



## School Ambassador Framework Brief

### Tender Opportunity

Active Black Country (ABC) is seeking tenders from organisations to develop a framework and campaign to support the creation of a Black Country School Ambassador Programme across the region.

ABC are seeking a range of Young Leaders, Head Teachers and Schools to champion, promote and advocate its educational strategic priorities. These include:

- Raising the profile of PE, Physical Activity and School Sport to advocate the role they can play against whole school outcomes.
- Developing a lifelong habit for young people in Sport and Physical Activity

### Overview

The Black Country Consortium Limited (BCC Ltd) is the sub-regional development and partnership agency and the accountable company for Active Black Country. Active Black Country is the recognised County Sports Partnership covering the geographical areas of Dudley, Sandwell, Walsall and Wolverhampton.

### Black Country Context

The Black Country is characterised by a unique set of socio economic challenges which sets it apart from the rest of England with high levels of unemployment and health inequalities. There is a clear link between the social determinants of health and participation in sport and physical activity.

The below graphic demonstrates that the Black Country is below average for participation in Sport and Physical Activity and above national average for childhood obesity.

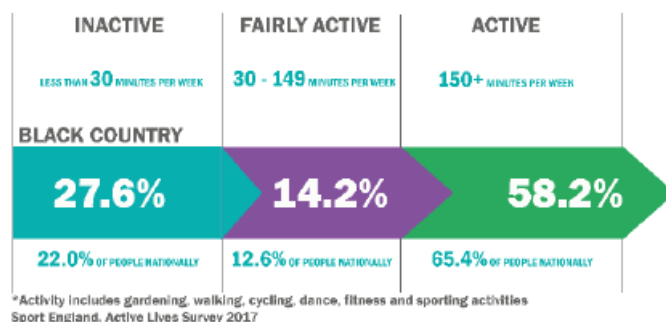
### Black Country Reception (Age 4 - 5)

 **11.9% OBESE**  
(9.3% Nationally)

### Year 6 (Age 10 - 11)

 **25.3% OBESE**  
(19.8% Nationally)

Source: National Child Measurement Programme, PHE 2015



### Tender Requirements

The existing picture and landscape of how schools value, engage and incorporate PE, Sport and Physical Activity is inconsistent with both pockets of excellent and poor practise occurring. To develop consistency across the area, Active Black Country plans to engage a number of Head Teachers, to utilise the power of peer networks, to advocate, champion and promote the power of PE, Sport and PA to impact on behaviour, attendance and attainment across the region.

### The specific objectives of the programme are:

- Develop a campaign focussed on increasing physical activity levels of young people across the Black Country. This will include:
  - Working with ABC, the Education Partnership Officer and local schools to develop campaign content.
  - Work with ABC to identify key schools/influencers, good practice and content creation.
  - Work with ABC to develop a campaign launch utilising platforms such as the PESSP Conference (March 2019) and School Games events (February – June 2019).
  - Utilise Head Teachers ambassadors, their networks and the campaign to recruit further Head Teachers to advocate the Power and role of PE, Sport and Physical Activity.
  - Develop social media outreach as part of the project



- Collate and evaluate project feedback including social media analysis, effective tactics and recommendations for improvement in addition to stakeholder feedback.

As part of this campaign and working alongside ABC, develop a framework for engaging Ambassador Head Teachers including:

- Timeframe
- Approach
- Engagement plan
- Review

#### **Costs**

£6,000 will be available for the award of this contract. Where applicable please ensure VAT is stated on your tender submission.

#### **Tender Process**

As part of the tender process we will require the following information outlined to determine suitability for the contract.

1. Methodology, approach and framework
  - *Understanding rationale*
  - *Determine where work priorities lie*
  - *Understanding of insight*
  - *Detail stages and expectations*
2. Relevant experience of staff
3. Outline and breakdown of allocated budget
  - Focusing on where we will gain added value
  - Demonstrating clear rationale for costs

Tenders should be submitted to Tim Aldred by **4pm Tuesday 5<sup>th</sup> February 2019**.

#### **Timescales**

- **25<sup>th</sup> January 2019:** Tender process opens
- **5<sup>th</sup> February 2019:** Deadline
- **6<sup>th</sup> February 2019:** Contract award
- **7<sup>th</sup> February 2019:** Contract initiated

#### **Project Management**

The overall project management of this contract will be held with Tim Aldred at Black Country Consortium Limited.

Should you have any further questions or require further information regarding any of the above please contact Tim Aldred below:

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