

# PE YOUR WAY; EOI FAQs

6 September 2019

This document provides responses to questions submitted from potential providers regarding the invitation to express an interest to provide the PE Your Way resource posted on the Sport England website on 5/8/2019. This document will be shared by email with interested parties and placed on the website where the EOI form is found. The designated period in which Sport England will answer questions on the opportunity has now closed. Some questions have been amended in order to safeguard the identity of the potential provider.

## 1. Clarification on timelines and funding periods

**Costings – Is Year 1 classed as 2019, or March 2020?**

**What period would the budget cover? How long after September 2020 would the budget need to run until?**

**Is the £190,000 budget expected to take us beyond September 2020 for the roll out?**

**Can we confirm that the initial funded programme is to develop the digital platform and resources and to pilot this and any further roll out will then be dependent on how this initial phase goes?**

**Can you confirm the start and end dates for both Year 1 and Year 2?**

**After the roll out in 2020 who will be in charge of updating and monitoring the programme? Will there be funds for this if we are tasked with to do the work post 2020. Who then owns the project?**

The award of up to £1m will be made to the provider in November/December of this year. The funding is expected to cover the pilot period (December 2019- August 2020) and the subsequent academic year (September 2020- August 2021). For the purposes of this project Year 1 will be from the date of award, concluding 31/8/2020, with Year two covering the academic year 2020/2021 commencing on 1/9/2020 and finishing on 31/8/2021.

The £190k budget for is expected to fund the provider for both the periods mentioned above, with the goal of ensuring the resource is used by as many schools and pupils as possible.

The approach to updating and monitoring the resource after the funding period and the method of income generation to support this will be agreed with the appointed provider once the EOI has been accepted.

## 2. EOI providers taking on other roles within the project

**Could we put ourselves forward for both budget 1 & 4?**

**If we have appropriate expertise to help to develop the content, can these costs be covered within the £665,000 content creation budget?**

**We understand that the EOI relates to the Partner Support element of the project. Would Sport England consider subsequently awarding the delivery of the website, content and/or evaluation to the same organisation who secures the partner support work? Will there be separate ITTs for each of these elements and when will these become available?**

**If a company has proven capability to develop the platform, produce content and then market that to schools; will that be taken into consideration?**

We are flexible as to what roles providers can take on. At this point in the process we are only looking to appoint a provider to ensure the resource is used by as many schools and pupils as possible. We will therefore not be assessing any proposals to provide the other elements of the resource provision. If you are interested in providing these elements you can send a covering email to the info-CYP email address which includes this information for context. This information will not be assessed however and cannot be included in any decision-making process for reasons of transparency. This would be part of the discussion at interview if this was the proposed approach in the EOI.

## 3. Recruiting partner agencies

**With reference to selection of a digital partner, a production and an evaluation company referenced in the budget. Do you have a prescribed list of preferred agencies or could we put these out to general tender including known suppliers?**

**Are you looking for the lead applicant to secure the digital partner for this project or will Sport England will be procuring this directly? If you are looking for lead applicants to secure the digital partner, is there an expectation this is confirmed, and partners named in the EOI submission or would you want the led applicant to go through a competitive tender process to secure this service**

Sport England will be able to supply a list of expert agencies for the evaluation, the production and the digital agencies. We are also open to the selected provider's suggestions if they have experience of working with other agencies.

Sport England will work in partnership with the appointed provider to select all agencies involved in the project utilising the providers' and our expertise. We would expect any procurement process conducted by the provider to be aligned in spirit to our procurement guidelines to ensure that they are open, fair and transparent We are not expecting any partners to be in place by the deadline for expressions of interest.

## 4. Pedagogy of the resource

**Is the expectation or the essence of the requirement, that this operates as a self-serve video library or a learning experience – or is it ideally both?**

Ideally both

**Would there be an opportunity to pitch this as a certification course and the resource distribution?**

You are free to pitch it as this if you feel it meets with the objectives of the investment and can contribute towards the sustainability of the resource.

## 5. Piloting of the resource

**Is there an expectation of how many videos you'd hope to launch with when the activation goes live at the pilot and national rollout stage?**

We are reliant on the expertise of the provider and the national evaluator to guide us as to how many videos will be necessary at the pilot stage to provide reliable insight into what adaptations will be necessary to the resource and the manner of rollout. At the national rollout stage we will also rely on the expertise of the partner agencies to determine how many videos will be necessary to pique and maintain interest and provide progression for users.

**Is there any steer with regards to the types of schools you want to reach through the research and insight phase? For example, region / number of regions, socio-economic status of school / area, personality types/personas.**

**Is there a preference on the scale of the pilot?**

The number and type of both pilot and national rollout schools will be decided in conjunction with the provider and the evaluator. The main criteria will be that the number of schools and users is sufficient to demonstrate effectiveness or highlight areas for improvement, with a representative sample of students and teachers through England.

## 6. Budgetary considerations

**Is the £45,000 available for the purchase of equipment to be used during the pilot phase only and what expectation is there for the number of schools in the pilot?**

**Equipment – could the equipment funds also be used to supplement technology in schools such as iPads or screens for PE departments?**

The £45k has been allocated to cover national roll out as well as the pilot. The expectation is that the funding would cover small items to facilitate the use of the resource up to a maximum of £250 per school but in many cases schools will already have much of the equipment needed. Videos featured on the resource will need to be reflect the equipment budgetary constraints of the programme.

If the pilot determines that there is clear need to supplement existing technology in schools this will be addressed in the national roll out. The £45k budget is currently envisioned to be used mainly for sports and fitness equipment.

**What ongoing budget has been allocated as new content and consistent marketing will be required?**

The approach to updating and monitoring the resource, and the method of income generation to support this, will be agreed with the appointed provider once the EOI has been accepted.

**Is it anticipated that the £665k content & production budget will all be spent to develop ALL the content in advance of the pilot roll-out in April 2020 or to be carried across to support more/amended content (subject to pilot evaluation and review) for the wide-scale rollout in September 2020 & beyond?**

The £665k content and production budget can be used to continually develop content over the timeline of the funding (see above clarifications on timelines). We are not expecting the provider to develop all of the content before the pilot, just sufficient content to generate enough feedback to guide the national rollout approach. We would expect an external evaluator to be able to advise on the set up of the pilot and then on the findings, prior to finalising and creating additional content.

**Is the expenditure forecast purely around the £190,000 or the full £1m?**

**If we were selected as your partner for this project, would we be able to redistribute the £1M budget across the activities, subject to your approval?**

For the EOI we are only expecting an expenditure forecast that breaks down the costs associated with ensuring the resource is used by as many schools and pupils as possible (£190k). When the provider is appointed there will be scope to discuss the allocation of funding across the various budgetary areas. This would be subject to Sport England approval and is unlikely to be vary significantly from the original expenditure profile.

**Can you confirm what needs to be tabled in staff costs versus delivery and other costs?**

- Staff costs should feature areas such as 'Job title; % of staff time; and full-time salary giving the financial contribution and hours that the role is expected to contribute to the project
- Delivery costs will be any expenditure that is deemed necessary to ensure the resource is used by as many schools and pupils as possible. These costs will vary from

provider to provider but could include items such as training sessions or PEYW guidance creation

- Other costs will be anything that does not fall in to the above categories but should not include running costs such as electricity or contributions to the rent of premises which we are unable to fund.

**Would we be expected to engage schools for both the pilot and roll out? Will there be additional budget to support the marketing of programme after launch in September 2020?**

Yes, the provider will be responsible for engaging schools for both the pilot and for the national roll out as part of the £190k allocation. Sport England has relationships with secondary schools through our existing partners and from our current funding programmes so will be able to help facilitate this.

## **7. Evaluation and KPIs for the rollout of the resource**

**What are your KPIs for the pilot phase and full launch? In particular relating to school, practitioner and student take-up/frequency of use? Do you have separate KPI's for in-school and outside of school use?**

KPIs for the pilot and national rollout will be agreed with the provider on appointment with a focus on user experience but also for a minimum uptake from schools and students. Providers will be expected to have thought about what can be reasonably achieved within both the pilot and national roll out before attending interviews.

**Do you have a theory of change / behavioural change model for this programme?**

Objectives and outcomes of the programme will be shared with the provider before full application. Theory of change creation will sit with the appointed external evaluator.

**We note that £100,000 is allocated within the overarching budget for an external evaluator to demonstrate 'that the pilot is adequately assessed'. For this EOI response, within part 2, Plan, you are seeking a response around how the successful organisation will 'assess and evaluate the pilot to ensure a successful rollout'. Please can you clarify who is expected to recruit schools and set up and manage the pilot and where the budget sits for this, and to clarify the requirement of the successful organisation in this EOI in relation to 'evaluation'.**

**We note that in part 3, you are looking for estimates including for training and evaluation. Please can you outline the scope of service required for each?**

The pilot is expected to be designed in conjunction with the evaluator. The selected provider appointed as a result of the EOI, will recruit schools and manage the pilot in a way that reflects the needs of the evaluator to establish the effectiveness of the testing of the resource.

The evaluation has £100k ringfenced budget as part of the £1m. The selected provider will manage and procure this partner and therefore should budget time for this but not for the evaluation itself. We expect that £100k will be sufficient to undertake all of the tasks associated with the evaluation of the pilot and the national roll out of the resource and the scope will be determined by the selected provider in partnership with Sport England.

The scope of training needs is dependent on the approach suggested by the provider to ensure the resource is used by as many schools and pupils as possible. This may include additional resources made available to teachers to guide them as to how and when to use the resource within their lessons.

## 8. Miscellaneous

**Once the content, platform and other resources are developed, will Sport England own the IP or will that still reside with the creators?**

Ownership of the IP address will sit with the creators from the outset, however as Sport England is funding the creation of the resource, we will need to sign off any approach to funding it in the long term once a provider is appointed.

**Can you provide a copy of your code of governance for Tier 2?**

This can be found on our website at <https://www.sportengland.org/about-us/governance/a-code-for-sports-governance/>

**Are we able to include case studies and other supporting material as attachments to our EOI?**

You are able to include case studies and other supporting materials in a covering email to the CYP-info address however these will not be assessed and cannot be taken into consideration when the decision is made.

**Does “wide-scale rollout” mean national rollout? This is detailed in the key delivery milestones. If the answer to the above is yes, do Sport England envisage national roll-out an essential requirement, and if so, is the cost to implement / deliver included within the existing budget envelope?**

Yes, wide scale rollout is analogous to national roll out and the £190k budget will need to cover this. If the provider has insight to suggest a phased rollout is more effective, they should present the insight behind this as part of the EOI.

## Original FAQs provided alongside the EOI:

### **Why is Sport England investing in this resource?**

This resource is a key component of the government's recently announced cross-departmental [School Sport and Activity Action Plan](#). Familiarity with other parts of the strategy and ideas on how to link the resource to other elements of the plan (and Sport England's other programmes) for maximum impact will be an advantage.

### **What format will the interviews take?**

Interviews will be informal and will serve to clarify any questions the project team have about the EOI. Interviews will also be a chance for the provider to ask questions about the more detailed application stage of the award. Interviews are scheduled for the week commencing 23<sup>rd</sup> September and will take place at Sport England's London office at 21 Bloomsbury Street. Please let us know on submission of your EOI if you are unable to attend an interview in this week.

### **Should we budget for teacher resource creation?**

To create a user-friendly experience for both teachers and students it may be necessary to create supporting resources for teachers to engage the girls and help the teachers incorporate them into their lessons. Sport England will rely on the expertise of the provider to decide on the format and cost of this resource.

### **Should we budget for IP ownership?**

The internet protocol address should be purchased by the provider and necessary updates to the address should be factored into the budget.

### **What should we budget for equipment for schools to support the PEYW resource?**

The insight pack provided suggests that schools may need to purchase some equipment in order to fully utilise the PE Your Way resource. Sport England have estimated that approximately £55,000 will be needed for this. This budget will be controlled and allocated by the provider and a system for distributing this to schools on a needs basis and with limits for each school will be part of the full application.

### **What support and expertise will Sport England be able to offer the successful provider?**

Sport England will work together with the provider; offering insights into the teen audience, as well as support and expertise in identifying an agency to design and build the tool, and support in procuring a production company to create the content. A consortium approach will therefore be taken throughout the project, with the provider, Sport England and the chosen agencies partnering to develop and roll-out the tool. However, we will particularly count on your expertise in the education sector during the roll-out phase; ensuring engagement with, and uptake of, the digital resource in secondary schools.