

Get Set

Invitation to Tender
September 2024



Get Set – ‘for a fitter future’

Invitation to tender September 2024

British Olympic Foundation*, on behalf of Team GB and ParalympicsGB are seeking a social impact specialist agency, who are inspired and passionate about improving the outcomes for all young people through the power of the Olympic and Paralympic Games, Movement and Values.

We would like added expertise, capacity, innovation and credibility to join us and our partners, to build a partnership over the next 4 years up to the end of 2028, which will see us through both Milan-Cortina 2026 Winter Games and LA 2028 Summer Games.

We are asking interested organisations to submit a written response to this brief, in the first instance. Invited organisations will then be asked to present to a panel. Full timeline for the process is included at the end of this document.

This is an exciting opportunity to join Team GB and ParalympicsGB on our journey to LA28, ensuring there is real impact is made as a result for our young people.

*new brand name will be Team GB Foundation

Get Set – ‘for a fitter future’

Get Set is the Team GB and ParalympicsGB joint umbrella youth engagement and education programme. It was originally created as the official London 2012 education programme, to deliver against London 2012’s vision to use the Games to inspire a generation of young people.

Get Set uses the inspiration of the Olympic and Paralympic Games and the assets of Team GB and ParalympicsGB to;

- Increase young people’s enjoyment of and participation in physical activity
- Improve young people’s knowledge and understanding of healthy active lifestyles
- Create advocates for physical and mental wellbeing
- Inspire a change in attitudes to disability and celebrate diversity and inclusivity in schools, families and communities
- Get Set provides young people, teachers and other adults who work with young people with access to a wide range of opportunities and resources which can be used in the classroom, on the playground and in the community.

The website provides schools and youth groups with the chance to share best practice and learn from each other and acts as a hub, promoting other Olympic and Paralympic opportunities which are delivered by our partners.

Get Set is a flexible, cross-curricular programme, which uses the Values to help young people fulfil their potential in all walks of life. Lots of schools and youth groups use the programme to support their inclusive PE and sport offer but it’s just as relevant to the arts, PSHE, geography, leadership and volunteering and so on.

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Following Paris 2024, it is time to refresh, repurpose and reimagine this leading education and engagement programme. Our primary audience will remain schools and teachers. We want reach a wider audience, providing more impactful opportunities for those within our communities who would benefit the most, throughout the UK. Change to Get Set creates lifelong fans of Olympic and Paralympic sport and generations of children to feel included and inspired to stay happy, healthy and physically active.

We are seeking an agency who will partner with us to take our vision forward, innovate and operationalise the day-to-day implementation to increase the impact on our beneficiaries, whilst protecting and deepening the value of the Olympic, Paralympic and commercial brands.

Get Set relies up on annual funding from patrons, public funding, grant funding, sponsorship and donations and so has a requirement to be efficient in its planning and implementation, but also ensuring its delivery meets the ambitions and expectations of corporate brand partners. The programming and activations need to be agile and well positioned within a changing education and sports development landscape to add value and not distract or disrupt other national and local infrastructures and delivery.

Maximising all funding streams to create a seamless, coherent offer to our audience that compliments and adds value to what is already in this market space, will be essential.

Get Set is the gateway to becoming a lifelong supporter of Olympic and Paralympic sport and being inspired to stay happy, healthy and physically active.

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We are seeking creative, ambitious and experienced social impact specialists to partner with us to reimagine our Olympic and Paralympic education and engagement programme and projects. We have access to valuable assets and brands that enable our programmes to be the only official Olympic and Paralympic endorsed resources and activations in the UK. We want every young person to be able to access opportunities through our work to be happier, healthier and more physically active.

Our ambition for Get Set over the course of the LA2028 quad is to re-establish it to be the market leading Olympic and Paralympic education and engagement tool, globally.

We will achieve this by;

- Ensuring that we have an always on, accessible and relevant suite of best in class, quality assured education resources that engage staff and inspire all children through the power of the Olympics and Paralympics Games, Movement and Values.
- Ensuring all young people are engaged, included and considered – particularly those who identify as disabled, female or from underserved communities.
- Developing innovative and creative resources, activations and marketing that maximise the USP of Team GB and ParalympicsGB assets, that add value and a point of difference to existing products in the market.
- Working with Team GB and ParalympicsGB commercial partners and sponsors to leverage year on year activation plans to add value to Get Set’s audience, meet desired objectives of funders and significantly contribute to the impact of Get Set.
- Establishing a robust implementation plan of national delivery, working with a consortium of national partners that enables us to grow engagement and measure impact throughout the quad.
- Finally, all delivery must ensure we are supporting those communities who are most in need of our support and where, whilst maybe fewer in numbers, the impact will be life changing.

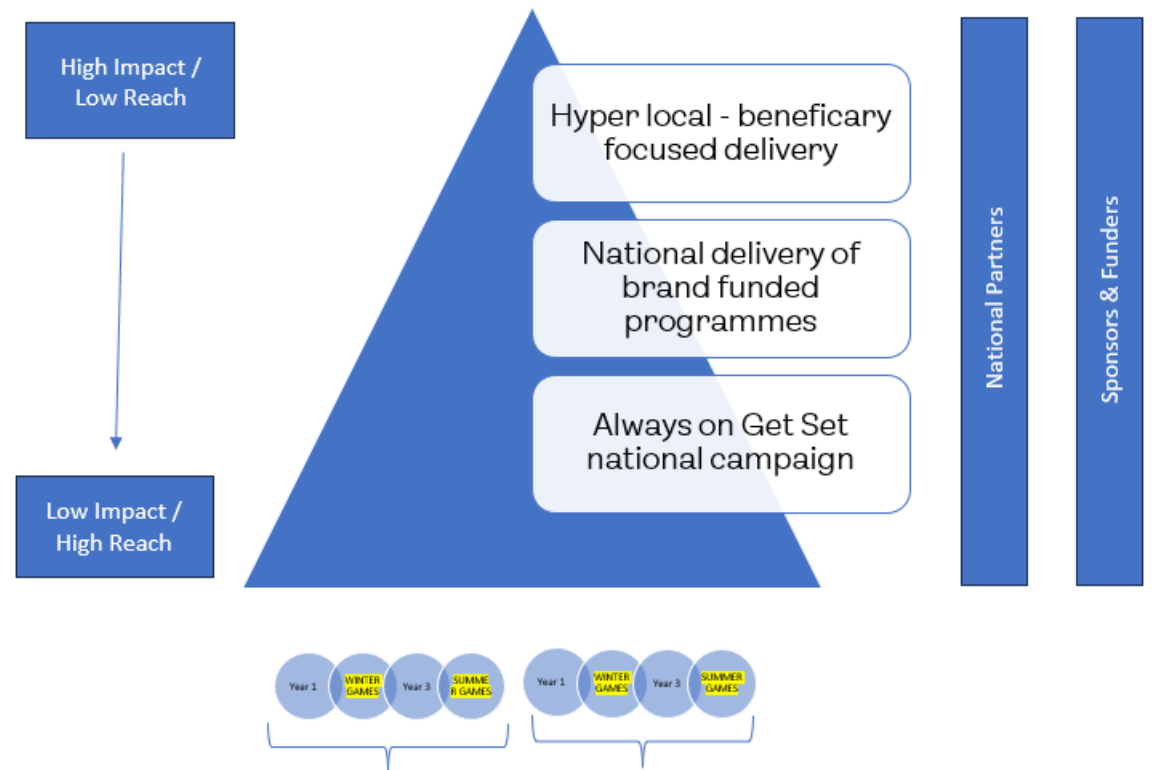
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Audience

Spanning the target audiences set out within Team GB and ParalympicsGB social impact strategies and aligned with Team GB Foundation’s theory of change, our focus will be on

- 5 –19 (extending to 25 year olds)
- Those who identify as disabled
- Those who identify as female
- Those from socially and economically deprived communities
- Adults working in education, community and sport based settings
- Families with dependants who align with one or more of our target groups
- Across the UK and in partnership with other NOCs and NPCs

Delivery Model



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Team GB & ParalympicsGB Social Impact strategic objectives for Get Set for LA2028 and beyond

Team GB – we equip and inspire young people with the resilience and confidence to survive and thrive every day. Building resilience provides the ability to recover from adverse situations, growing confidence encourages a positive outlook that sees challenges as opportunities.

Through our Team GB Foundation we;

- Deploy our athletes' stories and the Team GB brand to inspire young people directly.
- Collaborate with national partners to contribute nationally to the improvement of our children's health and wellbeing, increasing and improving opportunities available for young people at home, in communities and at school.
- Work with focused delivery partners in communities – schools, commercial and charity partners, clubs, teams and individuals, leveraging our assets to support their delivery of real impact on the ground.

ParalympicsGB – our ambition is to use the positive power of the Paralympics and of our Paralympic athletes to inspire a change in attitudes to disability and bring about equality for disabled young people through our programmes, campaigns and partnerships. The Get Set programme is an integral part of ParalympicsGB's social impact strategy, in particular;

- Ensuring teachers and schools have access to the tools, support and resources to deliver inclusive PE and school sport in order that disabled young people feel confident to get involved and become active.
- Through athletes' voices and resources transforming understanding of disability amongst all young people in schools, delivering measurable differences in attitudes and behaviours towards disabled people.
- Influencing and collaborating with national partners to improve disabled children's opportunities to engage in accessible lessons and activities in schools, in communities and at home.

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Get Set Model for LA2028

Get Set Club

This is the ‘always on’ core element of our Olympic and Paralympic education and engagement programme and is available to any organisation that registers. Members of the Get Set Club will receive incentives, opportunities, content, competitions through regular communication and engagement. Access to our annual Olympic Day and Paralympic Power celebrations, Get Set Roadshows and offers from Team GB and ParalympicsGB partners.

Get Set Go!

This is the overarching brand for all programmes, resources, tools and opportunities that focus on increasing opportunities for young people aged 11 years and under to be more active, healthy and happy.

Get Set for Life!

This is the overarching brand for all programmes, resources, tools and opportunities that focus on building resilience, life skills and healthy habits for life for all young people aged 12 years and over.

Get Set Squad

This is our team of Olympic and Paralympic athletes and partner volunteers who are brought together by shared purpose to inspire young people through Olympic and Paralympic education and engagement.

March to Milan

This is our official Games time engagement programme for Milan-Cortina 2026. Further engagement programmes for subsequent Olympic and Paralympic Summer and Winter Games will be offered to all Get Set Club members.

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Get Set - LA2028 objectives to include, but not exclusive

- Update Get Set to reflect Team GB and ParalympicsGB current brands and utilising insight update the brand to best speak to our core audiences.
- Review, refine and repurpose ALL Get Set existing IP – bring it up to date, relevant and market leading.
- Ensure digital offer for Get Set meets audience needs and is attractive, accessible and quality assured – working with a third party education partners *
- Streamline number of Get Set programmes – as commercial new business / renewals happen, repurpose IP into Get Set Club
- Ensure Get Set is a valuable asset in Team GB / ParalympicsGB new business proposition.
- Get Set Club (core as is) market leading Olympic and Paralympic education and engagement programme
 - Suite of ‘core’ resources (approved by sector quality mark(s)*)
 - Olympic Day / National Paralympic celebration*
 - Get Set Roadshow*
 - Licenced partners*
- Get Set – Go (primary, focusing on more active healthy happy children)
 - Eat Fresh
 - Positive Energy
 - Annual Competitions
 - Games year activations*
- Get Set – for life (secondary, focusing on resilience and life skills)
 - Careers in Sport live tour every two years (Games years)*
 - Understanding disability and inclusion
 - UK Anti-Doping – value-based education
- Develop and establish Get Set Squad* – athletes and volunteers brought together by shared purpose to inspire young people through Olympic and Paralympic education and engagement
- Commission a third-party Impact partner to reimagine Get Set’s Impact framework, to focus on physical activity, wellbeing and inclusion as the core outcomes for young people.
- March to Milan – repurpose building on success of Path to Paris and extend into secondary age group
- LA2028 activation of a refreshed youth engagement proposition*

*indicates ‘working concepts’ that will be built out with the successful organisation and relevant partners

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The successful agency will be responsible for the planning and implementation of our core Get Set Club, which includes Get Set and Get Set for Life and with our sub branded programmes of Get Set to Eat Fresh and Get Set for Positive Energy, being brand sponsored up to and including LA2028.

Accountable to British Olympic Foundation (on behalf of all funding partners), to ensure all partners and stakeholders are engaged with planning, implementation and impact, the day-to-day requirements will be;

- Education and engagement specialists to design and develop innovative and creative programming and activations
- Digital resource design, development and management to ensure our offer is accessible, exciting and engaging
- Marketing and communications expertise to increase our audience base and ensure our relevance, with annual campaign plans
- Procurement and fulfilment of all required resources, branding and merchandise
- Event activation – including planning, development, delivery and management
- Client management to work with various stakeholders and funders and with, at times complex brand relationships

The tender value is circa £2- £2.5m over a 4-year period averaging circa £625k per annum with a suggested monthly retainer of circa £50-55k.

The tender will be a 4-year contract period, with scope of work and budget agreed annually, with the opportunity for further extension should funding and delivery be secured.

This tender will be non-exclusive.

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Tender Submission Specification

Within your response we require to see evidence of the following

- Experience and expertise of developing and delivering social impact programmes that impact the outcomes of young people
- Passion and understanding of the role that sport can play in changing the lives of young people
- Understanding of disability and inclusion and design of fully accessible resources and tools
- Capacity and resource to design, develop, and implement innovative programming at a national scale
- Brand awareness and digital capability to deliver expectations of all audience groups
- Live event activation experience
- Experience of national implementation and delivery with commercial brand partners and other funding agencies
- Indicative innovative responses to the objectives for LA2028 cycle
- Introduction to your team and the skills and expertise available
- Introduction to how you would work with and manage our partnership over the first 3, 6 and 12 months
- Testimonials of partnerships of projects with similar size and scale
- Evidence of ethical and sustainable procurement

We want the successful organisation to be an extension of the Team GB and ParalympicsGB teams, working collaboratively to maximise opportunities and make impactful change the everyday purpose.

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Tender Timeline

Phase 1

October

Monday 14th - Invitation to Tender opens

November

Friday 8th - Tender Submission deadline – response to specification

Friday 15th – Invitation to pitch – pitch brief and supporting tasks will be shared at this stage

December

Week beginning 2nd – 1st round pitches

Week beginning 9th - 2nd round pitches (if required)

Wednesday 18th December – tender outcome confirmed

Phase 2

January

Agency commissioned

February / March

Onboarding and induction

April

Contract begins

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Key supporting information for Get Set

<https://www.getset.co.uk/>

<https://www.getset.co.uk/pathtoparis>

<https://getseteatfresh.co.uk/>

<https://www.getset.co.uk/positiveenergy>

Key supporting documents available – please email jen.rouse@teamgb.com for zip file

- Team GB’s social impact strategy
- Paralympic’s social impact strategy
- Team GB Foundation’s theory of change
- Get Set Impact Report 2023

Suggested background reading from the wider landscape

<https://www.streetgames.org/1000-young-voices/>

<https://www.streetgames.org/what-we-do/live-campaigns/young-persons-manifesto/>

<https://www.youthsporttrust.org/research-listings/research/pe-school-sport-the-annual-report-2024>

<https://www.youthsporttrust.org/research-listings/research/the-social-value-of-free-physical-activity-in-schools>

[Sport England Active Lives](#)

[Opening School Facilities](#)

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Thank you for considering this invitation to tender.

Please submit your initial response to the tender specification by 12noon on Friday 8th November 2024

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