



**SPORT
ENGLAND**

Creating sporting opportunities in every community

INVITATION TO QUOTE

FOR

**Review of research and evidence on factors that impact on children's
sport and physical activity behaviours and attitudes**

SPORT ENGLAND CONTRACT REFERENCE: SE703



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1. Introduction

Sport England is seeking quotations for a comprehensive review of existing research into children's lives and specifically influences, attitudes, behaviours and motivations in relation to physical activity and sport. The Contract has an anticipated value of up to £20,000.

Any additional propositions must be clearly identified within the bid and costed separately.

The purpose of this Invitation to Quote (ITQ) is to provide quotes against a predetermined set of requirements through which Sport England can identify the Most Economically Advantageous Tender (MEAT).

2. Contact Details

All questions regarding this ITQ should be made to Will Parker at Insight@sportengland.org or 07717320135. We would be open to a telephone conversation around any specific queries.

3. Requirement

Background information

Sport England is a non-departmental government body focused on helping people and communities across the country create a habit in sport and recreational physical activity. We are investing¹ over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and projects, and are accountable to The Department of Culture Media and Sport (DCMS).

The Government has recently released a new sporting strategy, "Sporting Future"². The strategy places an emphasis on engaging more people from every background regularly and meaningfully in sport and physical activity, through taking part and through volunteering in and experiencing live sport.

One of the implications of this new strategy is that Sport England has been tasked with meeting the sport and physical activity needs of children from ages 5³; our previous focus was the 14 years old and over population of England.

Sport England's own strategy⁴ (for 2016 – 2021) develops this strand further; we will be investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life. We are also changing how we measure activity – moving away from capturing how many people are playing one sport or another at a particular moment to understanding how active people are overall – and aligning our evaluation with the broader outcomes of sport (mental wellbeing, individual development and social and community development).

We will also be drawing upon the behaviour change model that is referenced in our strategy document. Whilst we recognise the model is appropriate for adults, we know we need to better understand the behavioural challenges when it comes to children and potential ways of navigating these.

¹ <https://www.sportengland.org/funding/our-different-funds/>

² https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCE_Ssible.pdf

³ DfE will be responsible for sport within the curriculum. This does not preclude delivery in a school setting.

⁴ "Towards an Active Nation": <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>

We have started the process of understanding this new market by collating some relevant existing data, both Sport England-owned sources and external data through national partners and other relevant organisations. We have identified over 70 different sources to date, and this information will be made available to the successful supplier (see Appendix 1). We can also draw upon similar research we carried out previously that focused on 14 – 25 year olds⁵.

We are looking for a supplier to carry out a desk-based review of existing research and evidence. This project is one element of the desk review stage, with other key work pieces being undertaken separately (see “out of scope” below). We will bring together the information from all the component parts of that stage, digesting it and sharing with the sector before we then carry on to any distinct primary research. The primary research stage will focus on the key areas identified as lacking evidence by the desk-based reviews.

The supplier will be required to review the sources we have collated already, to search more widely for further sources, and to summarise the research and evidence as a whole. This will enable us to understand more about what influences this audience’s attitudes and behaviours. While this review seeks to understand sport and physical activity behaviours and attitudes, it should be stressed that we are interested in understanding this group and their lives *beyond* just their relationship with sport and physical activity.

This understanding will contribute to our ability to make robust, evidence based decisions on how to invest and advise to support this audience to take part in sport and physical activity and have enjoyable experiences. Our work in this area will need to support the relevant outcomes and key performance indicators set out in the Government’s strategy.

Throughout this whole process, Sport England will continue to have conversations with partners, colleagues and other organisations throughout to “bring them with us” on this journey.

Objectives

1. Increase Sport England’s awareness and understanding of existing research by conducting a desk-based review of sources to identify and summarise on topic areas⁶ including, but not restricted to:
 - a) Children’s physical activity and sport attitudes and behaviour, including:
 - a. Their motivations, attitudes, confidence, and competence, and the effect these have on behaviour
 - b. The barriers to sport and physical activity
 - c. What they do and what they enjoy about it, for example traditional sport, other types of physical activity, free-play etc.
 - b) What their lives are like, including:
 - a. Where they spend time and who they spend time with
 - b. What they enjoy
 - c. What they aspire to and what holds them back
 - d. Communication channels and messaging
 - e. How they use technology

⁵ Sport England’s ‘youth review’ in 2014 examined research available on 14-25-year-olds. For further details, please visit <http://www.sportengland.org/research/encouraging-take-up/key-influences/sport-and-age/>.

⁶ Please note that these areas are in no priority order

- c) Wider factors influencing their attitudes and behaviours, including:
- a. Decision makers and gatekeepers e.g. family, friends, teachers
 - b. Technological developments
 - c. Social trends

In all of the above areas, we are interested in differences *within* this audience, for example by gender, socio-economic status, age etc.

We have compiled a number of question areas that we are anticipating the project to address, please see Appendix 2 for more detail.

2. Identify evidence gaps within these areas to inform our potential future investment in new research.

We understand this is a very broad topic area and that we will never have a complete picture of all information relating to these areas. Instead we are looking for a pragmatic response that gives us good coverage of different information sources, and will result in a good level of understanding across these broad topic areas, and with a degree of confidence in the strength of evidence in these areas.

Out of scope

This review is one part of a wider project to increase our understanding of this audience. It will be complemented by:

- A review of the current supply of sport, physical activity and play provision available for this audience
- An academic review of child development literature
- Analysis of relevant datasets including Taking Part and the 2011 census to understand audience size, key demographics and activity levels.

We can share relevant documentation about these separate elements with the successful supplier, but mention them here to provide the wider context for this review and to identify areas which are **not** in the scope of this piece of work.

Approach

Sport England is looking for a supplier to complete a desk-based review of the factors influencing sport and physical activity behaviour of children (aged 5 to 13 years old). Although understanding sport and physical activity behaviour is our primary concern, we expect a significant focus on children's lives more generally.

This will complement our existing youth insight which covers ages 14 to 25, and, Sport England will provide full access to its existing research sources of relevance to this project.⁷ The proposed approach should cover (at a minimum) the following areas:

1. A comprehensive description of the review methodology and why this is the most appropriate methodology to meet our objectives.
2. A description of the search strategy that will be used to add to our existing sources. Our expectation is that this project would incorporate different types of sources and a wide

⁷ It should be noted that we will not be looking to undertake primary research at this stage; it is intended for this review to guide our research going forward by identifying where there are knowledge gaps.

variety of information, including research published or commissioned by children's organisations

- a) Research published/commissioned by relevant leisure sector organisations
- b) Research published by relevant commercial organisations
- c) Academic literature
- d) Government research/guidance

It should initially cover research from the UK only but could be expanded to incorporate international research where particularly relevant or if UK sources were found to be limited.

We expect examples of sources in your response.

This review is an important component to ensure the credibility of our evidence base on which we will base decisions for the investment of public funds. We would like a description of how the sources will be quality assessed and why this is appropriate to identifying key themes that we can use that help us achieve our objectives (with a view of how confident we are in them).

Deliverables

The main deliverable required is an engaging and easy to read report, summarising the themes in the research and evidence identified by the review.

It should:

- a) summarise and identify themes against the objective and question areas (Appendix 2)
- b) Stipulate where evidence is strong and where it is only indicative, incorporating the quality assessment method that will be outlined in the bid
- c) It should also include recommendations for future research.
- d) There should be an executive summary which can be shared amongst Sport England colleagues and partners.
- e) A bibliography of all sources used and copies of sources where not publically available

We would expect to work collaboratively with the appointed supplier, with regular progress meetings and report drafts. This should be incorporated into the proposal.

In addition to a standard research report, other formats which help to bring findings to life in a clear and engaging way could be considered.

We will also require the supplier to provide the following throughout the project:

- a) A clear timeline and project plan, updated throughout the duration of the project
- b) Regular reporting on progress of the review, including issue management

Please also provide an option, costed separately, for a presentation of the findings to key Sport England colleagues. All other additional propositions should be costed separately.

4. Evaluation

The evaluation process will be conducted in a manner that ensures that bids are evaluated fairly. Responses to the Requirement (see point 3 above) will be evaluated against the criteria shown in the table below. The successful bid will be the one that, in the opinion of Sport England, offers the Most Economically Advantageous (MEAT).

Proposal

If you would like to respond to this brief, please submit a written response to Insight@sportengland.org. Your submitted proposal should cover:

- a) Overall approach
- b) Relevant experience of similar projects and producing engaging summaries of existing research (please include short sample outputs or reports that you feel are relevant – not compulsory)
- c) Proposed project team, including short biographies outlining relevant experience
- d) Costs, including a separate cost for a presentation
- e) A timeline or project plan, including timescales for progress updates / meetings

The proposal will be evaluated on the following criterion:

Criterion:		Weighting
Relevance to brief	<ul style="list-style-type: none"> • Detail and quality of proposed approach • Effectiveness of response to needs outlined in the brief • Proposal demonstrates added-value recommendations 	40%
Relevant experience	<ul style="list-style-type: none"> • Evidence of previous experience in delivering similar projects to a high standard • Evidence of providing engaging deliverables • People proposed to lead and carry out the work demonstrate relevant experience and expertise • Clear articulation of the roles of project team in delivering the project 	25%
Project plan and timescales	<ul style="list-style-type: none"> • Clarity of plan and timescales to deliver the work in line with outline timeline provided 	10%
Price	<ul style="list-style-type: none"> • The proposal is costed within the allocated maximum budget • The proposal represents value for money 	25%

5. Timetable

Set out below is the proposed procurement timetable. This is intended as a guide and whilst Sport England does not intend to depart from the timetable it reserves the right to do so at any stage.

DATE	STAGE
22/06/2016	ITQ issued
08/07/2016	Final date for receipt of clarification requests
17:00 15/07/2016	Closing date and time for receipt of responses to ITQ
18/07/2016 to 22/07/2016	Evaluation of ITQ responses
Week commencing 25/07/2016	Provisional interview date (if required)

29/07/2016	Notification of award
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We will hold a kick off meeting on 01/08/2016 with the successful supplier where we will supply the sources and documents detailed earlier in this brief and agree the parameters of the review in detail. If this date or the proposed interview date is not suitable please mention this and suggest the earliest possible alternative in your response.

Please include your proposed timeline in your response. We anticipate the project lasting up to 12 weeks in duration.

6. Notices & Instructions to Bidders

6.1. General

- 6.1.1. These instructions are designed to ensure that all Tenders are given equal and fair consideration. It is important therefore that you provide all the information asked for in the format and order specified. If you have any queries, please contact: Will Parker (Insight@sportengland.org).
- 6.1.2. Tenderers should read these instructions carefully before submitting their quotations. Failure to comply with these requirements for completion and submission of the Tender Response may result in the rejection of the Tender. Tenderers are advised therefore to acquaint themselves fully with the extent and nature of the services specified and contractual obligations. These instructions constitute the Conditions of Tender. Participation in the tender process automatically signals that the Tenderer accepts these Conditions of Participation.
- 6.1.3. All material issued in connection with this ITQ shall remain the property of Sport England and shall be used only for the purpose of this procurement exercise.
- 6.1.4. The Tenderer shall ensure that each and every sub-contractor, consortium member and adviser abides by the terms of these instructions and the Conditions of Tender.
- 6.1.5. The Tenderer shall not make contact with any other employee, agent or consultant of Sport England who is in any way connected with this procurement exercise during the period of this procurement exercise, unless instructed otherwise by Sport England.
- 6.1.6. Sport England shall not be committed to any course of action as a result of:
 - 6.1.6.1. Issuing this ITQ or any invitation to participate in this procurement exercise
 - 6.1.6.2. An invitation to submit any Response in respect of this procurement exercise
 - 6.1.6.3. Communicating with a Tenderer or a Tenderer's representatives or agents in respect of this procurement exercise
- 6.1.7. Tenderers shall accept and acknowledge that by issuing this ITQ Sport England shall not be bound to accept any Tender and reserves the right not to conclude a Contract for some or all of the services for which Tenders are invited.
- 6.1.8. Sport England reserves the right to amend, add to or withdraw all or any part of this ITQ at any time during the procurement exercise.

6.2. Confidentiality

- 6.2.1. Tenderers shall at all times treat the contents of the ITQ and any related as confidential, save in so far as they are already in the public domain.
- 6.2.2. Tenderers shall not disclose, copy, reproduce, distribute or pass any of the Information to any other person at any time or allow any of these things to happen.
- 6.2.3. Tenderers shall not use any of the Information for any purpose other than for the purposes of submitting (or deciding whether to submit) a Tender.
- 6.2.4. Tenderers shall not undertake any publicity activity within any section of the media.

- 6.2.5. Tenderers may disclose, distribute or pass any of the Information to the Tenderer's advisers, sub-contractors or to another person provided that one or more of the following applies:
- 6.2.5.1. This is done for the sole purpose of enabling a Tender to be submitted and the person receiving the Information undertakes in writing to keep the Information confidential on the same terms as if that person were the Tenderer
 - 6.2.5.2. The Tenderer obtains the prior written consent of Sport England in relation to such disclosure, distribution or passing of Information
 - 6.2.5.3. The disclosure is made for the sole purpose of obtaining legal advice from external lawyers in relation to the procurement
 - 6.2.5.4. The Tenderer is legally required to make such a disclosure
- 6.2.6. In paragraph 6.2.5, the definition of 'person' includes but is not limited to any person, firm, body or association, corporate or incorporate.
- 6.2.7. Sport England may disclose detailed information relating to Tenders to its officers, employees, agents or advisers and may make any of the procurement documents available for private inspection by its officers, employees, agents or advisers. Sport England also reserves the right to disseminate information that is materially relevant to the procurement to all Tenderers, even if the information has only been requested by one Tenderer, subject to the duty to protect each Tenderer's commercial confidentiality in relation to its Tender (unless there is a requirement for disclosure under the Freedom of Information Act).

6.3. Freedom of Information

- 6.3.1. In accordance with the obligations and duties placed upon public authorities by the Freedom of Information Act 2000 (the 'FoIA'), Sport England may, acting in accordance with the Secretary of State's Code of Practice on the Discharge of the Functions of Public Authorities under Part 1 of the said Act, or the EIR be required to disclose information submitted by the Tenderer to the Sport England.
- 6.3.2. In respect of any information submitted by a Tenderer that it considers to be commercially sensitive the Tenderer should:
- 6.3.2.1. Explain the potential implications of disclosure of such information
 - 6.3.2.2. Clearly identify such information as commercially sensitive
 - 6.3.2.3. Provide an estimate of the period of time during which the Tenderer believes that such information will remain commercially sensitive.
- 6.3.3. Where a Tenderer identifies information as commercially sensitive, Sport England will endeavour to maintain confidentiality. Tenderers should note, however, that, even where information is identified as commercially sensitive, Sport England may be required to disclose such information in accordance with the FoIA or the Environmental Information Regulations. In particular, Sport England is required to form an independent judgment concerning whether the information is exempt from disclosure under the FoIA or the EIR and whether the public interest favours disclosure or not. Accordingly, Sport England cannot guarantee that any information marked 'confidential' or "commercially sensitive" will not be disclosed.
- 6.3.4. Where a Tenderer receives a request for information under the FoIA or the EIR during the procurement process, this should be immediately passed on to Sport England and the Tenderer should not attempt to answer the request without first consulting with Sport England.

6.4. Tender Validity

Your Tender should remain open for acceptance for a period of 60 days. A Tender valid for a shorter period may be rejected.

6.5. Preparation of Tender

- 6.5.1. Tenderers must obtain for themselves at their own responsibility and expense all information necessary for the preparation of Tenders. Tenderers are solely responsible for the costs and expenses incurred in connection with the preparation and submission of their Tender and all other stages of the selection and evaluation process. Under no circumstances will Sport England, or any of their advisers, be liable for any costs or expenses borne by Tenderers, sub-contractors, suppliers or advisers in this process.
- 6.5.2. Tenderers are required to complete and provide all information required by Sport England in accordance with the Conditions of Tender and the Invitation to Quote. Failure to comply with the Conditions and the Invitation to Quote may lead Sport England to reject a Tender Response.
- 6.5.3. Sport England relies on Tenderers' own analysis and review of information provided. Consequently, Tenderers are solely responsible for obtaining the information which they consider is necessary in order to make decisions regarding the content of their Tenders and to undertake any investigations they consider necessary in order to verify any information provided to them during the procurement process.
- 6.5.4. Tenderers must form their own opinions, making such investigations and taking such advice (including professional advice) as is appropriate, regarding the goods and services and their Tenders, without reliance upon any opinion or other information provided by Sport England or their advisers and representatives. Tenderers should notify Sport England promptly of any perceived ambiguity, inconsistency or omission in this ITQ, any of its associated documents and/or any other information issued to them during the procurement process.

6.6. Submission of Tenders

- 6.6.1. Tenders should be received by Sport England no later than 5pm on Wednesday 15th July 2016. Tenders received after that time may not be accepted
- 6.6.2. Sport England may at its own absolute discretion extend the closing date and the time for receipt of Tenders specified at paragraph 6.6.1. Any extension granted under paragraph 6.6.1 will apply to all Tenderers.
- 6.6.3. The Tender and any documents accompanying it must be in the English language.
- 6.6.4. Price and any financial data provided must be submitted in or converted into pounds sterling. Where official documents include financial data in a foreign currency, a sterling equivalent must be provided

6.7. Canvassing

Any Tenderer who directly or indirectly canvasses any officer, member, employee, or agent of Sport England concerning the letting of this Contract or who directly or indirectly obtains or attempts to obtain information from any such officer, member, employee or agent or concerning any other Tenderer, Tender or proposed Tender will be disqualified.

6.8. Disclaimers

- 6.8.1. Whilst the information in this ITQ has been prepared in good faith, it does not purport to be comprehensive nor has it been independently verified.
- 6.8.2. Neither Sport England, nor their advisors, nor their directors, officers, members, partners, employees, other staff or agents:
 - 6.8.2.1. Makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the ITQ
 - 6.8.2.2. Accepts any responsibility for the information contained in the ITQ or for their fairness, accuracy or completeness of that information nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such information or any subsequent communication

6.8.3. Any persons considering making a decision to enter into contractual relationships with Sport England following receipt of the ITQ should make their own investigations and their own independent assessment of Sport England and its requirements for the services and should seek their own professional financial and legal advice.

6.8.4. Any Contract concluded as a result of this ITQ shall be governed by English law.

6.9. Collusive Behaviour

Any Tenderer who:

6.9.1. Fixes or adjusts the amount of its Tender by or in accordance with any agreement or arrangement with any other party

6.9.2. Communicates to any party other than Sport England the amount or approximate amount of its proposed Tender or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of the Tender or insurance or any necessary security)

6.9.3. Enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Tender

6.9.4. Enters into any agreement or arrangement with any other party as to the amount of any Tender submitted

6.9.5. Offers or agrees to pay or give or does pay or give any sum or sums of money, inducement or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any other Tender or proposed Tender, any act or omission shall (without prejudice to any other civil remedies available to Sport England and without prejudice to any criminal liability which such conduct by a Tenderer may attract) be disqualified.

6.10. No Inducement or Incentive

The ITQ is issued on the basis that nothing contained in it shall constitute an inducement or incentive nor shall have in any other way persuaded a Tenderer to submit a Tender or enter into a contractual agreement.

6.11. Queries Relating to Tender

6.11.1. All requests for clarification about the requirements or the process of this procurement exercise should be made to Will Parker Insight@sportengland.org.

6.11.2. Sport England will endeavour to answer all questions as quickly as possible, but cannot guarantee a minimum response time.

6.11.3. Clarification requests must be submitted to Insight@sportengland.org.

6.11.4. In order to ensure equality of treatment of Tenderers, Sport England may publish the questions and clarifications raised by Tenderers together with Sport England's responses (but not the source of the questions) to all participants.

6.11.5. Tenderers should indicate if a query is of a commercially sensitive nature – where disclosure of such query and the answer would or would be likely to prejudice its commercial interests. However, if Sport England at its sole discretion does not either; consider the query to be of a commercially confidential nature or one which all Tenderers would potentially benefit from seeing both the query and Sport England's response, Sport England will:

6.11.6. Invite the Tenderer submitting the query to either declassify the query and allow the query along with the Authority's response to be circulated to all Tenderers

6.11.7. Request the Tenderer, if it still considers the query to be of a commercially confidential nature, to withdraw the query.

- 6.11.8. Sport England reserves the right not to respond to a request for clarification or to circulate such a request where it considers that the answer to that request would or would be likely to prejudice its commercial interests.

6.12. Amendments to Tender Documents

At any time prior to the deadline for the receipt of Tenders, Sport England may modify the ITQ by amendment. Any such amendment will be issued by Sport England to all prospective Tenderers. In order to give prospective Tenderers reasonable time in which to take the amendment into account in preparing their Tenders, Sport England may, at its discretion, extend the Deadline for receipt of Tenders.

6.13. Late Tenders

Any Tender received at the designated point after 17:00 15/07/2016 may be rejected.

6.14. Modification and Withdrawal

- 6.14.1. Tenderers may modify their Tender prior to the Deadline by giving notice to Sport England in writing or via electronic submission to Insight@sportengland.org. No Tender may be modified subsequent to the Deadline for receipt.
- 6.14.2. The modification notice must state clearly how Sport England should implement the modification.
- 6.14.3. Tenderers may withdraw their Tender at any time prior to the Deadline or any other time prior to accepting the offer of a Contract. The notice to withdraw the Tender must be in writing and sent to Sport England at:

Sport England
21 Bloomsbury Street
London
WC1B 3HF

6.15. Right to Reject/Disqualify

Sport England reserves the right to reject or disqualify a Tenderer where:

- 6.15.1. The Tenderer fails to comply fully with the requirements of this Invitation to Tender or is guilty of a serious misrepresentation in supplying any information required in this document
- 6.15.2. The Tenderer is guilty of serious misrepresentation in relation to its Tender
- 6.15.3. There is a change in identity, control, financial standing or other factor impacting on the selection and/or evaluation process affecting the Tenderer.

6.16. Right to Cancel, Clarify or Vary the Process

Sport England the right to:

- 6.16.1. Amend the terms and conditions of the Invitation to Tender process
- 6.16.2. Cancel the evaluation process at any stage
- 6.16.3. Require the Tenderer to clarify its Tender in writing and/or provide additional information. (Failure to respond adequately may result in the Tenderer not being selected).

6.17. Notification of Award

Sport England will place a Purchase Order with the successful Tenderer(s) under the Sport England Terms of Trade.

Appendix 1

Title	Supplier	Type of source	Year	Theme / Topic	Audience
60mins/day for London Kids	GLA / SE / other partners	Pilot proposal	2016	Sport participation; Health and wellbeing	Primary school children
9 research findings that show why education needs sport	EPALE	Article	2015	Sport participation; School / Education	Adults
91% of 2-4 year olds not active enough to be healthy	British Heart Foundation National Centre (BHFNC)	Research article	2016	Sport participation; Health and wellbeing	Under 5s
Active Alfie		Activity Finder		Sport participation; Leisure	
Active Crew	Youth Sports Trust	Newspaper article	2016	Sport participation	Primary school children
Active Early Years Project	Winning Scotland Foundation; ng houses	Research article	2016	Sport participation	3-7 year olds
Arsenal FC	Arsenal FC	Conference presentation	2016	Sport participation	
Barriers to sports participation for women and girls	Women in Sport	Report	2008	Sport participation; Barriers	Women and Girls
BHF u12 activities and information	BHF	website resources	2016	Health and wellbeing	under 12
Born in Bradford	Born in Bradford initiative	Report	2016	Sport participation; Socio-economic; Family; Ethnicity	Children
BUPA start to move	Youth Sports Trust	Evaluation report		Sport participation; School / Education	
Can't play, won't play: longitudinal changes in perceived barriers to participation in sports clubs across the child-adolescent transition	BMJ	Longitudinal study	2016	Sport participation	9-12 year olds
Challenging Cool, Talking Real	Platypus	Presentation	2016	Consumer behaviour; Socio-	Children

				economic; Money; Needs	
Changing the Game for Girls	Women in Sport	Report	2016	Sport participation; School / Education; Health and wellbeing	Girls
Childhood obesity	Public Health England	School survey data	2006-2014	Health and wellbeing; Obesity	2-15 year olds
Children's commissioner	Children's commissioner	Website		Health and wellbeing; Family; Child protection	
Children's media consumption	OFCOM	Survey	2014	Media; Consumer behaviour; Technology	5-15 year olds
Children's mental health	Guardian	Newspaper article	2016	Health and wellbeing; Mental Health	Children
Class of 2035	Youth Sports Trust	Trends	2015	Sport participation; Digital	
Consumer Trends	Will Higham	Presentation	2016	Digital; Consumer behaviour; Technology; Connectivity and Social Media	Population
Contact a Family	Contact a Family	Website	2016	Family	Disabled children and their families
Cost of raising children in UK higher than ever	Centre for Economics and Business Research	Newspaper article	2016	Money; Future; Family; Childcare	Parents
Cycling trips at school	Schools	Newspaper article	2016	Sport participation; School / Education; Travel	Primary school children
Data apps and activity finders	Sport England	Email conversation	2016	Sport participation; Digital	
Defining the impact of a youth zone	OnSide	Evaluation report	2015	Sport participation; Outcomes	
Designed to Move	Nike	Research review	2014	Sport participation; Health and wellbeing	
Designing for Kids	Platypus	Presentation	2016	Consumer behaviour; Socio-economic; Family	Children
Developing Grit	Angela Duckworth	Articles	2016	Consumer behaviour	
Dirt is Good	Persil	Survey	2016	Leisure	5-12 year olds
Do siblings matter?	Understanding Society	Journal article	2015	School / Education; Health and wellbeing; Family	10-15 year olds

Effective behaviour change techniques in the prevention and management of childhood obesity	Martin, Chater and Lorencatto	Academic paper	2013	Health and wellbeing	
Effects of a 2-year school-based daily physical activity intervention on cardiorespiratory fitness	Norwegian School of Sport Sciences	Report	2011	Sport participation; Health and wellbeing	4th grade school children
Empowering Coaching	Street Games		2016	Socio-economic; Coaching	Coaches
Engage to Compete	Sport England; Fit for Sport	Evaluation Report	2013-2016	Sport participation	Primary School Children
Engage to Compete	Sport England	News article	2016	Sport participation; School / Education	Teachers
EU action plan on childhood obesity	European Commission	Policy report	2014	Health and wellbeing	Children
Evaluating the Space for Sport & Arts	Sport England	Evaluation report	2003	Sport participation; School / Education; Arts	Children
Every Child Outdoors	RSPB / IPSOS	Summary Report	2010	Sport participation; Leisure; Health and wellbeing; Personal and Social Skills	Children
Family FUNS	Create Development	Evaluation		Sport participation	
Family leisure	Mintel	Report	2016	Leisure; Generation Y; Generation Z; Generation Alpha; Sandwich Generation	Families
Female Physiology / Psychology Considerations for Coaches	Women in Sport	Report	2010	Sport participation; Physical development	Girls / Women
First study to measure physical activity in Canadian infants and toddlers	SickKids	Research article	2015	Sport participation; Health and wellbeing; Family	Under 5s
Fit to Study	University of Oxford	Research project		Sport participation	

Fitness measurement software	Amaven	Website	NA	Sport participation	
Football academies	Pro-Direct Soccer Academy	Supplier		Sport participation	
Funding for schools for resilience and respect	DfE			School / Education	
Generation Alpha	Business Insider	Newspaper article	2016	Digital; Consumer behaviour; Generation Alpha; Technology; Connectivity	Under 7
Generational strains	Ipsos-Mori	Survey	2016	Generation Y; Health and wellbeing	18-35 year olds
Girls Active	Youth Sports Trust	News article	2016	Sport participation	Girls
Girls' Attitudes Survey 2015	GirlGuiding	Survey	2015	Health and wellbeing; Community	7-21 year old girls
GoActive Evaluation Study	University of Cambridge (CEDAR)	Website	2016	Sport participation; School / Education	Year 9
Growth Mindset	RSA / Carol Dweck	Video summary	2015	School / Education	
Growth mindset	Carol Dweck	Ted talk		School / Education	
Here Come the Boys	Platypus	Research Proposal	2016	Media	Boys
How to talk to Generation Z	Marketing Week	Research article	2016	Media; Generation Z; Money; Brands	Generation Z
Independent Sporting Champions	Sporting Champions	Evaluation Report	2016	Sport participation; Celebrity	11-25 year olds
Insights into children's mental health and well-being	Understanding Society	Report	2015	Health and wellbeing; Mental Health	
Inspiring the future	Inspiring the future	Organisation		School / Education; Volunteering	
Involving young people in decision making	Charnwood Borough Council	Toolkit		Engaging young people	Those working with children
Kids club	Canadian sport for life			Sport participation	
Kids marketing conference	Various	Conference	2016	Various	
Kidz Unlimited	Whizz-Kidz	Evaluation	2012		Disabled young people

Living Streets Walk to School outreach programme	CLES	Report	2012- 2015	School / Education	5 16 year-olds
Livity	Livity	Youth marketing agency		Media	
Longitudinal associations between social website use and happiness in young people	Understanding Society	Summary	2015	Health and wellbeing; Connectivity and Social Media	10-15 year olds
Longitudinal associations between social website use and happiness in young people	Understanding society	Extract	2016	Health and wellbeing; Connectivity and Social Media	10-15 year olds
Media habits	Platypus	Conference presentation	2015	Media; Digital; Technology; Connectivity and Social Media	
Mile Run	Stirling University	Newspaper article	2015	Sport participation; School / Education; Play	Primary School Children
Mindfulness and Yoga in the Classroom	Yoga in School	Website	2016	Sport participation; School / Education; Health and wellbeing	Primary School Children
Modern Families Index	Working Families	Report	2016	Family	Families
Monitor of Engagement with the Natural Environment	Natural England / TNS	research report	2016	Leisure	under 16
MRS Kids & Youth Research Conference	DJS Research	Presentation	2016	Digital; Generation Y; Generation Z; Technology; Connectivity and Social Media; Gamification	Children
Muslim youngsters' football club builds bridges and puts a smile on people's faces	Guardian	Newspaper article	2016	Sport participation; Family; Volunteering	Parents
National Child Measurement Programme	Health & social care	Survey	2015	Health and wellbeing; Obesity	Primary School Children

	information centre				
Natural Childhood	National Trust	Report	2012	Leisure	Children
Natural Connections CONFIDENTIAL	Natural England	Project	2016	School / Education	
Neuroscience and Education	Education Endowment Foundation	Academic paper	2014	Consumer behaviour	
On the front foot	Demos	Evaluation report	2016	Sport participation	
Online Pressures	NSPCC	Newspaper article	2016	Digital; Health and wellbeing; Technology; Connectivity and Social Media	Children
Outdoor play	Multiple	List of sources	2016	Play	Multiple
Outdoor time and physical activity	Journal of paediatrics	Academic journal	2014	Sport participation; Health and wellbeing	
Parents sport segmentation	Australian Sports Commission	Segmentation		Sport participation; Family	Parents
Parents, siblings, or friends? Exploring life satisfaction among early adolescents	Understanding Society	Study	2015	Health and wellbeing; Family; Bullying	10-15 year olds
Park funding crisis	Media reports	Newspaper article	2016	Leisure	UK population
PE and school sport	Youth Sports Trust	Newspaper article series	2015/16	Sport participation; School / Education; Socio-economic; Health and wellbeing; Gamification	School children
PE and sport at school in Europe	European Commission	Report	2013	Sport participation	School Children
PE Teacher Training	Education Endowment Foundation	Project page	2016	Sport participation	Teachers
PEACH project: longitudinal study of outdoors and physical activity	University of Bristol	Longitudinal study	Post-2013	Sport participation	10/11 year olds to 13/14 year olds
Physical Literacy	Sport Wales	Toolkit	2016	Sport participation; School / Education; Family; Workforce	0 - 21

Physical literacy	Canadian sport for life			Sport participation	
Physical Literacy in the United States	Aspen Institute	Research report	2016	Sport participation; School / Education; Health and wellbeing; Competence	Children
Play Makers	Virgin Active, University of Bedfordshire	Video	2015	Sport participation; School / Education	School-aged children and Teachers
Playing Out	Playing Out	Supplier	2016	Play	Children
Premier League 4 Sport and Premier League Kicks	Premier League Charitable Fund (PLCF); Sport England	Evaluation Report	2015	Sport participation	11-18 year olds (although also younger and older participants)
Primary Schools: PE & Sport Premium	OFSTED	Survey	2014	Sport participation	Primary School Children
Primary Spaces	Sport England	Programme	2016	Sport participation	Primary School Children
Safer Internet Day survey	ComRes	Survey Report	2016	Media; Digital; Connectivity and Social Media	10-18 year olds
Satellite Clubs	Sport England	Evaluation Report	2015	Sport participation	Secondary School
School Readiness Report	PHE	Report	2015	School / Education	Under 5s
School Sport Survey	Sport Wales	Survey	2015	Sport participation; School / Education	School children
Social video for social good	Platypus	Conference presentation	2013	Media; Digital; Technology; Connectivity and Social Media	
Sport Unlimited	Sport England; SIRC	Evaluation Report	2011	Sport participation; Sustained behaviour	School (years 1-11)
Start Active, Stay Active	Huffington Post	Newspaper article	2016	Sport participation; Health and wellbeing	Children
State of the Nation 2015: Child Poverty and social mobility report	Social Mobility & Child Poverty Commission	Report	2015	School / Education; Socio-economic	Children
State of UK Parks	Heritage Lottery Fund, Ipsos-Mori	Report	2014	Leisure	UK population
Street Play	Play England	Report	2012	Health and wellbeing	Children
Taking Part Survey	SIRC	Secondary analysis	2014	Sport participation; School / Education; Influence of adults	5 16 year-olds

(secondary analysis)					
Teenage Girls and Dropout	Women in Sport	Report	2015	Sport participation	Girls
The Best start in life	BHF	Video	2016	Sport participation; Health and wellbeing; Cognitive development	2-14 year olds
The Energy Project	Physical Activity and Health Alliance / WiS	Report Summary	2016	Sport participation; Health and wellbeing	Girls
The Good Childhood Report	The Children's Society	Report	2015	Leisure; School / Education; Health and wellbeing; Money; Future; Family; Friends; Community	Children
The Inherent Problem with Anonymous Apps	Bold	Blog	2016	Digital; Connectivity and Social Media	Young people
The lessons to be learnt from the youth market	Mailmen	Research article	2016	Leisure; Media; Digital; Technology; Connectivity and Social Media	Young adults
The New Dynamics of Family (Prosumer report)	Havas worldwide	Report	2016	Consumer behaviour; Generation Y; Family	Families
The Role of Mum	Platypus	Presentation	2016	Consumer behaviour; Family	Families
The Value of After School Clubs	NatCen	Working paper	2016	Sport participation; School / Education; Socio-economic	5-11 year olds
Themes and Trends	Platypus	Presentation	2016	Leisure; Media; Digital; Technology; Connectivity and Social Media; Future; Trends	Children
Towards a model of talent development in PE	Richard Bailey and David Morley	Draft academic paper		Sport participation	
Understanding society	Economic and Social Research Council	Research report	2015	Health and wellbeing	
Unknown	PHE	Commissioned Research	2016	Sport participation	Girls

Vivo rewards system	Vivo	Online system		Consumer behaviour	
What About Youth (WAY)	The Health and Social Care Information Centre (HSCIC); DOH; PHE	Survey	2014	Sport participation; Health and wellbeing	15 year olds
What works in schools and colleges to increase physical activity?	Public Health England	Evidence review	2015	Sport participation; School / Education	
When quality trumps quantity: siblings and the development of peer relationships	Understanding society	Journal article	2015	Health and wellbeing; Family; Relationships	10-15 year olds
World Health Organisation	WHO	Report	2013/14	Sport participation; Socio-economic; Health and wellbeing	School aged children (age, gender, socio-economic)
YMCA England: what matters most	YMCA	Report	2016	School / Education; Generation Y; Socio-economic; Health and wellbeing; Housing	16-24 year olds
YMCA Interactive	YMCA	Evaluation Report	2007	Sport participation; Health and wellbeing	5-14 year olds
Young Children and Nature	Virginia Polytechnic Institute	Report	2011	Play	Children (US focused)
Young People and Money	Trinity McQueen	Qual/Quant Research Report	2016	Leisure; Consumer behaviour; Money; Future; Family	8-15 year olds and parents
Young Peoples' attitudes to Maths and Physics	DfE		2016	School / Education	Secondary school children (Girl-focus)
Young women and girls' physical activity	Women in Sport	Factsheet	2010	Sport participation; Health and wellbeing	Girls
YouTube insights	Platypus	Conference presentation		Media; Connectivity and Social Media	
YST Impact report	Youth Sports Trust	Evaluation	2014/15	Sport participation	
YST News	Youth Sports Trust	newsletter		Sport participation	

Appendix 2

What goes on in their lives?

- What's their world? What are they wearing? Watching? Listening to? Reading? Doing?
- What is the 'routine'? What's a typical day like?
- How much structure is there / is wanted?
- How much time is spent doing what, where and with whom?
- What do they choose to spend time on?
- What makes up a desired experience / activity?
- What are the family's habits and behaviours and attitudes?
- What are their aspirations and goals and what holds them back?
- How relevant are themes around stress, resilience, mental wellbeing?

Wider environment

- How is the environment for this age group changing?
 - Digital/technological developments?
 - Wider social influences?
 - How relevant are diet and health trends? Mental wellbeing / mindfulness or similar societal trends?
- How are their expectations changing?
 - Impact of play / technology / gamification?

Sport and physical activity

- What are their attitudes and behaviours?
- What are the perceptions amongst children and parents about play, physical activity and sport (separately)?
- How resilient are their habits and why?
- How active / passive are children's decisions?
- What is fun? What are the building blocks of enjoyment?
- How create motivation?
- How create competence? How create confidence?
- How confident do kids feel? How competent?
- How important is sport to parents?
- How relevant are health messages (physical and mental wellbeing) to the children, to the parents or both? Is sport and activity perceived to have a role here?