

GreaterSport and GM Moving: Creative and media buying brief

Issued: 29 March 2023

GreaterSport is a high performing charity passionate about changing lives through physical activity and sport. Following our historic devolution agreement with the Government, we're looking to deliver the greatest and fastest improvement to the health, wealth and wellbeing of the 2.8 million people who live in Greater Manchester (GM).

[GM Moving in Action](#) is a key part of realising our vision. It is Greater Manchester's physical activity strategy, shaped and powered by GM Moving – our movement for movement. It is also a call to action, to the people of Greater Manchester, to join this quest; to support good lives for all in Greater Manchester for a happier, healthier, more connected Greater Manchester.

We believe that the way we market and communicate about movement, physical activity, and sport is critical to the behaviour change we're trying to achieve. Movement has been designed out of our lives and barriers to physical activity are numerous and complex.

Good, consistent, and repeated marketing content about the ways people can build more activity into their everyday life with messages about the benefits of moving more help people move more.

Our journey so far

In 2017, Greater Manchester was one of 12 places chosen by Sport England to work on a new approach to build healthier, more active communities across England. The 12 pilots would test whether a behaviour-change approach in a place could enable sustainable change. [Learn more here](#).

In 2019, initial research ([Britain Thinks report](#)) found physical activity is often interpreted narrowly and that few were aware of specific activity guidelines. There was recognition of the benefits of activity, though short-term benefits can be more motivating than the reduction of longer-term health risks.

Many of these barriers are exacerbated because 'activity' is often associated with strenuous exercise which can seem both daunting and unenjoyable to the least active residents

This led to the [That Counts!](#) campaign which highlighted bitesize targets and moving over physical activity with a focus on short-term benefits and tailored messaging to three key audiences.

In 2020, further marketing campaigns (Keep Moving and [The GM Way](#)) continued to target Greater Manchester as whole and were designed to complement national campaigns including:

- [We are Undefeatable](#) the campaign that inspires people living with long-term health conditions to move more by focusing on positive stories of what is possible.
- [This Girl Can](#) the campaign to encourage females to be active.
- [Couch to Fitness](#) a specific strand of the campaign creative that's aimed at Black women

Our desire for 2023-25

As we continue to inspire people to move, our marketing plans for 2023-25 look a little different and we are now seeking an agency/ies to support a set of three boroughs (Salford, Oldham and Stockport) with their specific local marketing requirements. Additional capacity may also be requested ad-hoc by other boroughs throughout the year.

Feedback from the boroughs, via the Local Pilot, was that they were struggling to successfully align the GM-wide campaigns with their own local campaigns and priorities. As such, rather than further developing the ThatCounts/KeepMoving messaging, this tender will look to support boroughs directly with their work.

Each borough will have different needs and challenges and therefore requires specialist, tailored support to fulfil their local objectives. For brevity, the common themes include: storytelling; brand development; and design/printing support.

For the next two years, instead of creating, using and sharing a GM-wide campaign (like ThatCounts, Keep Moving) and encouraging boroughs to use the resources locally; we want the boroughs to take the lead with the marketing *they* require and shine a light on and expand the amazing efforts of partners taking place locally to get more people moving.

GreaterSport will continue to provide over-arching marketing and communications support to all Greater Manchester boroughs and, using Greater Manchester Moving, will amplify the efforts of the successful agency and work with them to share their learnings to ensure that all boroughs (and partners nationally) benefit.

The requirements

To plan and deliver tailored marketing support for Stockport, Salford and Oldham to enable them to achieve a set of co-created objectives which inspire and motivate inactive residents to move more everyday and to lead a more physically active life. To provide additional guidance and support to further boroughs if smaller requests are submitted throughout the year.

An at-a-glance summary is below with additional information on the challenges and desire of each locality available here: [Proposals Summary.docx](#)

	Branding	Storytelling	Printed Assets
Oldham	x	x	
Stockport	x	x	x
Salford			x

The work will, by its nature, look different in each area but can use the ThatCounts and KeepMoving branding and resources, and national campaigns like This Girl Can, where applicable. These are available on the [GM Resource Hub](#) for all partners within Greater Manchester to use.

Our budgets are small but we believe with the right agency partner we can maximise every pound. The ideal partner will co-create objectives with each borough and provide regular updates to localities as well as GreaterSport – including a six-month presentation to Greater Manchester’s Local Pilot forum. We expect a partner to execute a test and learn approach, including the training and upskilling individuals and groups at a local level to ensure sustainability beyond the initial funding period.

Agency experience and strengths

The agency must have experience in:

- Relevant creative development (e.g. behaviour change campaign work examples)
- Training/upskilling experience
- Specific and detailed knowledge of Greater Manchester and Greater Manchester Moving.

Budget

The available budget is £135,000 (inc VAT) for the 2023/24 and 2024/25 financial year. The expectation is that this budget would be split equally across both years, leaving £67,500 (inc VAT) to be spent from 1 April 2023 to 31 March 2024.

An assessment will take place in early 2024 to judge whether the three boroughs involved need additional funding throughout 24/25 to continue/accelerate their marketing efforts or whether they're able to carry on alone, giving space for other boroughs to come in and receive more targeted support.

Tender requirements from responding agencies

Responding agencies are expected to provide the information as indicated in the table below, which also provides the weighting/scoring criteria.

Requirement	Weighting
<p>1. Team</p> <p>Outline who will be part of the team detailing agency/agencies and relevant experience and credentials for this brief</p>	10%
<p>2. Experience</p> <p>Provide evidence of delivering local, inclusive, and accessible marketing campaigns that are demonstrably effective at reaching the target audiences and delivering audience reach and/or engagement. Preferably examples will include:</p> <ul style="list-style-type: none"> • Brand support <ul style="list-style-type: none"> - local logo/hashtag/template/brand for us and partners to use - producing marketing toolkits • Storytelling <ul style="list-style-type: none"> - creation of videos and case studies that tell the story of local people and organisations involved in physical activity - tell the story of systems-change work and the positive impact on communities • Printed assets <ul style="list-style-type: none"> - Designs to promote the benefits of physical activity - Promotion of local offers that target specific audiences - Recruit inactive audiences to new opportunities • Examples of campaigns that have in whole or in part been co-created with the communities they are targeted at (i.e. through co-creation workshops or other methods) • Training and upskilling of individuals and groups to ensure sustainability beyond the initial funding period and empower them to consider accessibility in all future communications. 	60%
<p>3. Costs</p> <p>An indicative breakdown of cost for the first year, including accessible formats.</p> <p>Note: This is a test and learn approach and will require a level of flexibility. We are aware that the nature of each borough's requirements will need different budget allowances. We are also requesting a small proportion of budget is kept in reserve for other boroughs should they have marketing requirements that can't be fulfilled by the GreaterSport team.</p>	15%
<p>4. Indicative creative options</p>	15%

Broad recommendations to support the three localities with their marketing efforts. At this stage we aren't seeking finished creative work but are keen to see strategic thinking and creative direction.	
Total	100%

Timings

Activity	Timeline
Brief issued	w/c 27 March
Closing date for submissions	Friday 14 April
Agencies shortlisted	w/c 17 April
Shortlisted agencies invited to present their response	w/c 1 May
Agency appointment	Early May

Contact

For further details or information or any questions please contact:

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Tenders to be submitted by 17:00 on Friday 14 April to andrew@greatersport.co.uk