

GM Walking Brand Situational Analysis: Content, audience, and brand impact

Greater Manchester Moving are looking for a professional person/organisation to undertake a review of the GM Walking channels and content and use it to provide a series of recommendations to ensure we move forward with communications that best support our ambition to increase everyday walking across Greater Manchester.

About Greater Manchester Moving

Greater Manchester Moving (GM Moving) is a charity dedicated to changing lives through movement, physical activity, and sport. We are the Active Partnership for Greater Manchester, supporting the local implementation of Sport England's 10-year strategy.

As a B2B organisation, GM Moving leads, supports, and connects people and partners to deliver the shared [Greater Manchester Moving in Action strategy](#) (GM Moving in Action).

About GM Walking

Within GM Moving in Action, there is an ambition to “enable the greatest number of people to routinely walk or wheel for pleasure, personal or environmental benefit and travel”.

GM Moving continues to advocate for this ambition via policy, research and data work.

GM Walking was created in 2019 as a public-facing sub-brand of GM Moving to:

1. Support inactive/less active people to walk and wheel more
2. Help organisations to support inactive/less active people to walk and wheel more.

To achieve these objectives the sub-brand has its own [website](#), a monthly newsletter, and has three social media channels: Twitter, Instagram and Facebook. These communications channels are run by GM Moving staff with strategic oversight from the GM Moving Marketing and Communications team.

When the GM Walking website was created, there was no single place for walking information across Greater Manchester. Now, it is home to numerous walking routes, information on walking groups, inspirational stories, and useful resources.

GM Walking also runs the GM Walking Festival which takes place each May to coincide with National Walking Month.

The challenge we're facing

We want to ensure that our capacity and resources in the GM Moving team to create and publish content on the GM Walking channels are focused in the right areas and enhances the work done by partners across Greater Manchester.

We want to gain deeper understanding of our audience, the wider walking landscape and what content works well, or not, to ensure the most impactful content creation process.

We believe, to solve this challenge, we need a review to provide us with clarity of purpose and recommendations, grounded in evidence and insight, which allow us to give our audience what they need and in a way they expect.

Our audience is:

1. Inactive and less active people in GM who wish to walk and wheel more
2. Organisations that support inactive and less active people in GM to walk and wheel more.

We believe this review may consider some or all of the following questions:

Users:

- Who uses the website, reads the newsletter, follows us on social media?
- Which channels are they aware of and which do they use? How regularly?
- How many people use the website, newsletter, social media channels?
- Which content (website pages, resources, toolkits, social media assets, newsletter articles etc) on each of these channels is useful?
- What content do they value and should we produce more of it?
- What content needs to be improved?
- What content is not useful and could be removed?
- What else supports them to move more? Is this a complimentary or a competitor?

Non-users:

- Do they walk or wheel? How regularly and where?
- Do they want to walk or wheel more and what would support them to do that?
- If not, why not? What would persuade them to walk or wheel more?

These are not intended to be an exhaustive list, but a guide to some of the questions we think we need to answer to produce valuable content for our audiences moving forward.

Budget and next steps

Please provide a proposal for how you would undertake a review of the GM Walking channels and content and use it to provide recommendations to overcome the challenges outlined in this brief.

We would appreciate a tiered response to the brief outlining an approach for £10,000-£20,000 (inclusive of VAT) so that we can decide on scope and value for money.

We envisage this work being completed before the end of December. This will then inform a second phase of the work; expected to be website updates and the development of a strategic communications plan for the GM Walking brand.

Note: This second phase is **not** within the scope of this tender.

Timescales

	Timeline
Brief issued	21 August 2023
Closing date for submissions	12 noon Friday 15 September
Notification of invitation to discuss approach	By 20 September
Conversations with shortlisted applicants	25-27 September
Agency appointed	By 29 September
Project kick-off meeting	w/c 2 October 2023
Project completion	31 December 2023

Application Process

Proposals should be a minimum of a 12-point Arial font and a maximum of 4 pages in PDF format, plus a cover sheet. Proposals to be submitted to louise@gmmoving.co.uk by 12 noon on Friday 15 September 2023.

Assessment Process

Applications will be assessed against the following criteria:

Criteria		Weighting	Scoring
Understanding of requirement	Supplier to set out their understanding of the requirement	10%	0-5
Approach	Supplier to clearly explain how they would approach the work	25%	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	15%	0-5
Project Management	Supplier to set out the project timeline, risks, other practical considerations including data protection and quality assurance	10%	0-5
Value for money	Supplier to set out a breakdown of the full costs including VAT	10%	0-5
Social Value	We are committed to delivering greater social value through procurement. We recommended that bidders read the attached GM Social Value Policy and set out how you would assist in achieving these objectives	10%	0-5

More information

Please contact Louise Robbins, Strategic Lead Walking and Active Environments on louise@gmmoving.co.uk for any queries relating to the walking and wheeling work.

For queries relating to the scope of the review, please contact Andrew Lawton, Strategic Lead Marketing and Communications on andrew@gmmoving.co.uk