

Invitation to Tender for the provision of a Digital Strategy and Skills Partner for Active Black Country

Deadline for submission of tender: 5PM on 16th of September 2025

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This document is in two parts:

PART A

Part A is the Invitation to Tender and provides all the background information, a description of what is required, and an overview and instructions for the completion and submission of the Tender document.

PART B

Tender questionnaire document.

Introduction

This is an Invitation to Tender (ITT) with information, instructions and guidance provided. The Tender submission, described in the following pages, should be completed and returned by all Tenderers who wish to Tender.

Background

The areas of Dudley, Sandwell, Walsall and Wolverhampton are collectively known as ‘The Black Country’.

Located at the heart of England, its residents strongly identify with the region’s geography, its traditions and its history. It is a place beset by inequalities, with more than half a million residents living within some of the most deprived parts of the country.

The physical activity levels of Black Country people are significantly determined by their income, ethnicity and where they live. Deprivation promotes lower life expectancy, a higher prevalence of long-term health conditions and less disposable income. Active Lives data from Sport England consistently identifies the Black Country as the most inactive Active Partnership area within England. Data released in April shows that 34.6% of adults were classed as inactive; the national average is 25.1%.

To tackle these stubborn inequalities and break down barriers to a more active life, Active Black Country and partners are taking a ‘Place-based approach’ – partnering with local



organisations and leaders who understand both the specific needs of their communities and the local assets that are available – to support people to move more and get active.

Active Black Country

Active Black Country is a charity that is passionate and committed to helping local people become physically active so they can enjoy the health and wellbeing benefits that an active lifestyle provides.

We work across the Local Authority areas of Dudley, Sandwell, Walsall and Wolverhampton and form part of the national network of 43 Active Partnerships, funded by Sport England.

Working to a shared vision of 'A future Black Country where all ages, abilities and backgrounds are able to be active, move and play sport', we aim to increase activity levels to support good mental and physical health, ensuring the range of opportunities are inclusive, attainable and support stronger, better connected, resilient communities.

Together with our local partners and community organisations, Active Black Country wants to drive forward transformative change across our communities to ensure everyone is given the opportunity to lead an active and healthy lifestyle access to digital skills and the ability to find activity online is a key feature of the work.

Key objectives of the work

To produce a digital strategy that aligns with Active Black Country's six strategic objectives. The strategy must outline how The Black Country Moving platform is utilised as part of our organisation's digital presence that aims to make it easier for local residents to access opportunities to become more physically active.

Scope of work

Vision & Goals

- Develop a digital roadmap that articulates the future direction of Active Black Country's digital work.
- Ensure full alignment with the organisation's overarching strategy and six strategic objectives.

Customer Experience

- Develop an understanding of the Black Country residents' digital needs, behaviours and expectations.
- Map existing digital touchpoints (e.g. website, social media, and Black Country Moving platform).
- Analyse the 'customer journey' and identify areas for improvement and simplification.
- Assess performance and potential of all digital engagement channels.

Technology & Infrastructure

- Audit current technologies and digital tools.
- Identify gaps and prioritise actions into short, medium, and long-term timeframes.
- Engage with current Active Black Country platform providers to understand current capabilities and contractual scope, whilst evaluating performance and providing recommendations on renewal or alternatives.

Data & Analytics

- Assess current data collection and reporting methods.
- Recommend how data analytics can support impact measurement, decision-making and strategic reporting.

Partnerships

- Map the regional and national digital landscape in an overview report.
- Identify and prioritise potential digital partnerships (e.g. tech providers, local authorities, training organisations).
- Develop an engagement plan that supports Active Black Country's strategy and fosters collaboration.

People & Culture

- Design a process to assess digital skills and training needs across the organisation and its stakeholders.
- Recommend tools, methods, and CPD (continuing professional development) models to support digital literacy and confidence.
- Develop CPD materials that help train 'digital trainers' on the functionality and value of the Black Country Moving platform.

Timescales

Tuesday 16 September, 5pm – deadline for submission of tenders.

Thursday 2 October – interviews with consultants.

Thursday 9 October - inception meeting for work programme and associated timelines to be agreed.

Budget

The budget of £15k (inclusive of VAT) will cover all associated areas as outlined in the scope. You will be required to provide a full breakdown of costs.

Key requirements - demonstrate through examples and references:

- Previous experience delivering digital strategy and transformation projects, preferably within the public or non-profit sector.
- Knowledge of the Black Country and its communities would be advantageous.
- Previous experience of planning and delivering digital innovation.
- Proven track record of working with local partners and community groups.
- The resources to deliver this work.
- This contract will commence October 2025.

Contracts and payment

Active Black Country Ltd will agree to the contract and payment details.

Project management and governance

The client's Project Manager will be Active Black Country (ABC), which is managing this work on behalf of Dudley, Sandwell, Walsall and Wolverhampton. The consultant will be expected to nominate a Project Lead. The project will be managed primarily through frequent contact between the Project Manager and the Project Leader.

The Project Leader will provide weekly updates on progress, including a summary of tasks undertaken, to the Project Manager.

Costings

Tenderers should provide a cost breakdown.

A project plan should include individual consultancy day rates and anticipated total number of days spent by each person.

Payment schedule

In consideration of the services to be provided by the contractor, ABC will make the payments within 30 days of the end of the month in which it receives invoices or completed paperwork. Invoices/paperwork and/or key performance indicators will be presented in accordance with the intervals defined by the contract schedule 1.

Evaluation Criteria

Tenders will be evaluated against the following criteria:

Criteria	Weighting within evaluation
Price	30%
Quality	70%
Experience of delivering similar work and quality and experience of team CVs.	10%

Understanding of the brief and detailed methodology for work.	40%
Robustness of the project plan, proposals for presentation of analysis and recommendations and delivery timetable.	20%

The Interview Process

If your organisation(s) is successful at assessment stage and invited to interview, you will be asked to expand on specific areas of your response(s) or to clarify or substantiate responses.

We anticipate the interview taking no longer than 1.5 hours.

The interviews will be scheduled for Thursday 2 October 2025. These interviews will be face to face or online.

The Outcome

Following the interviews, the interview panel will discuss and confirm selection of the preferred supplier.

The preferred supplier will be notified by October with an inception meeting on the 9th of October 2025.

Please note, if you are selected as the preferred supplier, you will be required to attend an inception meeting and start delivery soon after.

In your submission, please confirm you are able to do this, subject to the timely review and signing of contract for services.

Before completing a response to tender, please read the following information regarding Freedom of Information, Data Protection and Assessment. You should only proceed if you are happy to comply with the Freedom of Information and Data Protection requirements.

Data Protection

As a registered charitable organisation, we must comply with the UK GDPR and Data Protection Act 2018. We are committed to protecting your privacy and will ensure any personal information is handled properly under the Data Protection Act.

We will collect and process the following information:

- Organisation name
- Organisation type

- Email
- Postal address
- Name of lead contact
- Senior contact
- Named collaborators

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

We have a Legitimate Interest

We will use the information you give us in your application form for:

- assessing responses to tender
- monitoring the tender project
- evaluating the way our funding works and its effect.

We may also give copies of this information to individuals and organisations such as:

- Accountants and auditors
- Other organisations or groups involved in delivering your submission
- Other organisations for the prevention and detection of fraud.

We will keep the Invitation to Tender responses until the process is complete, and an organisation has been appointed. We will then dispose of your information by digital deletion and supported by our IT provider (this will be a period of between 6-12 months)

Appendix I. Tender Response (Organisation details and pricing)

Instructions

Please include answers to the standard questions below in addition to your technical response to the specification.

Questions for information purposes only: please ensure you complete each question

	DETAILS OF YOUR ORGANISATION		
1	Name of the organisation in whose name the quote is submitted:		
2	Contact name for enquiries about this submission:		
3	Contact position (Job Title)		
4	Address: Post Code:		
5	Tel number:		
6	E-mail address:		
7	Is your company: (Please tick one)	i) a public limited company	
		ii) a limited company	
		iii) a partnership	
		iv) a sole trade	
		v) LLP Limited Liability Partnership	
		(vi) Other (Please specify)	
8	Name of (ultimate) parent company (if this applies)		

9	Companies House Registration number, Charity Commission Number or Mutual Society Number: (if these apply)	
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	INSURANCE	
	Please provide details of your current insurance cover. We reserve the right to seek evidence or ask that sufficient levels of insurance be in place before award of contract. All price quotations should be based on full insurance levels being in place.	Insurance Cover Value
10	Employer's Liability (if applicable): (£5m)	£
11	Public Liability: (£5m)	£
12	Professional Indemnity (£100k)	£

	Equality Diversity Inclusion Policy	
13	Does your company have a written EDI policy, to avoid discrimination?	Yes /No
	If the answer to this question is No, please explain how you ensure your organisation offers equal opportunities and avoids discrimination in its working practices (max 200 words)	

	PROFESSIONAL AND BUSINESS STANDING INFORMATION	
	Does any of the following apply to your organisation, or to (any of) the director(s) / partners / proprietor (s)?	
14	Is in a state of bankruptcy, insolvency, compulsory winding up, receivership or subject to relevant proceedings:	Yes / No

15	Has been convicted of a criminal offence related to business or professional conduct.	Yes / No
16	Has committed an act of gross misconduct in the course of business	Yes / No
17	Has not fulfilled obligations related to payment of social security contributions	Yes / No
18	Has not fulfilled obligations related to payment of taxes	Yes / No
19	Is guilty of serious misrepresentation in supplying information	Yes / No
20	Is not in possession of relevant licences or membership of an appropriate body where required by law	Yes / No
	If the answer to any of these is “ Yes ” please give brief details below, including what has been done to put things right. (Max 500 words)	

Pricing

Please submit your fee to deliver the service as per the specification in this document and the pricing schedule below.

Budget breakdown	Amount (£)
Total fixed price to deliver service (incl VAT)	

Daily fee rates on which these prices are based.

Nominated individual including grade	Daily rate (£)	Budget days

- Your total price for delivering the service should include all costs, fees, expenses and profits to deliver the service in its entirety. No additional claims for funding will be entertained.
- The prices and/or rates stated in this Price Schedule constitute the only reimbursement and profit to the company for providing the services.
- All sums payable by or to Active Black Country Ltd or the winning tenderer are inclusive of Value Added Tax ("VAT").
- No claim from the bidder will be entertained by Active Black Country Ltd for any mistakes in the information given.
- The fixed price sum is a maximum budget for the project and cannot be exceeded. Actual payments will only be made on the basis of evidenced invoices showing hours worked each month submitted before the end of each month. They will be paid within 30 days of the month end in which invoices are received.

Any quotation submitted must be bona fide and without canvassing or soliciting any member or employee of Active Black Country Ltd or fixing the rates with another supplier. By submitting



a quotation, you are agreeing this is a bona fide quotation. You should also declare if anyone in your company has a family member who works for Active Black Country Ltd.