



London Sport is looking to procure stakeholder mapping across two identified places in London

1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite proposals for an agency to conduct stakeholder mapping in two places (Brent, and Tower Hamlets).
- 1.2 The stakeholder mapping will help the places to develop an understanding of the individuals, groups, or organisations in each identified place that deliver services that can influence local residents' sport and physical activity behaviours. We are interested in understanding the strength of their relationships between the individuals, groups, or organisations, and the activities they deliver. This could include (but not limited to) Local Authorities, voluntary and community sector organisations, sports providers, healthcare professionals, housing associations, transport teams etc.
- 1.3 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.
- 1.4 The contracting authority and manager of the project is London Sport.
- 1.5 London Sport is managing this tender on behalf of the following key partners:
 - Brent Physical Activity Partnership
 - Tower Hamlets Physical Activity Partnership
- 1.6 Please note that all decision-making authority rests with the Brent Physical Activity Partnership and Tower Hamlets Physical Activity Partnership, not London Sport.
- 1.7 Quotes or Bids are invited from suitably qualified individuals, collectives or organisations.
- 1.8 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](https://www.afpe.org.uk/news/624058/Definitions-of-Physical-Education-School-Sport--Physical-Activity.htm) 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.

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



- 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. 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, and Tower Hamlets are 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 each place are:
 - Brent: covering the Middle Super Output areas (MSOAs) of Stonebridge, St Raphael's and Church End (see Figure 2)
 - Tower Hamlets: covering the whole borough (see Figure 3)
- 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, and Tower Hamlets are currently in the Development Award stage.
- 4.6 Within the Development Award stage, stakeholder mapping has been identified as an activity that Brent, and Tower Hamlets would like to conduct.
- 4.7 Stakeholder mapping will help each place understand:
 - The current landscape of individuals, groups, or organisations in each place



- The number of individuals, groups, or organisations that have an influence on the sport and physical activity system in each place
- 4.8 We are particularly interested in understanding the individuals, groups, or organisations who have relevance in influencing local resident's sport and physical activity behaviours. This could include (but not limited to) Local Authorities, voluntary and community sector organisations, sports providers, healthcare professionals, housing associations, transport teams etc.
- 4.9 Longer-term, stakeholder mapping will be the starting point for each place to consider:
 - How these individuals, groups, or organisations could share decision-making authority across statutory and non-statutory stakeholders in each place
 - How each place could increase the number of individuals, groups, or organisations who have an influence on the system in each place by developing leadership capacity across each place.
 - How each place could strengthen the connections within each place partnership



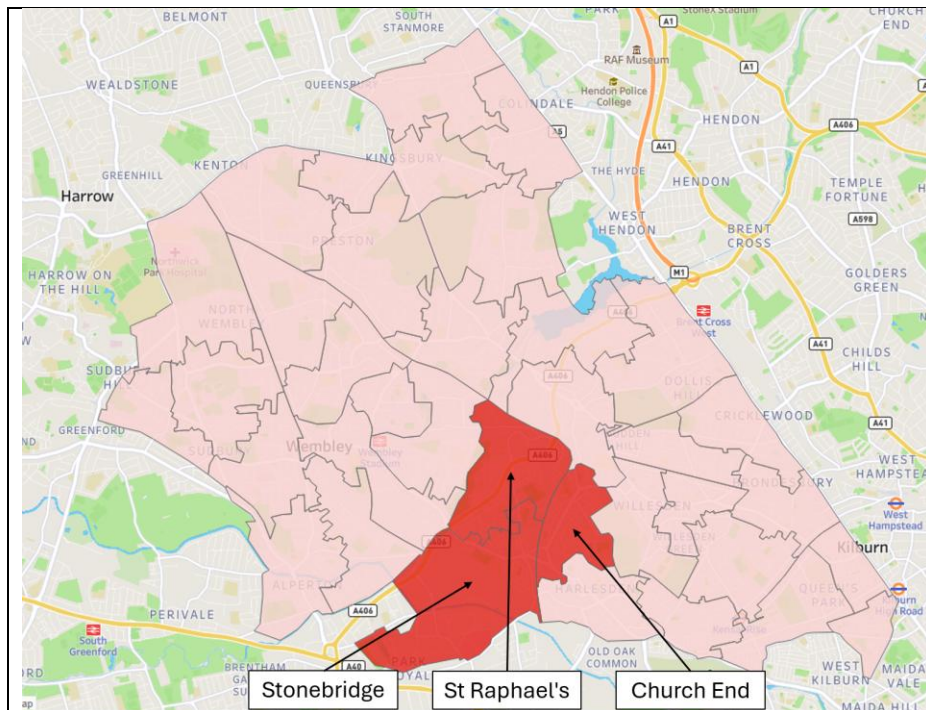


Figure 2: Geographic area of Brent place

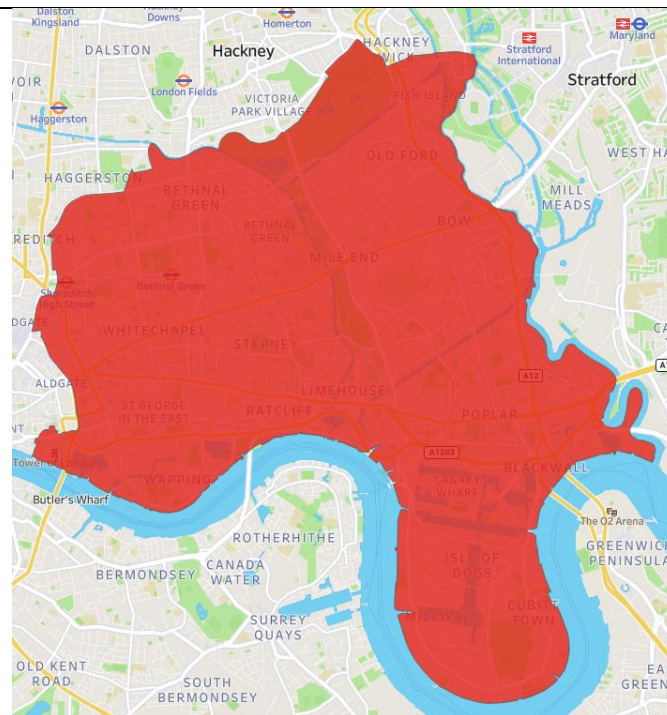


Figure 3: Geographic area of Tower Hamlets place



5. Our requirements:

- 5.1 We are seeking an external agency to undertake stakeholder mapping in each identified place.
- 5.2 The outputs of this work will build a shared understanding of the current landscape of individuals, groups, or organisations in each place, and how they are connected by mapping the relationships between them.
- 5.3 To guide thinking, we have outlined key objectives to explore below. However, we are open to suggestions of other objectives and welcome other suggestions.
 - The individuals, groups, or organisations working in each identified place who have relevance in influencing a resident's sport and physical activity behaviours
 - The type of work the individuals, groups, or organisations do (e.g. health, community, transport, etc.)
 - If these individuals, groups, or organisations work together within each identified place
 - How these individuals, groups, or organisations work together within each identified place
 - The strength of the relationships of individuals, groups, or organisations within each identified place
 - When individuals, groups, or organisations started working with each other
 - How frequently individuals, groups, or organisations work with each other
- 5.4 We are also keen to explore the following:
 - What services or activities the individuals, groups, or organisations within each identified place offer
 - The main location where the individuals, groups, or organisations offer/deliver these services or activities
 - The audiences the individuals, groups, or organisations deliver services or activities to (e.g. children and young people, women, disabled people, etc.)
- 5.5 We are particularly interested in understanding the individuals, groups, or organisations who have relevance in influencing a resident's sport and physical activity behaviours. This could include (but not limited to) Local Authorities, transport teams, sports coaches, healthcare professionals, housing associations, etc. We welcome suggestions of types of individuals or organisations to include.

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:
 - A database of identified contacts for each place including name, organisation, and contact details, and the objectives outlined in section 5.
 - Data sharing agreements with each individual, group, or organisation included in the database ensuring GDPR is adhered to and that the individuals, groups, or organisations understand that their data will be shared with London Sport (to upload to their CRM) and each respective identified place.



- A sociogram for each place to visualise the relationships and strength thereof, between the individuals, groups, or organisations identified. We would like an editable version of a sociogram that can be added to in the future.
- 6.2 London Sport will expect close involvement with the commissioned organisation throughout the planning, fieldwork and reporting phases.
- 6.3 We would like the outputs to be presented back to use by the 13th September 2025. For more information on timescales see section 11.
- 6.4 Whilst we are tendering for two places together, each place works in isolation and so the work in each place will be distinct.
- 6.5 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.
- 6.6 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.
- 6.7 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 developing stakeholder mapping
 - Examples of expected output (visuals)
 - MRS membership and code compliance (esp. Data Protection credentials and quality controls)
 - Ideally sector specific experience

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 partners from each place working group.

9. Format of Responses Required

- 9.1 An outline of the approach that will be taken
- 9.2 A detailed methodology including an explanation on how you will ensure the data collection is comprehensive
- 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



- 9.5 A realistic timetable for the project (to be agreed with the successful agency but we have an aim to complete by the start of September 2025)
- 9.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the consultants have been involved in.
- 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 £30,000 - £40,000 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	15/07/2025
Project initiation & any associated refinement of methodology plus contract signing	18/07/2025
Project delivery period	23/07/2025 – 23/09/2025
Final content completed and returned to London Sport	30/09/2025

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.