

## Black Country Wayfinding Platform

### Context

Active Black Country (ABC) have identified the need to invest in the development of a bespoke wayfinding platform in conjunction with the 2022 Commonwealth Games. Commonwealth Active Communities funding has been secured for the region which will enable the development and delivery of a modernised activity finder that uses open data technology to enable residents and the paid and volunteer workforce in the Black Country to find and book onto activity opportunities (both virtual and face to face) that are suitable to their situation, profile and preferences. Considerable research has been undertaken on this subject over the course of the last 2 years – consultation with 60 Black Country health professionals in late 2021 clearly demonstrated that the single largest barrier preventing them from referring more into physical activity is a lack of knowledge of suitable local opportunities.

### Audience

The platform will be community facing and it is envisaged to be a tool that;

- healthcare and allied health professionals will be able to utilise to enable pathways from primary and secondary care to physical activity
- education professionals will utilise to source appropriate third-party support for physical activity within schools
- general public will use as part of a wider campaign to activate a legacy of physical activity from the 2022 Commonwealth Games

### Scope of the work

ABC will commission an Open Active developer to produce an ABC-branded activity finder that also incorporates four elements of the programme (via separate tabs on the home page). The platform will be hosted through a central regional webpage 'blackcountrymoving.co.uk'

1. The development and delivery of a Black Country-wide activity opportunities finder that uses open data technology to enable residents and the paid and volunteer workforce in the Black Country to find activity opportunities (both virtual and face to face) that are suitable to their situation, profile and preferences.
2. Incorporation of wayfinding element that enables users to navigate on foot, by bike or by public transport to our wide range of assets, including schools, faith centres, parks and traditional leisure facilities.
3. Inclusion of a supplier-based search, incorporating available information on organisations that provide physical activity services
4. Inclusion of a Black Country Facility finder incorporating available information on venues that provide physical activity services

In addition to these features the platform will;

- Showcase what's on offer in parks and open spaces
- Feature a community use booking system
- Enhanced searchability, enabling users to filter the appropriateness of opportunities by a number of categories including age, gender and intensity.
- Compatibility to add future options as part of a phased process, including resident log in, compatibility with Black Country leisure provider services (single sign-on platform for accessing council services) and holiday activity finder and booking system

## Timescales

Work Area	Date
Invite to tender distributed	06/05/2022
Tender submission deadline	18/05/2022
Developer appointment	20/05/2022
Design and development	May and June 2022
Local testing	June 2022
Platform launch	July 2022
Games start	28/07/2022

## Expectations

The lead organisation will outline their proposal based on the information contained in this invitation to tender. The appointed developer will be responsible for producing their own detailed timeline for completing the platform, including key milestone dates and associated risks.

## Quotes

The fee quotation should contain a detailed breakdown of all costs, inclusive of all expenses and VAT where applicable.

Quotations should be received by Tim Aldred (Active Black Country Education Lead) and should include;

- Your understanding of the task
- Your development plan, including specific tasks, timeframe, staffing and costing
- Details of personnel, including qualifications, specialisms and roles which they will play
- Examples (including links) of other similar pieces of work undertaken by the organisation, including your track record on delivery.

## Key Contacts

**Tim Aldred – ABC Education Lead**

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