



London Sport are looking to procure a supplier to deliver the creative development and production of all associated materials for our upcoming events for the 2023-2024 financial year

1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite tender Quotes or Bids for the development of the creative concepts and the associated materials required to roll-out these concepts for events in the 2023-24 financial year: (i) Active London 2023 conference; and (ii) London Sport Awards 2024.
- 1.2 The contracting authority and manager of the project is London Sport.
- 1.3 Quotes or Bids are invited from suitably qualified individuals, collectives or organisations.
- 1.4 This document constitutes an invitation to quote or bid 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](#) is a charity that exists to help all Londoners live longer, healthier and happier lives through being active.
- 2.2 Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality.
- 2.3 With physical inactivity responsible for 1 in 6 premature deaths, we want to help every Londoner find their way to move more.
- 2.4 We are supported by Sport England and the Mayor of London, and collaborate with London's local authorities and other organisations, to provide better access to sport and physical activity across the capital.

3. Skills and Experience:

- 3.1 Show clear and relevant experience of creative concept development, design and full production to support in-person events.

4. Management and Organisation:

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

5. Format of Responses Required

- 5.1 A detailed proposal that outlines the approach that will be taken;
- 5.2 A detailed methodology;
- 5.3 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas;

- 5.4 Detailed breakdown of costs including the agency 'over-time' rate card which would apply in the event of work carried out beyond what has been quoted;
- 5.5 A realistic timetable for the project (to be agreed with the successful agency/freelancer);
- 5.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the consultants have been involved in;
- 5.7 Quotations should also include contact details of two referees from previous work;
- 5.8 Please submit proposals via email to Edward.Butler@londonsport.org by **COP Monday 19th June2023**.

6. Contract Value

- 6.1 The estimated value for this contract is **£15,000 - 19,000** exclusive of VAT. Any printing cost are understood to be in addition to this.

7. Estimated timescales

Event	Task	Deadline
	Proposal required from agency	23 June
	Decision made by London Sport	w/c 26 June
Active London 2023	Project initiation & any associated refinement of methodology	w/c 3 July (TBC)
Active London 2023	Project delivery period (approx. 10-15 weeks)	w/c 10 July –
London Sport Awards 2024	Project initiation & any associated refinement of methodology	August-September 2023 TBC
Active London 2023	Event to be hosted	October 2023 (date tbc)
London Sport Awards 2024	London Sport Awards Launch	September 2023
London Sport Awards 2024	Nominations Promotion	October (date tbc)
London Sport Awards 2024	Nomination Deadline	November 2023 (TBC)
London Sport Awards 2024	Finalist announcement (4 weeks)	November 2023 (TBC)
London Sport Awards 2024	Event to be hosted	March 2024 (TBC)

8. Requirements

8.1 Event Theme Development & Guest User Experience

Full concept development and creative support to bring to life the event content theme which will be developed internally by London Sport. Through all our events we aim to develop a tailored guest experience and create a journey for our guests ensuring they feel involved at every stage of the event. This includes everything from the event concept, its identity, the technology used to encourage guest engagement, pre-event communications, the environment in which the event is held, and the entertainment and activities which take place throughout.

For London Sport events, we work with creative agencies to develop and apply a theme. Concepts are created that encapsulated the essence of the events and the core themes of the content programme, and then these concepts were rolled out across all materials associated with the event. See Appendix for Active London's creative journey.

We are seeking agency or freelance support for event theme and creative concept development for London Sport's events. The agency or freelancer will oversee the production and roll out of the agreed concepts across all event assets and materials to ensure quality and consistency. We require full concept development and creative support to bring the content theme (developed internally by London Sport) to life.

8.2 Pre-Event Promotional Assets (indicative list)

Active London 2023	London Sport Awards 2024
Once the event theme and creative treatment is set, we will require the development of promotional assets that we can use to support the marketing campaign for the event to maximise ticket sales and engagement; and for assets to include in a potential in-event app – agenda, speaker, programme details, guestlist/social profiles, and commercial partners.	London Sport will require the development of promotional assets that we can use to firstly launch and promote nominations for the awards themselves and then general promotion of the event to drive engagement and attendance/tickets:
<ul style="list-style-type: none"> • Updated logo (2023) • E-signature • Email template design • Event agenda • Promotional GIFs • Infographics - info about previous events / what to expect this year • Social media assets (text editable, with simple motion graphics) (Twitter, LinkedIn and Instagram) <ul style="list-style-type: none"> ○ Countdown to event ○ Branded speaker template ("I'm attending"/ "Join me" with headshot) ○ Quote templates for previous event feedback ○ Individual topic/workshops template ○ Sponsor assets ○ Web banners 	<ul style="list-style-type: none"> • Updated logo (2024) • E-signature • Email template design • Promotional GIFs • Infographics - info about previous events / what to expect this year • Social media assets (text editable, with simple motion graphics) (Twitter, LinkedIn and Instagram) <ul style="list-style-type: none"> ○ Countdown to event ○ Branded finalist template ("I've been shortlisted"/ "Finalist" 'Winner' with LS Award logo / category) ○ 'I'm a judge of the London Sport Awards' ○ Quote templates for previous event feedback ○ Animated video stings – bookends for video content in line with event theme/design

	style and other look and feel guidance for motion graphics for video – including lower thirds <ul style="list-style-type: none"> ○ Individual award templates
To be reviewed on an on-going basis	

8.3 In-Event Assets & Materials (indicative list)

Various materials and assets will be required for in-event activities such as reporting via social media channels, frame the in-event content, to dress the venue and generally bring the theme to life. We would like to maximize the use of digital for in-event assets and limit printed materials where possible. We have explored digital event apps/agenda options, and are looking for broader items such as venue branding and stage set (ideally delivered through digital branding options).

Active London 2023	London Sport Awards 2024
<ul style="list-style-type: none"> • PowerPoint event deck for main event screen – template for all speakers to use. • Venue signage (digital where possible) • Event programme • Post-event evaluation form • Event branding (format and sizes tbc) • Event accreditation design. 	<ul style="list-style-type: none"> • PowerPoint event deck for main event screen and pre-event presentations. • Award winner graphics – main event screen and social media assets (x 10-12. 1 per award) • Event Programme both design and print for circa 300. • Stage branding • Sponsor wall • Lectern cover • Welcome screen graphics (sizes tbc) • Evaluation forms. • Certificate design
To be reviewed on an on-going basis	

8.4 Post-Event Assets (indicative list)

Assets will be required for the event campaign wrap-up, for on-demand content, and post-event reporting.

Active London 2023	London Sport Awards 2024
<ul style="list-style-type: none"> • Thank you card design 	<ul style="list-style-type: none"> • Thank you, card design, in line with event theme – for sponsors, speakers, judges etc

Supplementary information

Active London

9. Overview

- 9.1 [Active London](#) is London Sport's annual stakeholder engagement event, and the capital's largest annual conference dedicated wholly to the future of physical activity and sport.
- 9.2 Active London brings together stakeholders from across sport and physical activity, as well as a wider cohort of relevant and beneficial non-sport sector delegates to educate, inform, share thought leadership and learnings, and provide opportunities for networking and collaboration.
- 9.3 Active London is a vehicle to enhance the organisations reputation and a means to activate against other organisational projects, operational activity, and strategic aims.
- 9.4 Active London is an in-person event which hosts 250-300 delegates. The date and venue for Active London 2023 is subject to confirmation.

10. Event Information

10.1 *Event purpose and background*

Active London is London Sport's annual stakeholder engagement event, and the capital's largest annual conference dedicated whole to the future of physical activity and sport.

The purpose of Active London is to provide a platform to educate and inform, share thought leadership and learnings from across the sector, as well as offer attendees the opportunity to be a part of the conversation around some of the industry's biggest issues.

The event brings together stakeholders from across sport and physical activity, as well as a wider cohort of relevant and beneficial non-sport sector delegates and aims to facilitate networking and collaboration to contribute to the movement towards making London the world's most physically active city.

After holding digital formats of the event during the pandemic, last year the 2022 in-person event welcomed approx. 200 delegates and hosted a series of influential speakers, panel discussions, interactive workshops and a unique networking opportunity to facilitate collaboration.

10.2 *Strategic Objectives*

- Support sector engagement and the growth of the London Sport community;
- Educate, inform and inspire through a curated content programme;
- Enhance organisational fame, brand development and credibility;
- Create an event with a desirable commercial offering to support the wider LS commercial programme.

11. Previous event content themes and creative development (2019-2022)

11.1 London Sport develops the content theme internally and will be working on the 2023 content theme and the wider programme through May-June. The content themes for 2019-22 are detailed below for reference.

11.2 **Active London 2019: *Innovation in the ways we work*** ([2019 event video](#))

The content theme for Active London 2019 was '*Innovation in the ways we work*'. This theme gave us the opportunity to explore and showcase innovation, new processes, initiatives and approaches taking place across the sector, on a local, national and global scale. Delegates were able to discover innovation-in-practice across a range of projects and initiatives covering technology, insight and communities and explore the ways that creative approaches to physical activity and sport can help improve the lives of Londoners and the future of the city itself.

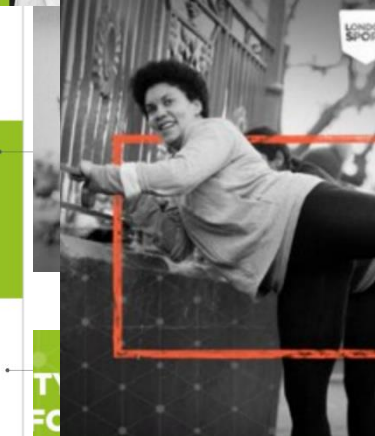
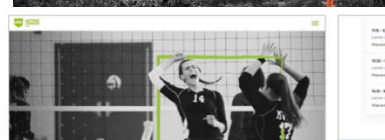
In terms of creative design to support this theme, it was very minimalist as a result of budget and internal capacity restrictions.



11.3 **Active London 2020: *Physical Activity and Sport – Creating opportunities for a more equal London***

With the covid-19 pandemic having thrown into sharp relief the inequalities experienced by many Londoners, Active London explored the sport sector's response and its role in positively influencing the lives of people from all backgrounds over the coming decade.

In 2020 we continued our year-on-year improvement in our creative for Active London, justifying the investment in branding and production. The promotional assets, platform and various other touch points related to the event looked professional and told the story of the event theme well, while having consistency across all items.



11.4 Active London 2021: Rebuild, Reconnect, Reactivate

The event focused on a series of themes that built on the remarkable work throughout the pandemic and how the challenges have brought out the best in countless people and organisations. The event recognised the changed landscape and spotlighted how the sector can navigate changing attitudes, expectations, and ways of communicating and responding in a way that embraces and enhances the change to ensure Londoners remain active.



The agency took the internal content theme and built a graphical language of digital markings to denote forward motion, the energy and vibrancy of London and the ways the sector can embrace the change as we emerge from the pandemic.



11.5 Active London 2022: Places and Spaces (See more [here](#)):

London Active 2022 explored how we bring to life non-traditional spaces for physical activity, how we can learn from other cities around the world, and how we can build in youth voices when designing active spaces.

The agency closely followed the theme and built assets which visualised *Places & Spaces*, with clear graphics highlighting London on the map and its potential active spaces.



LONDON SPORT ACTIVE LONDON 2022 PLACES SPACES

Wednesday 21st September 2022
30 Euston Square, Stephenson Way, London NW1 2FB

09:00-09:45	Registration and morning refreshments		
09:45-10:00	Welcome and opening remarks by London Sport CEO, Emily Robinson		
10:00-11:30	Keynote speakers & National Fitness Day routine		
11:30-11:45	Break		
11:45-12:45	Youth voice in designing active spaces	Maximising health impact through active local spaces	Designing in physical activity
12:45-13:45	Lunch		
13:45-14:45	Activating Places & Spaces through technology - a showcase	Making active environments inclusive	Animating underserved spaces to create opportunities for physical activity
14:45-15:00	Break		
15:00-16:00	Lessons learnt from the London 2012 Games legacy	Activating London's green spaces for physical activity	Looking beyond London: what can we learn from cities around the world?
16:00-16:15	Break		
16:15-16:45	Closing remarks		
16:45	End		
17:00-18:00	Networking opportunity (venue to be confirmed)		

To secure your ticket, please click here

events@london-sport.org London Sport London Sport



LONDON SPORT ACTIVE LONDON 2022 PLACES SPACES

Active London 2022
Key Findings, Learnings & Recommendations
WEDNESDAY 21ST SEPTEMBER 2022



LONDON SPORT ACTIVE LONDON 2022 PLACES SPACES

WEDNESDAY 21ST SEPTEMBER 2022

Join me at Active London
Speaker Name



LONDON SPORT ACTIVE LONDON 2022 PLACES SPACES

#LetsMoveLondon
WEDNESDAY 21ST SEPTEMBER 2022




LONDON SPORT ACTIVE LONDON 2022 PLACES SPACES

1
Week to go
WEDNESDAY 21ST SEPTEMBER 2022



LONDON SPORT ACTIVE LONDON 2022 PLACES SPACES

London Sport Awards

12. Overview

12.1 Each year, a collection of incredible individuals, groups and organisations are recognised for their outstanding work in helping Londoners to be more physically active and to take advantage of the significant benefits physical activity can bring. The London Sport Awards recognises everyone from clubs and volunteers to those making an impact on the capital's workforce, children and young people and those harnessing the power of elite sport.

12.2 The London Sport Awards is an in-person ceremony which is scheduled to take place at an unconfirmed venue in March 2024 (date to be confirmed).

13. Purpose & Strategic Objectives

13.1 *Event purpose and background:*

Deliver London Sport's showpiece event for community physical activity and sport, recognising and celebrating the hard work and achievements of those helping to make London a more active city, improving the health, wellbeing and happiness of Londoners, particularly those from underrepresented and underserved communities.

13.2 **Strategic Objectives**

- To build an Awards Programme that recognises and celebrates the hard work and achievements of those helping to make London more physically active.
- Bring together a diverse group of organisations and individuals from community physical activity and sport
- Enhance organisational profile, brand development and credibility
- Create an event with a desirable commercial offering to support the wider London Sport diversification of income objectives
- Build an Awards programme which demonstrates the power of physical activity and sport in London, and encourages more partners to create meaningful project partnerships with London Sport

14. Award Categories

We are currently in the processes of reviewing our award categories. The below is a summary of award categories from 2023. Some of these categories, or the criteria for these categories, may be subject to change in the near future:

VOLUNTEER OF THE YEAR	Volunteer of the Year celebrates the outstanding contribution of volunteers to grassroots physical activity and sport; individuals who share their knowledge, passion and skills and give their time generously. The Volunteer of the Year Award celebrates those people that support grassroots physical activity and sport with their know-how, dedication and hands-on approach. The volunteers we'll be celebrating gladly give up their time for the benefit of people in every borough in every corner of the capital.
SUPPORTING YOUNG	The Supporting Young Londoners Award celebrates the outstanding work of individuals and organisations who are providing young people (under the age of

LONDONERS AWARD	25) with the best opportunity to live a physically active life. Whether in school or within the community, this Award celebrates those initiatives that are having significant impact on supporting young people to enjoy the benefits of physical activity and sport.
HEALTH AND WELLBEING AWARD	The Health and Wellbeing Award highlights significant achievements in using physical activity to promote physical and mental health and wellbeing, emphasising the vital role that being physically active plays in supporting health outcomes. Solutions should meet the needs of these less active Londoners and also look to reduce the inequalities that persist in people having the opportunities to live active lives. This Award shines a light on those supporting Londoners with their physiological health, mental wellbeing, health management or any of the wider outcomes supported by physical activity and sport.
DIGITAL & TECH INNOVATION AWARD	The Digital and Tech Innovation Award recognises creative new thinking, innovative ideas, or the creation and/or use of digital or technological methods to support inactive Londoners to get and stay physically active. The Digital and Tech Innovation Award celebrates those groups and/or individuals who have taken a creative new approach and championed innovation in the physical activity and sport sector and are using it to have a positive impact in London.
ELITE SPORT IN THE COMMUNITY AWARD	The Elite Sport in the Community Award celebrates the organisations / professional sports clubs who use the power, reach and influence of their sport as a force for positive change in their community and change people's lives for the better.
COMMUNITY IMPACT AWARD	The Community Impact Award shines a spotlight on grassroots physical activity and sport clubs, groups, teams and projects delivering great service and benefits to its users and/or the wider community. The Community Impact Award captures and celebrates a wide cohort of not only grassroots physical activity and sport clubs, but also groups, teams and projects, whether that's in a traditional sport setting or across London's parks and streets. The winner of the Community Impact Award will deliver a great service to its users, and will go the extra mile to make physical activity a fun and enjoyable experience.
ENHANCING THE WORKFORCE AWARD	The Enhancing the Workforce Award recognises the individuals, organisations, groups or programmes that have supported their workforce to grow and develop. This Award recognises whoever is enhancing the sporting workforce; whether it's supporting, training or mentoring coaches, volunteers, administrators, officials or any other part of the sporting workforce.
LIFETIME ACHIEVEMENT AWARD	The Lifetime Achievement award seeks to honour those who have given least 25 years of service in the physical activity, elite sport or community sport sector. The recipient of the award is someone that has had a significant and positive impact on the people they have worked with over the course of their active involvement in the sector. Their commitment to, and passion for improving lives through the use of physical activity or sport is exemplary to all.
UNITING LONDON AWARD	The Uniting London Award celebrates those who strive to break down barriers, make physical activity and sport accessible to all people and communities across our city and bring Londoners together. The Uniting London Award celebrates organisations and projects that utilise physical activity and sport to build cohesive communities by bringing people together to welcome, empower and embrace ethnic, cultural, physical and other differences.

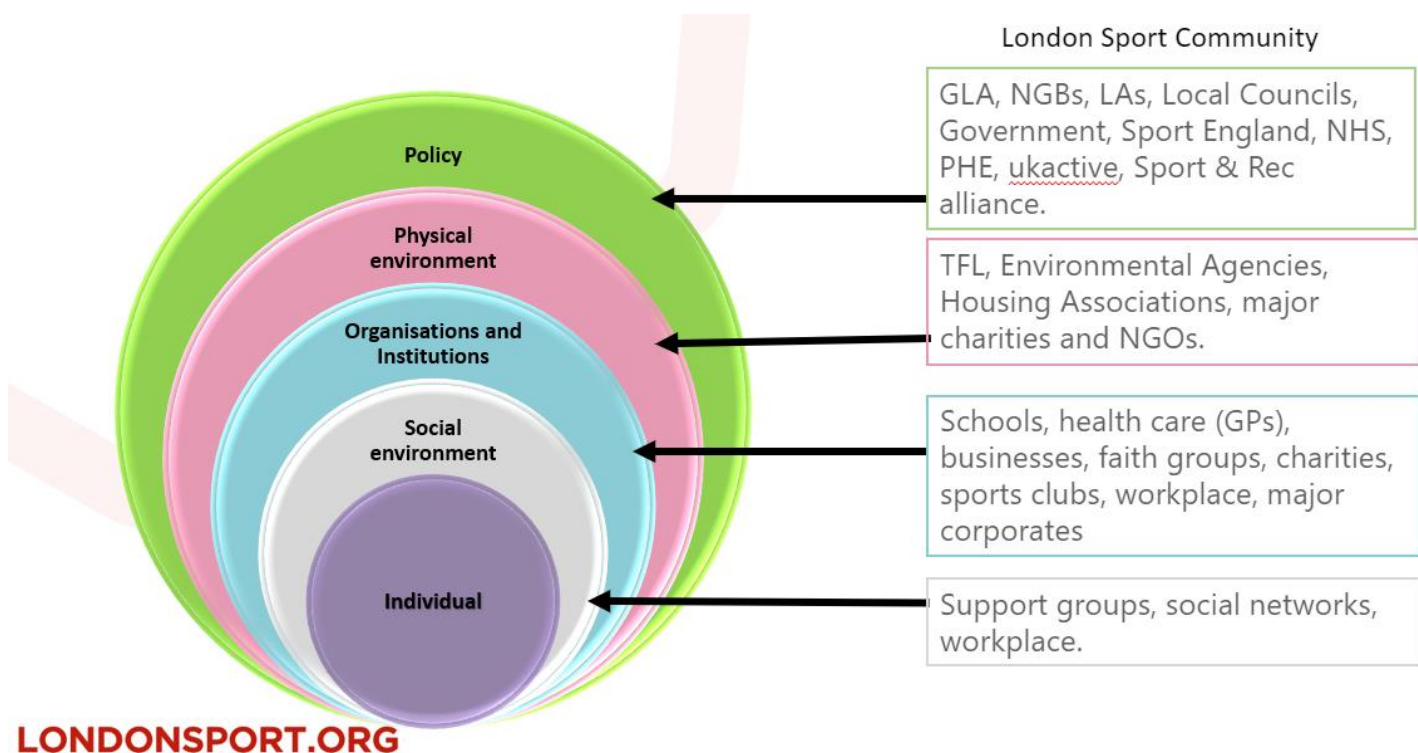
BUSINESS CONTRIBUTION AWARD	This Award recognises the valuable contribution of businesses of all sizes in providing sponsorship, support, and resources which enable community physical activity and sport to thrive in London. This Award celebrates businesses with a bold and innovative approach to Responsible Business and can demonstrate they make a real tangible difference in local communities. The Business Contribution Award also celebrates the individual business role models who inspire and motivate others to support community physical activity and sport initiatives.
------------------------------------	---

15. Our Audience

15.1 The London Sport Awards brings together approximately 300 guests from across physical activity and sport, predominantly community organisations and groups working with individuals at a grassroots level. The event also brings together local authority leads, those working in policy, commercial organisations and third sector representatives.

15.2 The whole systems approach model below is a useful indicator of the audience segments which make up the London Sport community. It is a good way to capture the breadth of the audience we aim to engage within the system we operate.

15.3 It is also important to note that as much as the Awards stands as a celebration of grassroots sport in London, it also marks a celebration of the partners that London Sport works within a range of different areas. We fully expect to receive nominations from clubs, groups and projects outside of London Sport's networks, but we would also hope to see our existing partners represented through nominations, shortlisting and attendance on the evening.



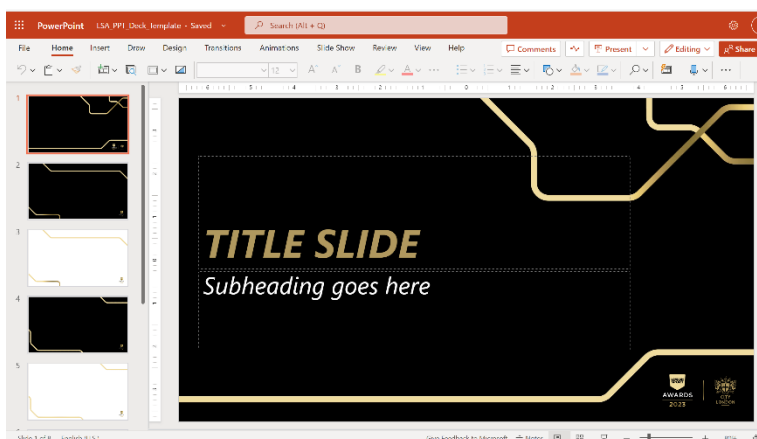
16. Previous event content themes

London Sport develops the content theme internally each year.

16.1 London Sport Awards 2021: Make Your Mark



16.2 London Sport Awards 2022:





AWARDS
2023

NOMINATE
NOW!

CATEGORIES

- Volunteer of the Year
- Supporting Young Londoners Award
- Health and Wellbeing Award
- Digital and Tech Innovation Award
- Elite Sport in the Community Award
- Uniting London Award
- Community Impact Award
- Enhancing the Workforce Award
- Business Contribution Award
- Lifetime Achievement Award

OFFICIAL PARTNER

Playinnovation™
big ideas for growing minds

SHORTLIST ANNOUNCED

in partnership with

Ravensbourne
University London

Playinnovation™
big ideas for growing minds

Submit before 7 November 2022

WE'VE BEEN SHORTLISTED!

The Business Contribution Award

in association with

AWARDS

2023