

***PROVIDING POSITIVE EXPERIENCES FOR CHILDREN
AND YOUNG PEOPLE THROUGH GAMIFICATION /
TECHNOLOGY***

1. ABOUT ACTIVE LINCOLNSHIRE

Active Lincolnshire brings people and organisations together to help more people be more active, more often. We champion the positive power that sport and physical activity have on the lives of people of all ages and all abilities and are committed to improving access and participation for people in Lincolnshire.

Funded mainly by Sport England, our role is to deliver the national '[Uniting the Movement](#)' strategy in Lincolnshire to meet and respond to local need. Uniting the Movement is a ten-year vision to transform lives and communities through sport and physical activity. It aims to collectively reimagine how we keep movement, activity and sport central to the lives of everyone and it seeks to tackle the inequalities that have long been present in the provision of sport and physical activity.

We do this through the Let's Move Lincolnshire strategy, of which we are custodians, supporting stakeholders through collaboration, co-creation and understanding local need to test, learn and create whole system change that embeds physical activity into everyone's daily lives. We are the strategic lead for the coordination and communication of the physical activity, sport, and leisure sector in Lincolnshire. Our work is focussed on tackling inequalities and ensuring everyone has access to opportunities to be active. One of the key themes of the strategy is to provide positive experiences for children and young people.

We are fully committed to embedding equality, diversity and inclusion across our organisations. In our working practices, policies and behaviours, inclusion will be at the centre of all that we do and we will take a zero-tolerance approach to any form of discrimination. We recognise it is our role to advocate these principles in the services we commission and deliver, across the sport and physical activity sector workforce and through our partnerships.

2. OUR WORK WITH CHILDREN AND YOUNG PEOPLE

Active Lincolnshire's ambition is to ensure every child and young person experiences the enjoyment and benefits that being active for at least 60 minutes a day can bring. Their needs, expectations and safety should come first in the design and delivery of activity.

Our focus is to influence, advocate for and embed options to be active across education settings, parent/carers roles, in out of school places and spaces and consider digital as key influencers and enablers.

We commit to addressing the policies, infrastructures and physical environments in Lincolnshire that are impacting unfavourably on the ability of children and young people to identify and access both formal and informal opportunities to be active, whether on their own, with friends or with family.

Active Lincolnshire recognises the need to address complex systematic factors by bringing the voices of those most affected into the decision making and delivery and to help providers better understand and adapt to the needs of children and young people facing different circumstances.

It is well evidenced that opportunities for children to be active are influenced by where they live, cultural and societal 'norms,' socio-economic factors (affordability), gender, age, family behaviors and attitudes, education settings and provision of facilities and services and ability to access relevant options to be active.

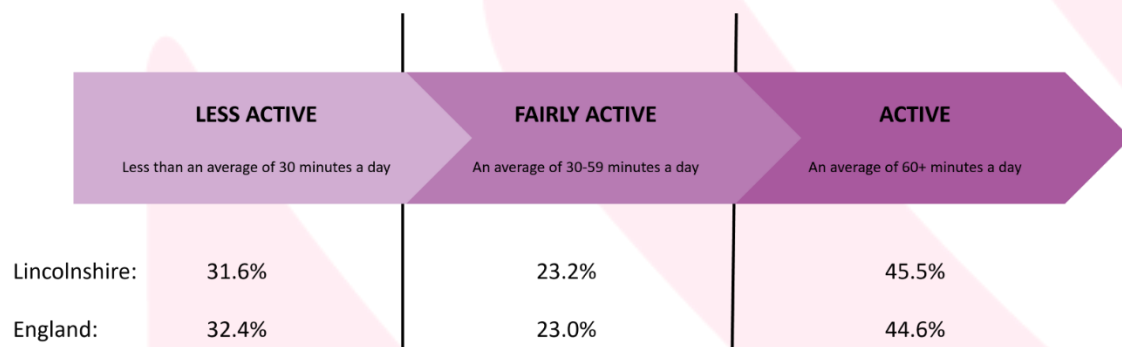
3. CHILDREN AND YOUNG PEOPLE INSIGHT

Chief Medical Officer (CMO) guidelines say that children should be active for 60 minutes every day, through a combination of in school activity time and out of school activity time.

- A record one in four year 6 pupils are obese. 2020/2021 saw the largest ever increase of childhood obesity

- Children from poorer backgrounds are the least confident being active. 3.5 million UK children live in poverty
- Fewer than half of all children ages 7-11 in England (44.6%) are meeting the guidelines of 60 minutes of activity a day
- Existing inequalities have widened since the pandemic with young people from the least affluent families remaining the least active
- 54% of children would like to do more exercise than they are currently doing
- In Lincolnshire 25.6% of children in Reception and 36.4% in year 6 are overweight or obese; this equates to approximately 4,125 children and is significantly higher than both the East Midlands and England rates
- Nationally, childhood obesity is strongly associated with deprivation. This is also the case in Lincolnshire, with children in the most deprived areas being 1.7 times more likely to be obese than those in the least
- Children’s physical activity levels in the county are also a cause for concern with only 48.9% meeting the CMO’s recommended levels. And, as with obesity, it is far more likely for children from the most deprived areas to be inactive than those from the most affluent

The image below compares the latest (released in December 2021) Lincolnshire and national data, showing that the county is comparable to national figures with less than 1% difference across each category.



4. REQUIREMENTS OF THE BRIEF

Active Lincolnshire is seeking the services of a provider to offer an innovative product that engages children and young people with a child and family-friendly mobile application or digital interactive platform to incentivise communities and families to become more physically active, boost mental health and drive behaviour change.

Active Lincolnshire seeks to use a digital intervention / game to transform use of local green spaces and public areas into places where children, young people and their families move more (i.e. they become ‘virtual playgrounds’) with children and young people at the forefront of the design.

Our ambition is for this to be a countywide offer. Rolled out through our schools networks. We would expect eight secondary schools to enrol onto the initiative in the first year.

Our primary focus is to increase activity levels in local green spaces and community areas but also to showcase new areas, increase green space usage and create community cohesion.

The platform / application should encourage, enable, and incentivise children to move more in their local area. The solution should not rely on the need for local communities to travel to an area to use the product; it needs to be easily accessible from the doorsteps of local communities. It must enable the safe and enjoyable exploration of local places and spaces, providing reasons to return and driving multiple uses of the application. It is not a ‘one-off’ game’; it needs to keep users returning.

5. TARGET AUDIENCE

The primary target audience for this intervention are:

- children from lower socio-economic groups (Active Lincolnshire will share insight with the successful agency to inform positioning).
- SEND children
- children with disabilities
- children aged 7-10 and 13 – 16

The platform / application should be accessible to schools, community groups, children of all ages and families.

6. OUTCOMES

Active Lincolnshire are seeking to invest in a product that will:

- Be an innovative, engaging digital product that has been developed and designed with children and young people
- Be a simple and easy to use digital product
- Provide unlimited free access for all users
- Be cost effective option to scale up if required (countywide)
- Have the option for residents to participate in teams or play alone
- The platform / application should have the ability to enable users to explore and create new routes in their local surroundings
- The platform / application will identify new areas and upload local interest areas

Technical requirements:

- Measures use and reports on levels of engagement
- Has the ability to track individual activity levels
- Provides a baseline of users' activity levels to understand impact
- Provides mapping of the routes people have used as a result of the intervention
- Have no limit on users (unlimited users)
- Available across all types of mobile and android devices
- Ability to log individual / family points.
- Provide set up, maintenance and troubleshooting/advice

The initiative will:

- Engage with children and young people and encourage walking, cycling or running.
- Open our green spaces to new audiences
- Drive behaviour change (i.e. increase activity levels and increase time spent outdoors)
- Offer a product to schools county-wide and work creating local routes
- Engage with new stakeholders across our sector
- See an increase in physical activity levels across the county in children and young people

- To create a sustainable programme of activities for children and young people to access
- To increase confidence in participating in activity

Other supplier responsibilities:

- Support any local conversations with stakeholders to ensure support and engagement
- Ensure children participate in the design of the scheme in the locality

7. TIMESCALES

<i>ACTION</i>	<i>DATE</i>
Brief issued	22 nd November 2022
Deadline for response	6 th December 2022
Decision / shortlist / meetings	W/C 12 th December 2022
Start up meeting	8 th January 2023
<i>Go live</i>	<i>March 2023</i>

8. YOUR RESPONSE

Please submit a written response to the tender. Details of the selection criteria, deadline and contact for further information are below.

Active Lincolnshire is fully committed to embedding equality, diversity and inclusion across our organisation. Inclusion is at the centre of all that we do, and we take a zero-tolerance approach to any form of discrimination. We ensure that organisations in our wider supply chain are compliant and will not work with any suppliers or organisations that are not. We will terminate any contracts with suppliers who show any form of discrimination in their practice.

- Please share (or link to) your equality, diversity and inclusion policy within your response and provide any further relevant supporting information about your commitment to this.
- Your business credentials including:

- relevant experience
 - details of the lead personnel who will deliver this work. Technical specification to be agreed
 - Your environmental commitment / policy
 - Your GDPR data protection, privacy and data policies
- c) Examples of two relevant case studies / references of comparable work
- d) Approach to the brief including:
- Details of the proposed platform / intervention
 - Technical specification
 - Engagement and marketing strategy
 - Timescales
 - High-level risk register
 - Anticipated outcomes
 - Measurement and analytics
- e) Budget: A breakdown of costs for 3 district role out and a county wide (7 District) role out. Technical specification to be agreed.
- f) Any added value experience, ideas, or opportunities you would bring if you were selected (at no additional cost)

Selection Process

The selection will be based on the information provided in your response and will be reviewed and scored by a panel on the following weighting:

CRITERIA	WEIGHTING
Commitment to equality, diversity, and inclusion	5%
Relevant experience – of business and lead personnel – Case studies	35%
Environmental commitment	5%
Approach to the brief and ability to meet timescales <ul style="list-style-type: none"> • Details of the proposed platform / intervention • Technical specification • Engagement and marketing strategy • Timescales • High-level risk register • Anticipated outcomes 	50%

<ul style="list-style-type: none"> • Measurement and analytics 	
Added value	5%
GDPR Compliant	5%

Please submit your response to Gemma.skaley@activelincolnshire.com by 6th December 2022

9. CONTACT DETAILS

If you have any questions or would like to discuss this further, please contact: GEMMA SKALEY, Head of Operations, Gemma.skaley@activelincolnshire.com

10. ADDITIONAL INFORMATION / USEFUL LINKS

Active Lincolnshire website

<https://www.activelincolnshire.com/>

Lets Move Lincolnshire strategy and our CYP priority

<https://www.activelincolnshire.com/get-involved/lets-move-lincolnshire/7-3-positive-experiences>

Sport England Uniting the Movement strategy

<https://www.sportengland.org/why-were-here/uniting-the-movement>

Uniting the Movement - Five big issues

<https://www.sportengland.org/why-were-here/uniting-the-movement#thefivebigissues-12074>

Children & Young People Insight Pack

<https://www.activelincolnshire.com/uploads/CYP-Partner-Insight-Session-Slides-FINAL.pdf>

Active lives survey – Children & Young People

<https://www.activelincolnshire.com/uploads/Active-Lives-Children-Survey-Academic-Year-19-20-report.pdf>

