



Brief Specification

Regional SME Sports Economy Programme

Background

The Department for International Trade (DIT) helps businesses export and grow into global markets. DIT also helps overseas companies locate and grow in the UK. Within DIT, Global Trade and Investment (GTI) works with staff across the UK and its international network to:

- Find and create demand for British goods, service and inward investment opportunities;
- Find and create a supply of export-ready UK business or inward investment opportunities to fulfil that demand;
- Support UK businesses to export.

The Sports Economy Team, part of GTI, are particularly responsible for helping UK companies to identify, understand, and explore export opportunities arising from sports growth markets overseas and from countries and cities hosting and organising major sports events.

Requirement

In line with the above, DIT's Sports Economy Team plans to roll out a programme to help educate and upskill UK companies, particularly SMEs, to understand, explore, and pursue export opportunities arising from major sporting events held outside of the UK. This will include inward and outward trade missions, conferences, and seminars with a focus currently on the following events:

- Tokyo 2020 Olympic & Paralympic Games (now 2021);
- Beijing 2022 Winter Olympic & Paralympic Games;
- Hangzhou 2022 Asian Games;
- Qatar 2022 FIFA World Cup;
- Panama 2022 Central American & Caribbean Games;
- Santiago 2023 Pan & Para Pan American Games;
- Krakow 2023 European Games;
- Paris 2024 Olympic & Paralympic Games;
- Milan-Cortina 2026 Winter Olympic & Paralympic Games;
- USA-Canada-Mexico 2026 FIFA World Cup.

At the core of this programme will be the need to upskill UK companies. As a result, DIT wishes to procure a solution that will help companies to:



- 1) Understand the major sports events marketplace, the nature, make up and structure of the above and other major regional and sub-regional level sports events taking place over the next 10-15 years, and;
- 2) Provide best practice advice and guidance on the actions/preparations companies need to take themselves in preparing to pursue opportunities.

Deliverable

DIT is carrying out early market engagement for this requirement. We are seeking responses to understand the possible solutions to the objectives listed above, whether these be paper-based, webinars, e-learning, or some other method (excluding trade missions).

Responses should be no longer than four (4) sides of A4 and should briefly convey how the proposed solution would meet the objectives of the requirement. Responses should include an assessment of whether the indicated budget (see below) is sufficient.

Any solution would have to convey the following content:

- Major sporting events and rights holders;
- Differences between the types of events;
- Benefits of supplying into major sporting events;
- Locations of major sporting events over the next 10-15 years and latest intelligence on likely bidders where an event has not been awarded yet;
- The structure of major sports events in terms of organisation, including an analysis of functional areas;
- The key bodies involved at a national, regional, and city level, in addition to organising committees;
- Procurement processes including relevant websites and procurement portals;
- What actions companies should take themselves including, but not limited to, marketing, human and financial resource, research and access to support services including from DIT and UK Export Finance (UKEF).

The content to cover these topics, with the exception of the final point on government support, will need to be researched as necessary by any future supplier. This list is not exhaustive, and those responding can use their sectoral expertise to identify other areas that should be covered.

In presenting solutions, respondents should take into account the following supplementary information:

- The solution would likely be rolled out across a single UK region before being made available to companies throughout the UK;
- It is difficult to provide a total number of companies we would wish to upskill but it is anticipated that this will be in excess of 500 in total across the UK;



- Delivery of the tool would be spread over more than one calendar year;
- Ideas on how the solution can be best marketed to UK companies would also be welcome.
- The IP for any solution would be owned by DIT;
- DIT would need to be able to update the content directly, and therefore it would be important to provide links to all relevant sources used in the end product.

Those responding with proposed solutions may be asked to further discuss their solutions to the DIT Sports Economy team. Our preference is that these discussions are carried out via Microsoft Teams.

It is anticipated that a total budget in the region of £50,000.00 - 70,000.00 will be available for this procurement.

Budget approval is expected before the end of this calendar year (2020) and work would need to be completed by April/May 2021.