



## Brand and Marketing Development

**Tender amount is £25,000 (inclusive of VAT)**

**Open Advertisement**

### **London Sport and Summary of Tender Specification.**

[London Sport](https://www.londonsport.org) 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.

With physical inactivity responsible for 1 in 6 premature deaths, we want to help every Londoner find their way to move more.

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.

The purpose of this Tender is to create a Branding, Marketing & Communications for Brent Place Partnership.

We're seeking a communications partner to lead a cohesive campaign that drives awareness and engagement in the Brent Place Partnership – a community-led initiative to get more residents active, more often, close to home.

The successful partner will:

- Develop a compelling brand identity and campaign in collaboration with Brent partners and young people.
- Deliver consistent, multi-platform communications to engage residents, community organisations, and partners.
- Support local partners in using campaign materials to reach and inspire their audiences.
- Ensure the tone and messaging reflect a grassroots, locally-led approach

This is a unique opportunity to help shape a movement that will transform how we work together across three Brent neighborhoods.

*London Sport is committed to equal opportunities, safeguarding and promoting the welfare of children and young people, and expects the successful applicant to share this commitment.*

**Candidates are asked to submit an application outlining how they meet the criteria as detailed in the Tender Specification. This is what the scoring matrix will be based on for the applications.**



Details on the specification, how to apply, and other Tender information can be found at the following online location: [Careers - London Sport](#)

**Applications should be made via email or hard copy and sent directly to Fraser Allan, House of Sport, 190 Great Dover Street, London, SE1 4YB to arrive no later than 5pm on 5<sup>th</sup> June 2025**

This can be sent in the format of a PDF, Presentation or Word document. The word count limit is 1500 words

**FINAL DATE FOR QUESTION SUBMISSIONS – 5pm on 30<sup>th</sup> May 2025**

A decision will likely be made on a successful candidate by 20<sup>th</sup> June 2025.

To obtain further details about this tender, please contact Fraser Allan on <mailto:Fraser.allan@londonsport.org>

Some examples of some other place-based partnership branding.

