



London Sport and our place partners in Brent are looking to procure a 'grassroots' branding, marketing and communications partner to deliver a coherent and consistent campaign of communication around the place-partnership expansion work, to promote mass engagement of residents and community organisations in this work.

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

- 1.1. The purpose of this document is to invite tender Quotes or Bids for creation of be our branding, marketing and communications partner to design and coordinate our place-based branding, asset design and our communications campaign.
- 1.2. The contracting authority and manager of the project is London Sport.
- 1.3. London Sport is managing this tender on behalf of the Brent Physical Activity Place Partnership (BPAPP). Please note that all decision-making authority rests with the BPAPP core working group, not London Sport.
- 1.4. Quotes or Bids are invited from suitably qualified individuals, collectives or organisations. We certainly want to hear from grassroots agencies, start-ups and local agencies with experience of growing up in some of the most underserved areas of London.
- 1.5. If you're a more established agency but wish to partner up or involve local young people in work placements or hold similar social value principles dear, then your application will also be welcome
- 1.6. 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.
- 2.5. [About Place-based expansion](#): The Place Partnership Expansion (PPE) is an exciting programme launched by Sport England to revitalise local communities through physical activity, movement and sport. The PPE programme seeks to provide positive experiences for children and young people, increase physical activity, tackle inactivity, and provide local solutions to inequalities that prevent residents from being more physically active.

- 2.6. It's a strategic move towards tailored, community-specific solutions that promote active, healthy and inclusive lifestyles. Since 2018, Sport England has tested Place Partnerships through a place-based approach of working with 'Local Delivery Pilots' in 12 of the country's most disadvantaged and least active communities, so there is lots of good practice to learn from.
- 2.7. Examples of impactful place-based branding, marketing and communications approaches include Merton's '[Borough of Sport](#)', and [Let's Go Southall](#) (Southall Local Delivery Pilot) and more Sport England information can be found here: [Place partnerships | Sport England](#)

### 3. Our Organisational Values

- 3.1. Welcoming - We are generous with our knowledge and skills. We want to do things with people rather than to them.
- 3.2. Curious - London is constantly evolving. We understand that our approaches to tackling inactivity and inequalities must evolve too.
- 3.3. Purposeful - Our mission is clear, and we are focused on the areas where we can have the greatest impact.
- 3.4. Energetic - We radiate an energy that is infectious and encourages our partners to embark upon this work with us

### 4. Project Overview: Branding, Marketing & Communications for Brent Place Partnership.

- 4.1. Our chosen partner will deliver a coherent and consistent campaign of communication around the place-based partnership work, with the aim of promoting mass engagement of residents and community organisations in this work.
- 4.2. Our chosen partner will also design a clear branding style and campaign (after consultation with Brent partners and young people) for the Brent Place Partnership movement.
- 4.3. Our chosen partner will use effective communication across various platforms to raise greater public and partner awareness and adherence to the programme. Our communication will inspire residents and partners to 'join the movement' so we can work better together to transform three specific neighbourhoods in Brent so more people are able to get active, more often on their doorstep.
- 4.4. Learning from the Hackney Local Delivery Pilot has guided us towards an authentic 'grassroots' approach of being led by local people and local partners to ensure the communication and branding is congruent for the local community.
- 4.5. The aim of the Place Partnership approach is to **work together differently**. Local people and organisations are going to be working together in partnership to help inactive residents to get more active. Partners will need support from you as our communications partner to better engage with their audiences utilising the branding you create.

## 5. Our requirements:

- 5.1. **Branding:** Bespoke, recognisable and consistent marketing and communications materials specific to the programme of work, which raises awareness amongst local organisations and within the local community. A brand which distinguishes the place-based partnership within the locality and is a locally relevant brand that will enable effective communication. Materials such as a logo, core script to talk about the programme, presentation deck, mini film & photo guidelines.
- 5.2. **Engagement toolkit,** event graphics, social templates and content, print materials (leaflets), business cards, logo, local photo library, consistent messaging materials for all partners to utilise.
- 5.3. **Awareness & engagement tactics & training:** Local organisations supported to utilise engagement and recruitment tactics and digital platforms and tools so they can be more effective at reaching new audiences (inactive people, local businesses). This element can be sub-contracted if not your expertise, but must remain within the overall budget.
- 5.4. **Campaign:** A campaign around the place-based partnership work happening within the local neighbourhood, which moves people to act through a powerful local narrative. This could include:
  - 5.4.1. A series of communication touchpoints to spread the word about the programme and its impact over the course of the development phase,
  - 5.4.2. Encouraging local people to take part in the development of new sports and physical activity interventions,
  - 5.4.3. Encouraging participation in new activities,
  - 5.4.4. Raising awareness of the programme amongst local community organisations so that they can be involved in the systemic change the partnership is trying to establish.
  - 5.4.5. We would like to see this built and co-designed with local people and partners for authenticity.
- 5.5. **Raising awareness and engagement:** Increasing engagement with the programme from residents and organisations, including linkage with associated programmes.
- 5.6. **Create of digital platforms and website landing pages:** Includes the design and development of digital platforms and responsive website landing pages, optimised for user engagement and performance.

## 6. Expectations:

- 6.1. Show clear and relevant experience of similar branding and communications contracts you have worked on previously.
- 6.2. Expertise in brand, marketing and communication strategies and programmes.
- 6.3. Relevant governance policies and procedures.
- 6.4. Experience of working in collaboration with community partners and / or young people also desirable, including youth voice.
- 6.5. Experience of working on place-based campaigns / community led movements.
- 6.6. Experience of providing training on community led movements and campaigns



## **7. Skills and Experience:**

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

## **8. Management and Organisation:**

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

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

- 9.1. An outline of the approach that will be taken
- 9.2. A detailed methodology and plan.
- 9.3. All format of response such as PowerPoint / PDF etc are accepted
- 9.4. Responses should be submitted as a Word document, in size 12 font, and no longer than 15 pages. CVs of team members can be included in an appendix and not included in the 15-page limit.
- 9.5. Team structure, including details of the individual(s) who will lead, manage and deliver the project including details of their experience, and / or similar projects that they have worked on previously.
- 9.6. Detailed breakdown of costs including VAT.
- 9.7. A realistic timetable for the project (to be agreed with the successful agency but the project will run from 1st July 2025 – 20th December 2025).
- 9.8. Quotations should include background material to demonstrate the relevant previous experience or case studies of the range of work the agency has been involved in previously.
- 9.9. Quotations should also include contact details from two referees from previous work.
- 9.10. A brief explanation of your organisational commitment to EDI

## **10. Contract Value**

The estimated value for this contract is £25,000 inclusive of VAT and all expenses.

## 11. Estimated Timescales:

Task	Deadline
Proposal required from agency	5 <sup>th</sup> June 2025
Shortlisting by panel	9 <sup>th</sup> June 2025
Meet with shortlisted agencies	Week commencing 16 <sup>th</sup> June 2025
Decision made and agency appointed	20 <sup>th</sup> June 2025
Project initiation & any associated refinement of methodology plus contract signing	Week commencing 23 <sup>rd</sup> June 2025
Project delivery period	1 July 2025 – 20 <sup>th</sup> December 2025
Final content completed and returned to London Sport	20 <sup>th</sup> December 2025

Thank you for your time, if there are any queries, please contact Fraser Allan [fraser.allan@londonsport.org](mailto:fraser.allan@londonsport.org) . The deadline for any questions will be 23:59 2<sup>nd</sup> June 2025. Where relevant, an FAQ page will be shared shortly after this deadline.

All proposals must be submitted to [fraser.allan@londonsport.org](mailto:fraser.allan@londonsport.org) by 23:59 on 5<sup>th</sup> June 2025.

[www.londonsport.org](http://www.londonsport.org)

[Brent Council](#)

Some examples of some other place-based partnership branding.

