



London Sport are looking to procure *Stories behind being Active; digital journalism tender*.

1. Invitation to Quote:

- 1.1 The purpose of this document is to invite project plans for presenting the impact and stories of the satellite club programme on the lives of young Londoners.
- 1.2 The contracting authority and manager of the project is London Sport.
- 1.3 Invitations are invited from suitably qualified individuals, collectives or organisations.
- 1.4 This document constitutes an invitation to quote for the work. Subsequent sections describe the background to the project, the work to be done and our expectations.

2. About London Sport:

- 2.1 [London Sport](https://www.londonsport.org/) work at a strategic 'B2B' level with a range of clients who represent the public, private and voluntary sector. Examples include local authorities, National Governing Bodies of Sport and community sport and physical activity providers.
- 2.2 London Sport is seeking to create a step change in the number of Londoners that benefit from and enjoy leading physically active lifestyles.
- 2.3 Our vision is for London to be the most physically active city in the world. Our key target is to get 1m more Londoners more active by 2020.

3. Project Overview:

- 3.1 Satellite clubs is a national programme funded by Sport England via the National Lottery. London Sport has managed and coordinated the programme across London for five years and is part way through the sixth.
- 3.2 Prior to 2017 satellite clubs was delivered in education settings (schools and colleges). During 2017-2019 financial years satellite clubs have also been delivered in community settings across London.
- 3.3 Satellite clubs offers young, inactive people, aged 14-19 years the opportunity to engage in 30 weeks of sport and physical activity projects with a sustainable exit route guiding them into regular participation.
- 3.4 Satellite clubs awards organisations funding to deliver a broad range of activities. Projects have to demonstrate that there is a need and demand from participants for that sport or physical activity before funding is awarded.
- 3.5 Satellite clubs also contributes to wider agenda outcomes including impacting upon under-represented groups, breaking down social and cultural barriers, attracting a



range of additional funding/advocacy partners, tackling obesity, crime and mental ill health and providing settings for skills development in education and community life (both through participating and volunteering).

4. Our requirements:

- 4.1 While London Sport conducts monitoring and evaluation of projects and analysis of the picture in London each year, and over the lifespan of the programme, to date we have been limited on telling the story of the impact of the programme on the lives of the young people it aims to reach. London Sport would like to build its content for use across a variety of digital platforms including the London Sport website and social media channels.
 - 4.1.1 The impact the programme has had on participants in terms of increasing and sustaining their participation in sport and physical activity beyond the 6-8 week structured programme.
 - 4.1.2 How physical activity fits into their lives, why it matters to them, this is especially valuable where this is a new habit compared to where they were six-months ago. What has it replaced? What did they used to do with the time?
 - 4.1.3 Other broader positive (and possibly negative) outcomes that might be achieved through the programme (e.g. increased emotional wellbeing).
 - 4.1.4 The outcomes and added value the programme has had on the delivery organisations (e.g. community sport clubs) that have received funding and delivered Satellite clubs projects.
- 4.2 We are looking for stories that can be used to promote not only the sessions that they are from, but also the importance of physical activity at addressing the needs of young people, and where possible society as a whole. These stories will be used to inspire other organisations working with young people to add physical activity to their services.
 - 4.2.1 10 written articles of approximately 500-750 words with images
 - 4.2.2 10 videos of no more than 2 minutes in length each

5. Expectations:

- 5.1 This is about the stories behind participation. The reasons why inactive young people, were inactive and are now being active, what it is about this activity, organisation, coach, that has encouraged them to be physically active.
- 5.2 Content should be both written articles and VT and cover a minimum of 10 projects taking place in London during January and March 2019.
- 5.3 While it is down to the researcher to suggest the approach, there is an expectation that there will be direct engagement with community organisations and young people.



- 5.4 The young people engaged should be broadly representative of the demographics of young people in London but skewed towards inactive people.
- 5.5 We require all content for the 1st April 2019, this can be delivered as a whole package for that date or as created over the three months.

6. Skills and Experience:

- 6.1 Credibility and proven expertise in creating written content that highlights the stories of the participants.
- 6.2 Credibility and proven expertise in creating video content that highlights the stories of the participants.
- 6.3 Experience and expertise of understanding motivations, behaviours and challenges and representing them for others to understand.

7. Management and Organisation:

- 7.1 The work of the commissioned organisation will be overseen by representatives of London Sport
- 7.2 The commissioned organisation will be required to regularly engage with, consult with and report back to representatives from London Sport.

8. Format of Responses Required:

- 8.1 An outline of the approach that will be taken
- 8.2 A detailed methodology
- 8.3 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas
- 8.4 Detailed breakdown of costs
- 8.5 A realistic timetable for the project (to be agreed with the successful agency but we have an aim to complete in April 2019).
- 8.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the consultants have been involved in.
- 8.7 Quotations should also include contact details of two referees from previous work.

9. Contract Value

The estimated value for this contract is £10,000 per annum inclusive of VAT and all expenses.



10. Estimated Timescales:

Task	Deadline
Proposal required from agency	16/11/2018
Decision made by London Sport	23/11/2018
Project initiation & any associated refinement of methodology	26/11/2018
Main project period	2/1/2019 – 31/3/2019
Final content completed and returned to London Sport	1/4/2019

Thank you for your time, if there are any queries please contact Lorna Leach, lorna.leach@londonsport.org