

Launch-themed education initiative for young people aged 11-16 - Request for Information

Section 1 – Context

Executive Summary

The aim of the UK Space Agency's Spaceflight Programme is for the UK to become the leading provider of commercial small satellite launch in Europe by 2030, providing world-leading capability and bringing new markets to the UK. To achieve this goal, there is a need to secure a pipeline of skilled professionals to support the UK's growing spaceflight sector. To help address this, the Spaceflight Programme is leading a range of educational activities and initiatives, in partnership with UK academic institutions, industry partners and the charity sector, to engage young people about space and encourage them to develop the relevant knowledge, skills and expertise required by the space sector.

Previous Spaceflight Programme initiatives have included our LogoLiftOff! competition which invited primary aged children to design a logo that was displayed on the first-ever rocket to launch from UK soil in January 2023 and our Nanosat Design competition which saw 40 teams aged 16+ compete for the chance to win £500k to design and build a nanosat to help inform solutions to climate change. Elsewhere, we have provided funding to expand the reach of existing initiatives such as the CanSat competition and SPINtern scheme to enable more young people across the UK to have the opportunity to participate.

The UK Space Agency is now inviting relevant organisations to submit ideas for a launch-themed education initiative to engage young people aged between 11-16 with a view to encourage them to take up STEAM subjects in order to support the future space talent pipeline. We encourage submission of a broad range of ideas and budgets, but all proposed ideas must be able to meet the objectives and audience reach set out below, as well as demonstrate value for money and clear justification of spend.

Request For Information (RFI) Terms

- This RFI is intended to be a request for information only. No contractual obligation is expected to arise from this RFI process.
- This RFI does not commit the UK Space Agency to pay any cost incurred in the preparation or submission of any response to the RFI.
- Responding (or failing to respond) to this RFI will not prevent or influence participation in any future calls for information or tender proposals.

Section 2 – Aims

1. General guidelines

The UK Space Agency's Spaceflight team is currently scoping the opportunity to develop a launch-themed education initiative aimed at young people aged between 11-16 to inspire them about space and encourage the uptake of STEAM subjects with a view to supporting the future UK space talent pipeline. We are therefore inviting relevant organisations to submit ideas which will be used to help inform our thinking and the future development of the proposed initiative.

Through this initiative, our target is to engage over **500,000** young people. Applicants must be able to demonstrate how their proposals will meet the objectives set out below and draw on evidence from

similar initiatives/campaigns to demonstrate how their proposed solution will engage the target audience and achieve the desired reach.

2. Objectives and audience

Among young people aged 11-16, the objectives of this initiative are to:

- Increase awareness of, and interest in space - particularly spaceflight and launch from the UK;
- Increase interest in pursuing a career in the UK space sector among young people;
- Encourage the uptake of STEAM subjects among young people.

Proposed ideas must be designed to specifically engage young people between the ages of 11-16 with a particular focus on those from under-represented groups, specifically from ethnic, demographic, gender and socio-economic minorities. This includes those from a diverse range of backgrounds, who may not be aware of and/or have access to resources and information on the space-related opportunities available for their age group. The initiative must be open and accessible to young people from all regions of the UK.

According to [gov.uk national statistics](https://www.gov.uk/national-statistics), there are over 9,000,000 secondary school pupils enrolled in over 24,000 schools in the UK in 2022. Through this initiative, our target is to engage over **500,000** young people. Applicants must outline how the reach of your proposal would be measured and the success quantified.

A proactive communications strategy should be developed to promote the activity and encourage uptake of the initiative/activity to target audiences, leveraging schools and wider communications networks where relevant to help us reach our target audience. This should include identifying key communications opportunities throughout the lifecycle of the campaign as well as leveraging key influencers, networks and channels who resonate with the target audience to help promote the activity via their channels.

3. Themes and implementation

Proposals must be themed around launch from the UK and include elements/scenarios that will help increase participants' knowledge about launch from the UK such as the types of launch activity that can take place from the UK and the technologies involved. For example, the proposed initiative could be a spaceflight-themed virtual Escape Room with tasks and levels designed around a real-life launch scenario. In addition, the online activity could have different levels of differing complexities to ensure it was accessible for different age groups, abilities, and knowledge levels.

The activity must not be reliant upon teachers/educators to deliver and therefore, must be sufficiently fun and appealing so that young people will want to engage with it in their free time and outside of the classroom. We welcome a range of ideas and encourage applicants to consider what delivery method would best meet the target audience and provide evidence to support this where possible. For example, you may have evidence to support that a digital-first solution would best meet the initiative's objectives or you may feel that a different mechanism would be more successful.

If harnessing school/education networks, proposals must not place any additional burden on teachers/educators/carers and be deliverable within the existing school curriculum for the target age group. The proposed activity must be simple to use and administer and have no barriers to engagement. Therefore, **it must not:**

- Require any specialist equipment, resources, or skills to deliver.
- Incur any fees/payment for participants.

- Require any additional budget (e.g. sign-up costs, additional fees for subsequent levels, etc.)

The activity and any resources/materials created will be the property of the UK Space Agency and must be available online following the formal end of the campaign date in order to provide a legacy and enable as many young people as possible to benefit from the activity.

4. Timelines & Funding

The UK Space Agency is aiming to deliver and roll-out the initiative before the beginning of the academic year 2024/25. The proposed activity should be available online for an extended period of time so participants can access it in their own time.

One of the aims of this RFI is to ascertain how much delivering a campaign which will achieve the desired outcomes and reach will cost. As a guideline, proposals should aim not to exceed £250,000 and we welcome proposals for price-points below this amount. Proposals must demonstrate value for money and outline the anticipated reach, drawing on evidence from similar campaigns/initiatives where appropriate. In the questionnaire below, please include the value for money justification and the cost – benefit analysis for the initiative.

5. Justification

Engagement with industry, and research conducted by the UK Space Agency, has identified a significant skills gap, specific to the launch sector. ~~market ‘Launch Skills Shortage’ risk was also identified as a demand risk in the Launch Market Study, conducted by Know.Space in association with NSR (LMS)~~. The proposed initiative aims to lead to an increased interest in STEAM subjects as well as improved knowledge of the space sector, of launch from the UK, and the careers available in order to help secure a sustainable pipeline of skilled launch professionals.

All proposals must set out how the proposed activity will help deliver these aims, including how these will be measured and what success measures will be used.

Section 3 – Questionnaire

In each section, please aim to include as much information as you can as this will help inform our thinking and provide rationale to support how a new initiative will help deliver our objectives and ensure a sustainable space talent pipeline.

Please indicate where responses and proposed measures i.e. reach are actual or anticipated or where the information requested is currently unknown. If useful, you may also respond to questions by providing a link to publicly available information or by attaching and referencing a relevant document that contains the information sought.

1. Contact Information	
Organisation name	
Name of primary point of contact	
Address	
Telephone number	
Email address	
Other key individual/organisations who collaborated on the RFI response	

1. Overview	
Please give an overview of your proposed initiative.	
What launch themes does the proposed idea include and how will these help to achieve the objectives set out in the RFI?	
What learning outcomes/attitudinal change will be achieved through the initiative and how will this be measured?	
What is the main format of the initiative i.e. online, classroom based?	

2. Engagement	
Please include information on how you propose to engage the target audience in the development process, if possible ¹ .	
Please provide further information on the proposed promotional strategy for the initiative. How will the initiative be promoted and what channels/networks will be utilised?	
How many people do you expect to reach through the proposed activity? How will this be measured?	

3. Cost profile	
What is the approximate cost of the initiative?	
Please provide a cost breakdown for the delivery of the proposed initiative.	

4. Justification	
Please include justification to support how the proposed initiative best meets the objectives set out in the RFI and target audience. Please draw on evidence from similar initiatives if available to demonstrate delivery success.	
Please provide details on the value for money for the initiative. How does the proposal demonstrate best use of public money?	
Please include a cost – benefit analysis for the initiative.	

5. Delivery timelines	

¹ This is will not be a requirement for the initiative, but working with pupils to develop the initiative will be considered an advantage in a possible upcoming tender process.

Please include information on the delivery timelines for the proposed initiative.	
Please include information on the online activity development timelines.	

6. Additional ideas	
Please provide information on any other initiatives/ideas that you feel would meet the objectives set out in Section 1, including details on cost, justification and engagement means.	