching food every day, and where systems of food production at all scales are inclusive and environmentally sustainable.

Our mission

To build food sovereignty for Black and racially minoritised people living in the UK by acting as a centre of excellence for growers of colour.

We do this by...

1. Teaching our community to grow and make informed choices about food for themselves, their families and their communities
2. Supporting growers of colour and the wider food system to be more sustainable, fair and inclusive
3. Maintaining a living archive of food heritage for diaspora communities in the UK



Our activities

Growing food is at the heart of what we do. We grow food across two primary sites - the Wolves Lane Centre (N22 5JD); a 3 acre indoor growing site with centuries of agricultural history, and Pasteur Gardens (N18 1AT); a 7 acre outdoor site for growing at larger scales. Our growing focusses on crops and techniques relevant to people from the global majority. We grow using organic principles and methods that take the environment into consideration.

We run an ongoing Community Growing Programme and deliver workshops to groups looking to develop their growing skills. The Community Growing Programme engages members of our community in growing food to support their wellbeing and their sense of belonging, and to develop the skills to grow food whether for nourishment or to generate an income.

The workshops and masterclasses that we run allow us to reach a wider audience. Sessions engage individuals from a wider geography and demographic compared to our Community Growers, spreading our knowledge, wisdom and enthusiasm for growing further afield. As part of our educational mission, we plan to develop the Black Rootz learning offer further to deliver our own courses in decolonised horticulture.

We support other growers of colour and advocate for representation of our communities within the established horticulture industry. We do this to carve out new paths and opportunities that will serve not only our communities but future generations. Following the involvement of Black Rootz in the Rootz into Food Growing Programme, we have become a focal point for Black and racially minoritised growers seeking mentorship. We continue to provide support to this network of growers. We also advocate for our communities in spaces that growers of colour are traditionally excluded from. In the past year, we have worked with Innovate UK, the London Assembly and the All Party Parliamentary Group for Social Enterprise and Food Systems to support their thinking around working with our communities in food systems.

Our next steps

With the support of The Ubele Initiative, Black Rootz has been managed by a small, passionate group of individuals for the past 5 years. The relationship between Black Rootz and Ubele has made the food system a safer space for our communities, built a strong reputation within horticulture and become a focal point for food growers from Black and racially minoritised communities. We are now looking to establish Black Rootz further and grow a more sustainable future for the project.

Black Rootz Champions will be an important part of our next steps. We recognise the need for greater capacity, new skills and more experience to move forward. We are building a group of Champions with the expertise and passion we need for this next phase. This team of Champions will enable Black Rootz to fulfil its mission by providing support, knowledge and time to guide Black Rootz toward long term sustainability and continued success.



ABOUT UBELE

The Ubele Initiative was established in 2014 as an African Diaspora led, intergenerational social enterprise. Their mission is helping to build more sustainable black and racially minoritized communities across the UK. Ubele is unique in that it was built from bottom-up and is intentionally an intergenerational organisation.

Over the past few years, Ubele have designed and delivered a wide range of local, regional, national, and international initiatives which seek to create and build community wealth.

Ubele support Black and racially minoritized community led organisations and groups with their community assets (people, organisations, and physical space). They use social action, community enterprise development, participatory learning & skills development, and next generation leadership initiatives.

Black Rootz has been incubated as a project within The Ubele Initiative since 2019. Ubele leadership will continue to play an active role in the management and leadership of Black Rootz.

More information can be found on the [Ubele website](#)

ABOUT THE ROLE

The Black Rootz Champion roles have been created in recognition that we need greater capacity, new skills and more experience to move forward. Champions will bring additional capacity to functional areas across Black Rootz as well as strategic capacity to the project. Each Champion will have a different focus but what will be common across the roles is:

- Responsibility within a specific functional area of Black Rootz activities, either working with members of the Black Rootz team or taking on some responsibilities directly
- Participation in meetings and work supporting the strategic development and long-term sustainability of Black Rootz

The first 12-months as a Champion is likely to be focussed on securing the foundations of Black Rootz. This will involve understanding the current ways of working that exist within the project, collaborating with the team to develop more efficient systems, processes and practices, inputting into effective approaches to our work, and beginning to connect the long-term sustainability of the project with the activities being delivered now.

We are looking for up to 5 people to join this pioneering group of Black Rootz Champions. This is a new approach. We aim to be flexible and experimental, but each Champion will have a specialism across one or more functional areas, be a confident self-manager and be comfortable contributing to the project from a position of leadership. This is the first time Black Rootz will be hiring to these roles and we are excited by the prospect of having extra support and guidance as we enter a new phase of our growth. Our first set of Champions will also be excited by the prospect of positive change for Black Rootz and comfortable navigating the uncertainty that comes with establishing this new way of working. Commitment to the vision and mission of Black Rootz is essential.



MAIN DUTIES AND RESPONSIBILITIES

Support and input into one or more functional areas

Black Rootz Champions will hold specific responsibilities in one or more functional areas of the project. The nature of your involvement will vary depending on the functional area you are supporting. You may take on direct responsibility for some duties, for example creating content and building a presence on social media. Alternatively, you may work with the team in more of a mentoring and support role, for example mentoring paid growers to support Black Rootz' growing activity. Regardless of how you will be involved, you will bring energy, experience and initiative to your functional area.

The functional areas in which we are seeking support are as follows:

Fundraising

Black Rootz is currently majority grant funded. We have ambitions to grow our traded income but grants remain necessary to ensure the continuation of the project in the short term and will likely support the financial sustainability of the project in the long term. The Fundraising Champion will support Black Rootz to identify and apply for relevant grants. Corporate sponsorship is also an area of untapped potential for Black Rootz, but one we feel we could have good success in. Experience of knowledge of corporate sponsorship is desirable for the Fundraising Champion.

Business development and sales

Black Rootz is a purpose led initiative with ambitions to be sustainable through enterprise. Trading income represents a relatively small proportion of our income currently but there is a lot of potential for this to grow. Our main sources of trading income currently are plant and produce sales and sales of learning experiences, both have elements of B2C and B2B sales. The Champion supporting business development will review and refine our approach to trading income, set up systems and relationships to increase sales, and work with the team to implement processes for high quality and consistent customer experience.

Growing food commercially at market garden scale

Black Rootz currently grows on around 2 acres of land across 2 urban growing sites. Establishing access to this scale of land and developing the sites have been important achievements since Black Rootz was founded. Our focus is now on improving systems and processes around growing activity to increase efficiency, consistency and crop yields. The way in which our Community Growers and learners are involved in our growing activity, to ensure value for both them and Black Rootz, is also an important consideration for how we move forward with our food growing.

Learning design and delivery

One of our core aims is to teach our community to grow and make informed choices about food. Black Rootz has delivered a range of learning content since it's inception, from our Community Growing Programme to workshops and masterclasses. The Champion supporting learning design and delivery will work with the team to develop a high-quality learning offer, supported by robust systems and processes for delivery.



Communications and marketing

Black Rootz' has a strong reputation in the food justice space with a following that's grown organically despite relatively little comms activity. We're keen to engage with our audience more consistently going forward and build a more coherent approach to our comms. The Champion supporting communication and marketing will work directly on developing and delivering an improved comms strategy.

Community representation and engagement

Black Rootz could not have flourished without its deep roots in our local community, and communities of colour. As we develop the initiative further, we will continue to honour the role our community must play in our journey. The Champion responsible for community representation and engagement will ensure the continued involvement of our community in Black Rootz' activities and decision making about the initiative's future. We are keen for this Champion to be drawn from our existing community of growers and volunteers. This Champion will act as an advocate for, and a link to, this group going forward.

Participation in strategic development and building long term sustainability

As a Black Rootz Champion you will play an important role in work that will contribute to the future success of Black Rootz. You will join monthly strategic meetings alongside Ubele leadership, representatives of the Black Rootz team and other Champions. Your experience and perspectives will contribute to the strategic development of the project and you will support any workstreams that flow from decisions made in this forum. As a part of the first group of Champions to join Black Rootz, you will have a role in setting up and establishing good practices in this forum.

ABOUT YOU

The skills, experience and qualities we are looking for in all our Champions are:

- Collaborative and a team player
- A proactive self-starter with the ability to work to own initiative
- Ability to contribute effectively to strategic decision making
- Ability to communicate with a wide range of stakeholders, from community members to senior leadership
- Experience or knowledge of working with Black, racially minoritised or other marginalised communities
- Commitment to Black Rootz' vision and mission

Each Champion will also have a demonstrable track record of successful working in one or more of our priority areas:

- Fundraising
- Business development and sales
- Food growing at market garden scale
- Learning design and delivery
- Communications and marketing
- Community representation and engagement



OTHER CONSIDERATIONS

- This is a voluntary role and is not compensated. Reasonable volunteer expenses (eg. travel within London) can be covered.
- The minimum time commitment for this role is 2 days per month.
- The hands on nature of this role will require some in-person presence at Black Rootz sites in Haringey. The exact amount of time to be spent at Black Rootz sites will vary by role. As a guide, we'd expect Champions to attend monthly meetings in-person and join the Black Rootz team again on another occasion each month.
- Some weekend and evening working may be required to fulfil the responsibilities of the role

BENEFITS

- Warm, welcoming, and inclusive workplace environment
- Intergenerational and creative team
- Access to workshops and learning experiences delivered Black Rootz
- 20% discount on all Black Rootz plants and produce
- Access to Ubele's London based office space in Wood Green
- Reasonable volunteer expenses (ie. travel within London)
- Opportunities to join key training with the Black Rootz team
- Participation in an annual away day

This recruitment pack is a broad picture of the expected role at the time of preparation. It should not be seen as an exhaustive list of all possible duties and will be subject to review and change from time to time.

HOW TO APPLY

Applicants are asked to submit a **CV and a supporting statement**, of no longer than one side of A4, covering the below points:

- Your interest in joining Black Rootz and participating in the initiative as a Champion
- Which of our priority functional areas you are able to support and your experience in these areas

To discuss the role further or to apply, contact: blackrootz@ubele.org

Application closing date: Monday 23rd September.

We expect to hold interviews on Wednesday 9th October.

An induction for successful candidates is expected to be held on Wednesday 6th November.

Please notify us if you require any reasonable adjustments to be made to the application process at the application of interview stage.

It is our policy to review all applications within two weeks of the stated closing date. If you do not hear from us within three weeks following the closing date, then your application has not been successful on this occasion.



DATA PROTECTION NOTE

Any personal data you provide (e.g., address, telephone number, employment history) will be used for recruitment purposes only, and only shared with individuals involved in the recruitment process.

DIVERSITY MONITORING

The Ubele Initiative are committed to eliminating discrimination encouraging diversity amongst our workforce. We will not discriminate with reference to age, gender, sexual orientation, race, colour, religion, marital status, and disability.

To ensure our recruitment process is fair and equitable, we collect diversity data from applicants to our roles.

Please complete the diversity monitoring form via [this link](#)

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@ubeleinitiative

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