

## **Community Insight Project - Request for research tender**

### **Developing our understanding of major ethnic groups in key boroughs of interest, to help identify and shape relevant active life solutions and communications**

Last update 5th<sup>th</sup> March 2024

#### **1. Invitation to Quote or Bid:**

- 1.1 The purpose of this document is to invite research tenders for the contract to developing London Sport and partners understanding of ethnic groups, to identify and shape relevant active life solutions and communications to help get inactive people active.
- 1.2 The contracting authority for this tender, and manager of the project, is London Sport Ltd.
- 1.3 Invitations 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. Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality.
- 2.2 With physical inactivity responsible for 1 in 6 premature deaths, we want to help every Londoner find their way to move more.
- 2.3 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. Project Overview:**

- 3.1 Fundamentally this research will be used to help London Sport support and engage partners when it comes to improving their approach to targeting and engagement, recognising that barriers to exercise will vary amongst different ethnic groups.
- 3.2 We seek independent research to a) develop our understanding of the largest ethnic groups in key boroughs of interest b) build sector capacity through the development of a toolkit, to enable

our partners to improve their engagement with these groups, including latter stage potential to design and develop more relevant motivating solutions and interventions to tackle inactivity.

- 3.3 An example could be using this research to help a community sport club, or regionally focussed sport non-governmental body, to consider how to better engage Bangladeshi's / British Bangladeshi's. This could include guidance on how to better communicate opportunities available and help to identify local assets that appeal and/or might be considered appropriate to low-costs (e.g. free or low-cost cricket sessions in local parks outside of religious festival dates, or gym-based sessions specifically tailored for muslim girls in appropriate venues).
- 3.4 Our boroughs of interest are Barking and Dagenham, Brent, Kensington and Chelsea, Lambeth, Lewisham, Southwark, Tower Hamlets, and Westminster. These boroughs have been identified on the basis of greater need considering levels of inactivity and deprivation, which vary quite immensely *within* specific areas for these boroughs (e.g. at a ward or neighbourhood level).
- 3.5 These boroughs of interest offer the opportunity for London Sport to work more intensively and collaboratively with partners. Place-based principles are fundamental to our work considering people, assets, needs and relevant local activation opportunities. We further place emphasis on achieving sustainable change, to help inactive Londoners become more active.
- 3.6 As part of this research we are looking to develop 'deep dive' profiles of the major ethnic groups that exist across boroughs of in using the latest Census data. We have shortlisted the following four groups considering how discrete ethnic groups might combine on a sensible basis (e.g. factoring factors such as religion and English language comprehension). However, we also remain open to research supplier recommendations with regards to who the groups might be and how they might be appropriately engaged in the research when it comes to consultation:

| Ethnic group  | Population<br>(across key boroughs)        | % of Total                     |
|---|--|--------------------------------|
| <b>Total residents across focus boroughs</b>  | <b>747817</b>                              | <b>100%</b>                    |
| <b>Group 1: White British:</b> English, Welsh, Scottish, Northern Irish or British  | 196743                                     | 26%                            |
| <b>Group 2: South Asian</b> (Bangladeshi / British Bangladeshi, Pakistani or British Pakistani and / or Indian or British Indian)<br><br>Discrete figures for each ethnic group are listed below:<br>a) Bangladeshi / British Bangladeshi<br>b) Pakistani or British Pakistani<br>c) Indian or British Indian<br><br>N.B. Alternatively we may wish to consider i) sole focus on Bangladeshi / British Bangladeshis (with potential to consult in Bangladeshi), alternatively ii) potential to combine groups a) and b) if judged appropriate to do so. | 181739<br><br><br>132678<br>26811<br>22260 | 24%<br><br><br>18%<br>4%<br>3% |
| <b>Group 3: Caribbean</b><br>N.B. Potential to add 'White and black Caribbean' (1%)   | 34117                                      | 5%                             |

|  |       |    |
|--|-------|----|
| <b>Group 4: Top 3 LDN African groups i.e.</b><br>Nigerian (2%), Ghanaian (1%), Somali (1%)<br>N.B. Other groups <1%, may wish to remove Somali | 33489 | 4% |
|--|-------|----|

3.7 London Sports raw analysis of Census data can be provided for further consideration to help develop any recommendations outlined in research proposals.

3.8 In addition to the above we would like to consider in particular:

- 3.8.1 People from low-income households that are currently *inactive* (< 30 minutes of moderate to intensive exercise activity each week), or those that have been inactive in the past year.
- 3.8.2 People that are *receptive* and / or *proactively taking steps* to lead a more active lifestyle.
- 3.8.3 People that have disabilities and/or long-term health conditions (we foresee this being a natural element of the sample)

#### 4. Our requirements:

4.1 Our ambition is for the research outputs to serve as a capacity building 'toolkit' to support London Sport staff and partner engagement to tackle inactivity.

4.2 The following outputs have been identified but beyond the report and toolkit aspects we remain open to discussing other potential capacity-building outputs to support our staff and partners.

- 4.2.1.1 **Staff presentation and report containing deep dive profiles for each group** based on literary reviews and qualitative research, with at least 2 persona examples\* and at least one case reference to 1-2 partners (e.g. community clubs) doing a particularly good job of engaging each group
- 4.2.1.2 **Persona development toolkit and ½ page engagement roadmap summaries** to support partner workshops
- 4.2.2 **LS Staff workshop design and moderation support** to enable London Sport staff the opportunity to develop and enhance materials subsequently shared for partners
- 4.2.3 **Co-hosted research launch presentation / event** e.g. at London Sports office and / or via webinar to develop awareness of the toolkit

\*to include at least 2 disabled groups or individuals with long term health conditions (across boroughs)

4.3 Focussing on the deep dive aspect we have outlined potential areas of exploration below, although we are keen not to limit this brief to just these areas and welcome suggestions:

- 4.3.1 Broad insight into lives and lifestyles (e.g. how people connect with family and the local community, what a typical week looks like, hopes, challenges and frustrations)
- 4.3.2 Impact of the pandemic and ongoing cost-of-living crisis on lives / lifestyles
- 4.3.3 How sport and exercise is currently being accessed. How efforts may have developed or changed since the pandemic and cost of living crisis.
- 4.3.4 Common and varying barriers linked to exercise and sport participation

- 4.3.5 How people connect with their local community when it comes to exercise and sport and how to best reach these groups (i.e. through relevant networks, individuals or different forms of communication more broadly)
- 4.3.6 Exercise and sport activities that might be more or less attractive to these groups
- 4.3.7 Guidance to design active life solutions to offer the best chance of success
- 4.3.8 Organisations doing a particularly good job when it comes to engaging these groups

- 4.4 We are open to discussing how the research might be approached e.g. considering potential for participatory or peer-based methods of consultation when engaging community representatives, (involving them in planned topics etc. if deemed appropriate) but anticipate that the research supplier will own the literary review, qualitative consultation and development of outputs.
- 4.5 London Sport are very much open to supporting recruitment by putting the appointed research supplier in touch with relevant individuals and partners, although we would be looking for the research supplier to manage the research recruitment process.

## **5. Skills and Experience:**

- 5.1 It is essential for the commissioned team to bring to the project:
  - 5.1.1 Experience of developing insight for the physical activity and sports sector
  - 5.1.2 Experience of engaging diverse audiences and developing high quality research
  - 5.1.3 Experience ensuring that audience research can be applied practically (e.g. through developing capacity building outputs such as audience engagement workshops)

## **6. Management and Organisation:**

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

## **7. Format of Responses Required:**

- 7.1 An outline of the approach that will be taken to establish and deliver the project
- 7.2 A detailed methodology
- 7.3 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas
- 7.4 Detailed breakdown of costs
- 7.5 A realistic timetable for the project (to be agreed with the successful research supplier but we have an aim to complete this by the end of June).
- 7.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the consultants have been involved in.
- 7.7 Quotations should also include contact details of two referees from previous work.

## **8. Contract Value**

- 8.1 The Total available budget for this research is £20,000 excluding VAT. We anticipate paying the first 50% of costs upon commission with budget available from April 2024.
- 8.2 Please include a full breakdown of costs including any potential expenses.

## **9. Timescale for research commission:**

| <b>Date</b>                 | <b>Activity</b>   |
|-----------------------------|---|
| 5 <sup>th</sup> March       | Open tender ad live   |
| 12 <sup>th</sup> March      | Expression of interest                                      |
| 26 <sup>th</sup> March      | Proposal deadline   |
| 28 <sup>th</sup> March      | Shortlisted research suppliers confirmed                    |
| 4 <sup>th</sup> April (TBC) | Proposals presented at House of Sport / via Teams           |
| 9 <sup>th</sup> April       | Decision made by London Sport / research supplier appointed |
| 16 <sup>th</sup> April      | Project initiation, refinement of methodology               |

Thank you for your time, if there are any queries please contact Daniel Stracey Head of Insight ([daniel.stracey@londonsport.org](mailto:daniel.stracey@londonsport.org)) and Megan Bevis, Research Manager ([Megan.bevis@londonsport.org](mailto:Megan.bevis@londonsport.org))