

## Greater Manchester's Young Person's Campaign – Physical Activity and Mental Wellbeing

### 1. Introduction

**GreaterSport** on behalf of **GM Moving** partners have announced that they will be launching a youth-led campaign on physical activity and mental wellbeing. The campaign is in response to the findings in the **#BeeWell** data<sup>1</sup>. Only 1 in 3 young people in GM are currently meeting the recommended daily physical activity guidelines set by the Government's Chief Medical Officer and this impacts on mental health and wellbeing. The campaign will work with partners from across Greater Manchester to recognise and celebrate the benefits of physical activity and increase engagement across the city region. The campaign will be designed and led by young people, to ensure the benefits of physical activity on young people's mental wellbeing are advocated for in an inclusive, accessible, and exciting way in which young people will engage with and want to share with others. It will also give specific focus to girls, building on the #BeeWell findings uncovering the extent of the gender gap in physical activity coming out of the pandemic.

We are seeking to appoint a partner or consortium with a lead organisation to develop this youth-led campaign on physical activity and mental health to be delivered through the 2022-23 academic year (September 2022- September 2023). We expect this work to build on groups and networks already working with young people across Greater Manchester to ensure clear and concise narratives that will relate to young people are created.

The overall aims are to:

- Raise awareness of what the physical activity guidelines are in an engaging way
- Share the more immediate benefits of physical activity
- Highlight the links between physical activity and mental wellbeing
- Challenge preconceptions of what physical activity is
- Have relatable narrative, stories and imagery and messaging that will resonate with 11-18 years old young people.

The campaign should do this through;

- Research
- Production
- Delivery

### Specific audiences

- Activity levels vary across our population with inequalities across different demographics.
- From the #BeeWell data, reaching CMO guidelines falls to 27% of girls, 27% of Asian pupils, and 18% of Chinese pupils, from 34% overall.

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<sup>1</sup> <https://gmbeewell.org/wp-content/uploads/2022/03/BeeWell-overview-briefing.pdf>

Building on this from Sport England's CYP Active Lives Survey<sup>2</sup> the specific audiences more likely to be inactive are:

- those in school years 9-11 (40.4%, aged 13-16)
- those from low affluence families (36.8% compared to 29.7% for high affluence families)
- those from Asian (51.2%) or Other (42.2%) ethnicities
- and those with a long-term limiting disability (55.5% compared to 47.6% with no long-term limiting disability)

Girls are experiencing increasing levels of activity, whilst boys are decreasing so the gender gap has narrowed- but how do we maintain this? However, we know from research conducted by Women in Sport<sup>3</sup> there can often be a decline in activity for teenage girls.

Therefore, we would like the research and subsequent campaign to focus on these groups, subject to the research findings and successful partners advice or experience.

Although we have limited data from those who identify as LGBTQ+ this would also potentially be something we would like to explore as part of the qualitative research where possible.

Additionally, we want the places and ways in which young people want to access activity and movement to be clear and relatable across Greater Manchester (whether this is through the environments where they live, local green space, assets in education/community/clubs or at home as examples).

<b>Insight</b> Build on existing work	<b>Collaboration</b> With the system & our young people	<b>Output</b> A clear and concise narrative
<ul style="list-style-type: none"> <li>• Britain Thinks</li> <li>• #BeeWell</li> <li>• Make your mark</li> <li>• Active Lives CYP</li> <li>• Strategy Engagement</li> <li>• Young people insight</li> <li>• This Girl Can</li> <li>• Frameworks institute</li> </ul>	<ul style="list-style-type: none"> <li>• Appoint an agency</li> <li>• Understand the need</li> <li>• Fill the knowledge gaps</li> <li>• Translate our terminology</li> <li>• Consider wider system connections</li> <li>• Focus on equality</li> </ul>	<ul style="list-style-type: none"> <li>• <i>We don't know exactly what this will look like</i></li> <li>• Shift mindsets, beliefs and myths</li> <li>• Young People identifying moving more improves wellbeing</li> <li>• Translated CMO guidelines</li> <li>• Accessible &amp; adaptable resources</li> </ul>

<sup>2</sup> <https://www.gmmoving.co.uk/data-and-learning/greater-manchester-children-young-people-activity-levels-202021>

<sup>3</sup> <https://www.womeninsport.org/research-and-advice/our-publications/>

## 2. Objectives Approach, Budget, and Deliverables

- The total maximum budget for this brief is **£70,000 (inclusive of VAT)** and this should include all objectives, this must also include costs to support inclusive communications requirements. You will be expected to provide a comprehensive plan and estimates of how this budget would be apportioned to support the 3 objectives.
- The table below breaks down the key objectives, approach, budget, and deliverables, this is indicative and open to discussion where appropriate. We would require the following deliverables as a minimum.

Objectives	Approach	Deliverables
1. Research and Insight	Desktop and primary research where needed, including approach to co-design throughout with young people and key youth focused partners. To ensure that it is information wanted by young people – in a way they will relate.	<p>A clear and concise narrative co-designed to inform the campaign and delivery.</p> <p>Clear steer on channels to focus our efforts in the campaign.</p> <p>Co-design with young people must be representative of the young people in their diversity to include key equalities.</p>
2. Campaign production	Utilise the research & insight to produce assets for the campaign with key audiences.	<p>Resources that young people can use in their own settings (schools, youth centres etc.) to encourage activity/movement and lobby for change at both a peer and "system" level.</p> <p>Authenticity in messaging; real people, stories in real places</p> <p>Resources that follow inclusive comms guidelines</p> <p>Editable templates for partner organisations to adapt and use.</p>
3. Delivery	Ensure campaign steering group and partners can deliver the campaign in their respective organisations in an engaging way with impact	<p>Any direct delivery based on research.</p> <p>Partner toolkit to help promote the campaign and how to get involved.</p> <p>Partner session to share details of the campaign, including all assets available.</p>

## 3. Timescales

Activity	Timeline
Brief issued	3 <sup>rd</sup> August 2022
Closing date for submissions	Friday 2 <sup>nd</sup> September - 5pm
Agencies shortlisted & notified	By 9 <sup>th</sup> September
Shortlisted agencies invited to present their response (virtual meeting)	W/C 26 <sup>th</sup> September
Agency appointment	W/C 30 <sup>th</sup> September
Project takes place	Sept 2022 – Easter 2023 – July 2023

## 4. Tendering Process

We welcome bids from individual agencies or consortiums, where we require there to be a lead partner to manage the whole research and production brief. For consortium bids, the lead bidder must submit the proposal, listing who is involved, their role, and state who the lead partner is. All bidders, including sub-contractors, should complete the Basic Information and Due Diligence Form.

**Submissions should be submitted via email to [Lauren.Whaley@greatersport.co.uk](mailto:Lauren.Whaley@greatersport.co.uk) by 5pm Friday 2<sup>nd</sup> September 2022**

- Proposals should be a minimum of a 12 point Arial font and a maximum of 10 pages in PDF format, not including the cover sheet.
- Proposals should include cover sheet, stating project title, contact details of Project Lead and other team members including sub-contracting / partnership arrangements as appropriate.
- Proposal should include:
  - organisation(s) background
  - evidence of experience/accreditation with examples of similar or comparable work (in terms of budget, complexity, co-design with young people and length) and how this has informed your proposed approach, including a minimum of 2 case studies
  - Example of inclusive communications campaign
  - project management arrangements, including your capacity and ability to manage staffing changes
  - detailed and clear delivery model/methodology and where applicable measures you will be collecting and reporting. This should include examples of inclusive and accessible methodology.
  - key milestones you will meet
  - a breakdown of your fee quote by objective and, where possible by task, alongside your total fee quote including VAT
  - confirmation that there are no conflicts of interest which preclude you from bidding for the brief and, if you are appointed and conflicts arise in future how these will be managed

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- a consideration of the risks associated with both the delivery and the evaluation of these activities and how you will mitigate these in your research
- explanation of your approach to data security (GDPR) and information governance in the context of this brief
- confirmation that you can complete in the timescales identified
- provide details of how you would assist in achieving the Social Value objectives, your response should provide details of any tangible outcomes that you would deliver should your tender be successful and how you would evidence these.

Criteria		Weighting	Scoring
Understanding of requirement	Supplier to set out their understanding of the requirement, in particular need to co-design with CYP throughout	15%	0-5
Approach	Supplier to clearly explain how they would approach the work in detail	15%	0-5
Experience	Supplier to explain the project team, their roles, relevant experience and how this applies, including 2 relevant case studies and references	20%	0-5
Deliverables	Supplier to describe the deliverables that would be produced	10%	0-5
Project Management	Supplier to set out the project timeline, risks, other practical considerations including data protection and quality assurance	10%	0-5
Most Economically Attractive Tender	Supplier to set out a breakdown of the full costs including VAT	20%	0-5
Social Value	We are committed to delivering greater social value through procurement and as such it is recommended that bidders read the attached <a href="#">GM Social Value Policy</a> before completing any tender and set out how you would assist in achieving these objectives	10%	0-5

## Assessment

Scoring Classification		
Exceptional	5	Addresses the majority of the requirements at an extremely high level.

Above Average	4	Addresses most of the requirements at a high level
Average	3	Addresses some of the requirements at a high level
Below Average	2	Addresses some of the requirements at a basic level
Poor	1	Does address / barely address the requirements
Unacceptable	0	Does not meet requirements / no response

Proposals shall be scored as follows:

Bidders should not assume that meeting any minimum score will guarantee their proposal further consideration at an interview stage. GreaterSport provides no guarantees as to how many bidders will be shortlisted and invited to attend an interview.

## **Management**

For further details, or any questions please contact Lauren Whaley, Active Young People Lead. [Lauren.Whaley@greatersport.co.uk](mailto:Lauren.Whaley@greatersport.co.uk)

**Tenders to be submitted by 5pm on Friday 2<sup>nd</sup> September 2022**

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## Appendix

### Context

Mental Wellbeing is an important topic for our children and young people in Greater Manchester (GM), we were already seeing concerning trends regarding life satisfaction and happiness before the covid-19 pandemic which has exacerbated the problem. As a system, we are trying to do more to work together to understand the issues faced by our young people and combine our resources to make a meaningful difference and make GM the best place for children and young people (CYP) to grow up.

It is difficult to demonstrate the current trends in mental wellbeing, as there has been few robust surveys that can give us definitive figures – hence why the results from [GM's #BeeWell survey](#) will be so crucial to all who support CYP in our city-region. What we can see from national data: Children's happiness with life, friends, appearance, and school was significantly lower in 2018-19 than when the Understanding Society survey began in 2009-10 (Reported in Children's society good child report). 43% of British Gen Z (born after 2000) reporting that their physical health has got worse during the pandemic, and 58% of the same cohort reporting that their mental health had worsened. Similarly, a survey reported by NHS digital showed one in ten, (10.1%) of young people (aged 11 to 22) said that they often or always felt lonely, this was more common amongst those with a probable mental disorder. The gendered dynamic was also visible with 13.8% of girls and 6.5% of boys reporting loneliness.

NHS digital also reported a relationship between activity level and life satisfaction with young people who are active rating their life satisfaction higher than the least active, 6.71 compared to 6.11. This is also reflected in those viewing life as worthwhile with active young people scoring 6.94 compared to 6.16 for the less active. Mental disorders are also higher than the national average in our region with 16.6% of 5 to 16 year olds in the Northwest with a probable mental disorder. It is this understanding of how physical activity and moving more can support young people's wellbeing that has prompted our consideration of a GM Moving narrative that better consolidates everything we know about moving more and translates it into something that is meaningful for our young people.

For this campaign, the process is just as important as the outcome – we want everyone involved in the journey, build on what is already available and any outputs co-owned and used by everyone. From our [previous work with Britain Thinks](#), when developing the adults focussed campaign, we know that for children and young people:

- There tends to be especially low awareness of the Chief Medical Officer (CMO) guidelines for children, which seem unrealistically demanding for older (16+) and younger children (5-8).
- Short-term benefits of activity – improved sleep, improved mood, quality time with family, physical appearance – are especially motivating, while long-term health risks feel particularly remote and less relevant.
- The largest barriers for this audience are physical activity having to compete directly with 'more fun' activities; peer influences; lack of time

(both of young people & parents); and reliance on parents to access facilities

## What is already available;

### Research (Youth Voice)

Nationally and in Greater Manchester, there is lots of work being done to understand what matters to young people, from surveys to informal consultation and conversations. We know that our young people are socially conscious and are passionate about driving change - In 2021, 40% of British Gen Z claimed they take part in a demonstration or protest at least once a year. We want to harness this passion and provide young people with resources they can use to drive change. We want to utilise all the available information rather than starting over, consolidating:

- [Make your mark survey](#) – highlighting the Environment, Mental Health & Education as the key issues.
- [This Girl Can](#) - Fear was stopping women from exercising. Women were worried about being judged on their appearance during and after exercise; on their ability, whether they were a beginner or 'too good;' or for spending time exercising instead of prioritising their children, family, or work.
- [Youth Sport Trust – Class of 2035](#)
  - The proportion of those aged 5-16 in the UK who claim that "being healthy" is an especially important aspect of their lives has grown from 45% in 2014 to 52% by 2020
  - The proportion of young people in the UK who claim that they want to do more sport and exercise has growing from 44% in 2014, to 54% by 2020.
  - Over 6 in 10 young people in the UK state that having fun is an important aspect of their lives.
- [Physical activity guidelines for disabled children and disabled young people: methodology - GOV.UK \(www.gov.uk\)](#)
- [My Active Future: Including every child](#)
- [StreetGames research](#)
- [Greater Manchester youth combined authority](#)
- [Youth focus northwest](#)
  - **Children's society Good Child Report**  
<https://www.childrensociety.org.uk/information/professionals/resources/good-childhood-report-2021>  
[https://www.childrensociety.org.uk/sites/default/files/2021-08/GCR\\_2021\\_Summary\\_0.pdf](https://www.childrensociety.org.uk/sites/default/files/2021-08/GCR_2021_Summary_0.pdf)
  - **Youth Sport Trust – Class of 2035**  
<https://www.youthsporttrust.org/media/52qbo5bg/yst-class-of-2035-2021-edition.pdf>
  - **Frameworks institute (adolescents and childhood obesity)**



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- <https://www.frameworksinstitute.org/toolkit/the-core-story-of-adolescence/>
- <https://www.frameworksinstitute.org/publication/changing-the-childhood-obesity-conversation-to-improve-childrens-health/>
  - **GMHSC – GM Mental Wellbeing, What Works**

<https://www.gmhsc.org.uk/wp-content/uploads/2021/10/Greater-Manchester-Mental-Wellbeing-What-Works.pdf>

What other marketing campaigns are taking place across GM to be aware of;

- [Keep Moving](#)
- [Mental wellbeing strand of keep moving](#)
- [GM Way](#)