



London Sport is looking to procure qualitative community engagement research in Brent to understand the barriers and challenges residents face in being physically active and the opportunities to support residents to increase their physical activity levels.

1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite proposals for qualitative community engagement research across Brent to understand the barriers and challenges residents face in being physically active and the opportunities to support residents to increase their physical activity levels.
- 1.2 Physical activity is a broad term referring to all bodily movement that uses energy. It includes all forms of physical education, sports and dance activities. However, it is wider than this, as it also includes indoor and outdoor play, work-related activity, outdoor and adventurous activities, active travel (e.g. walking, cycling, rollerblading, scooting) and routine, habitual activities such as using the stairs, doing housework and gardening¹.
- 1.3 The contracting authority and manager of the project is London Sport.
- 1.4 London Sport is managing this tender on behalf of the Brent Physical Activity Partnership
- 1.5 Please note that all decision-making authority rests with the Brent Physical Activity Partnership, not London Sport.
- 1.6 Quotes or Bids are invited from suitably qualified individuals, collectives or organisations.
- 1.7 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.

¹ <https://www.afpe.org.uk/news/624058/Definitions-of-Physical-Education-School-Sport--Physical-Activity.htm>



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.
- 3.5 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

4. Project Overview:

- 4.1 Brent is among 53 places across England set to benefit from a share of [Sport England's Place Expansion investment](#) to address regional inequalities in activity levels across England.
- 4.2 Place-based systemic work is about the people and the place that they live in. 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.
- 4.3 Based on insight in [Sport England's Place Needs Classification tool](#) (which uses Active Lives Adults & Children's Survey, ONS Health Index, Index of Multiple Deprivation (IMD) and OCSI Community Needs Index) and in consultation with local partners, the geographic areas of Brent covers the Middle Super Output areas (MSOAs) of Stonebridge, St Raphael's and Church End (see Figure 2)
- 4.4 The Sport England Place Expansion investment programme is a two-stage investment approach:
 - Development Award: Investment over 12-18 months to build capacity, map systems, and test interventions
 - Full Award: investment to implement long-term, systemic change
- 4.5 Brent is currently in the Development Award stage.
- 4.6 Within the Development Award stage, community engagement has been identified as an activity that Brent would like to conduct.
- 4.7 Community engagement will help the Brent Physical Activity Partnership to understand:
 - The barriers and challenges residents of Brent face in being physically active
 - Current activity levels of residents of Brent
 - The strengths in existing local provision or local community assets
 - What changes residents of Brent want to see made in the area to enable them to lead a healthier and more active lifestyle

- What interventions and activity provision residents of Brent would like to see e.g. improvements to the accessibility of green spaces, better active travel provision, more specific sports that are popular with local demographics etc.
- 4.8 Our ambition is for the research outputs to be used to help develop 'challenge statements' that will be used in the next stages of the Development Award (co-design of interventions to support residents of Brent to be more physically active).
- 4.9 Data and insight on Brent shows that:
- Of the 317 Local Authorities in England, Brent is ranked 49th most deprived².
 - Between 2011 and 2021, the population of the borough increased by 9% (compared to 6.6% nationally in the same time period)³.
 - From the 2011 Census, the predominant ethnicities are White (35%) and Asian, Asian British (33%)³.
 - In 2021/22, just under half of adults in Brent (43%) adults are not achieving national recommended guidelines for physical activity, compared to 36% across London, and 37% across England⁴.
 - In 2022/23, the rates of children and young people in Brent not achieving national recommended guidelines for physical activity (58%) is higher than the London average (55%) and the national average (53%)⁴.
 - In 2021/22, the rates of overweight and obese adults in Brent (59%) are higher than the London average (56%). In 2020/21-2022/23, the rates of overweight children in Year 6 in Brent (40%) are higher than the London average (39%)⁵.
 - From the 2011 Census, 85% of the population of Brent has good and very good health³.
 - In 2021/22-2022/23, life expectancy in Brent (81 years) is higher than the national average (80 years)⁵.

² <https://data.london.gov.uk/dataset/indices-of-deprivation>

³ <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

⁴ <https://activelives.sportengland.org/>

⁵ [Local Health - Small Area Public Health Data - Data - OHID \(phe.org.uk\)](https://phs.org.uk/)

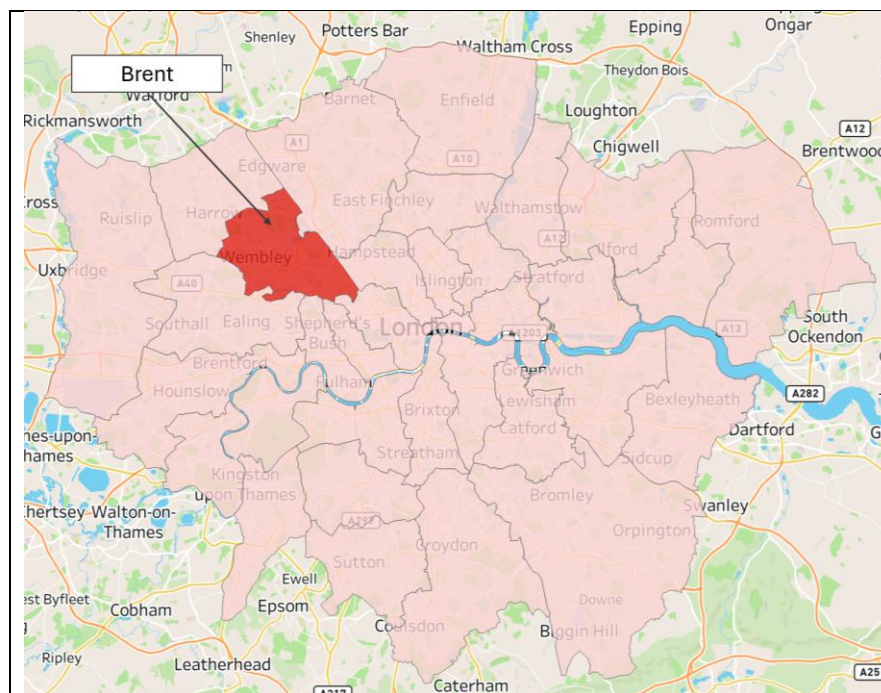


Figure 1: Geographic area of Brent in London

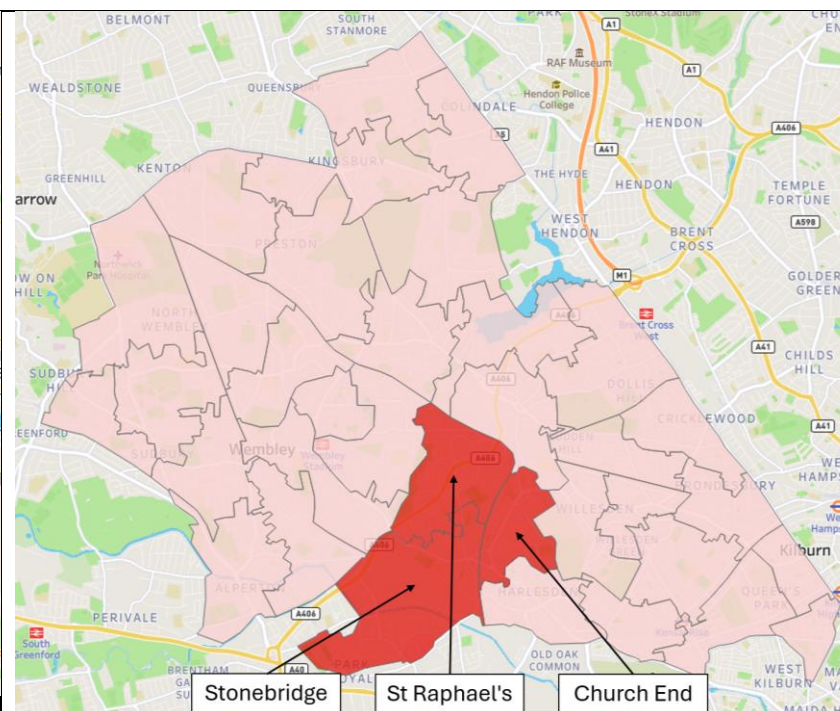


Figure 2: Geographic areas of Brent place



5. Our requirements:

- 5.1 We are seeking an external agency to undertake qualitative community engagement research in each identified place.
- 5.2 The outputs of this work will build a deep understanding of the reasons: why local residents of Brent are not engaging in sport and physical activity, what barriers have been overcome/remain for those residents who are currently 'active', and what interventions and system changes could be developed in response.
- 5.3 To guide thinking, we have outlined key objectives to explore through engagement activities below. However, we are open to suggestions of other objectives and welcome other suggestions in addition to:
 - The barriers and challenges residents of Brent face in being physically active
 - Current activity levels of residents of Brent
 - The strengths in existing local provision or local community assets
 - What changes residents of Brent want to see made in the area to enable them to lead a healthier and more active lifestyle
 - What interventions and activity provision residents of Brent would like to see e.g. improvements to the accessibility of green spaces, better active travel provision, more specific sports that are popular with local demographics etc.
- 5.4 We would like the research to be conducted with a demographic sample that effectively represents the views of a range of demographic groups mirroring the demographic profile of Brent. We would like to get advice from the appointed contractor on mechanisms through which the best sample and coverage of key demographic groups and strategies for achieving this.
- 5.5 We would like the research to include (but not limited to):
 - People that do not regularly participate in sport or physical activity (completing less than 150 minutes of moderate to intensive exercise activity each week)
 - People from ethnically diverse communities
 - People from low-income households
 - Women and girls
 - Young People
 - People that have disabilities and/or long-term health conditions
- 5.6 Brent Physical Activity Partnership would like to be hands-on in delivering the fieldwork but require upskilling and support to do so.
- 5.7 The commissioned agency will be responsible for developing the discussion guide, any accompanying supporting documents, and support the lead partners in each area to conduct the fieldwork and secure the best possible response levels.
- 5.8 The commissioned agency will be responsible for analysing the consultation findings and writing the research reports.

6. Expectations:

- 6.1 The following outputs have been identified but are open to discussing other potential capacity-building outputs to support our staff and partners:
 - Staff presentation and report containing themes and learnings from qualitative research for Brent, covering the barriers, opportunities, behaviours, and interventions local residents would be likely to use within their respective place



around physical activity. This should include thematic analysis to identify common themes across each area, and between groups.

- Methodology design and upskilling to enable the Brent Physical Activity Partnership the opportunity to develop skills
- 6.2 London Sport will expect close involvement with the commissioned organisation throughout the planning, fieldwork and reporting phases.
- 6.3 We are open to discussing how the research might be approached but anticipate that the research supplier will own the consultation and development of outputs.
- 6.4 London Sport and the Brent Physical Activity Partnership 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.
- 6.5 We would like the outputs to be presented back to us by the start of September 2025. For more information on timescales see section 11.
- 6.6 It is preferred to have one agency in all places but open to individual applications per place.

7. Skills and Experience:

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

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. We expect that those who are involved in delivering the fieldwork will be present at the briefing and debriefing sessions.

9. Format of Responses Required:

- 9.1 An outline of the approach that will be taken
- 9.2 A detailed methodology
- 9.3 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas
- 9.4 Detailed breakdown of costs including time commitments for team members.



- 9.5 A realistic timetable for the project (to be agreed with the successful agency but we have an aim to complete by the end of July 2025).
- 9.6 Quotations should include background material to demonstrate the previous relevant experience and range of work in which the consultants have been involved.
- 9.7 Quotations should also include contact details of two referees from previous work.
- 9.8 A brief explanation of your organisational commitment to EDI
- 9.9 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.

10. Contract Value

The estimated value for this contract is £15,000 - £20,000 inclusive of VAT and all expenses.

11. Estimated Timescales:

Task	Deadline
Open tender advert live	27/05/2025
London Sport available to discuss the brief before a proposal is written	29/05/2025 – 06/06/2025
Proposal deadline	13/06/2025
Shortlisted research suppliers confirmed	25/06/2025
Proposals presented at House of Sport / via Teams	30/06/2025 - 04/07/2025
Decision made by London Sport / research supplier appointed	11/07/2025
Project initiation & any associated refinement of methodology plus contract signing	16/07/2025
Project delivery period	21/07/2025 – 05/09/2025
Final content completed and returned to London Sport	12/09/2025

Thank you for your time, if there are any queries please contact Megan Bevis, Insight and Impact Manager, insight@londonsport.org . The deadline for any questions will be 23:59 06th June 2025. Where relevant, an FAQ page will be shared shortly after this deadline.

All proposals must be submitted to insight@londonsport.org by 23:59 on 13th June 2025.