

# Secondary School Initiative - Request for Information

## Section 1 – Context

### Executive Summary

The goal of the Spaceflight Programme (SFP), as defined in the National Space Strategy (NSS), is for the UK to become the leading provider of commercial small satellite launch in Europe by 2030, requiring the creation of an internationally competitive, commercially sustainable, UK small launch market. To achieve this goal, there is a need to secure a pipeline of skilled launch professionals to enable market expansion and increase the likelihood of market success in its first five years of operation (2022-27).

A significant skills gap has also been highlighted in engagement with industry as well as a study conducted by know.space in association with NSR and published in March 2021. The report revealed that UK based spaceflight companies are not well placed to address this skills gap, being predominantly SMEs, and skills having a lower and slower return than other types of investment.

Furthermore, one of the objectives set out in the 10 Point Plan, published as part of the National Space Strategy, is to support more young people to gain access to work placements, apprenticeships, and educational opportunities to help close the existing skills gaps in the space sector. The UK Space Agency's Spaceflight Inspire education workstream aims to help address these areas by leading educational activities and competitions in partnership with UK academic institutions, industry partners, and the charity sector to develop the relevant knowledge, skills and expertise required by the space sector.

The Spaceflight programme's Inspire workstream aims to help address the skills gap by inspiring young people about space and encourage them to take up STEAM (Science, Technology, Engineering, Art & Math) subjects by increasing awareness of the careers available in the space sector, and supporting relevant initiatives, from building satellites to designing space habitats.

### 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 Spaceflight team is currently scoping the opportunity to develop a **launch-themed online activity** aimed at young people aged between 11 and 16 years old to enable participants to learn about launch from the UK and encourage them to consider a career in the sector.

The agency is currently exploring the concept of a launch-themed online activity, combining a Virtual Escape Room and Scavenger Hunt, and we are seeking input from relevant organisations to help inform this work. The proposed online activity would be based on a launch-scenario and task

participants to overcome challenges, make decisions, collect clues, and solve riddles as they progress through the various levels. The online activity would be hosted online and available for the foreseeable future to provide a legacy and enable as many young people as possible to benefit from the activity.

The primary objectives of the Secondary School Initiative are to:

- inspire and engage young people, **particularly those from under-represented groups, about space and launch from the UK.**
- **encourage the uptake of STEAM subjects**, develop an interest in launch and the UK space sector.
- **build a sustainable talent pipeline into the sector** to support the development of a commercially sustainable spaceflight market in the UK.

The chosen initiative should engage young people from a diverse range of backgrounds with a view to increase their interest in both STEAM subjects and the space sector – and encourage further research and participation in other space-related activities.

The initiative must be fun and interesting to encourage engagement outside of school hours and the activity must be sufficiently compelling and entertaining that young people will want to use it outside of the classroom.

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.)
- **Place any** additional burden on teachers/educators/carers or be reliant upon them and be deliverable within the existing school curriculum for the target age group.

The proposed initiative will be digital and available through mobile devices, accessible outside of the classroom, and entertaining so young people would be encouraged to use it in their free time.

The activity will be user-friendly, and it will engage young people in STEAM subjects in an easy and entertaining manner. This way, the users will enhance their knowledge while playing. It will also improve the participants' knowledge of the many applications of space and UK launch, and it would increase their awareness on the variety of career opportunities in the sector.

## 2. Audience

This initiative aims to specifically target secondary school students between the ages of 11-16 with a particular focus on those from under-represented groups who might not consider a career in space or STEAM because they might think they are not able to access space-related educational and career opportunities.

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, between the age of 11-16 years old.

Main audience criteria:

- Engage young people from a diverse range of backgrounds.
- Engage young people who may not already have an interest in space.
- Engage young people who may not be aware of the opportunities available in the sector.
- Engage young people who may think that they are not able to pursue space-related careers.

A proactive communications strategy should be developed to promote the online activity and encourage young people to use it, also leveraging schools and wider communications networks to help us reach our target audience. The delivery partner chosen to deliver the activity should identify key communications opportunities throughout the lifecycle of the game to further promote awareness and encourage sign-up of the online activity. The delivery partner should also look to leverage key influencers who resonate with our target audience to help promote the online activity via their channels.

### 3. Themes

The initiative must be specially themed around launch from the UK and related space activities in order to inform and engage participants about launch from the UK and the UK's role as a spaceflight nation. Participants could set challenges reflecting the use of satellite data to solve problems, as well as items to collect on the way to go through and get out of the escape room. For example, the initiative could be a virtual Escape Room and the design for the levels can be inspired by a room on 'launch', a room on climate change, a room on ExoMars, in order to build on and raise awareness of wider UKSA activities. Alternatively, the online activity could include the option of playing it individually or collaborating on challenges, both with friends and as a family. Also, the online activity would have different levels of differing complexities to ensure it was accessible for different age groups, abilities, and knowledge levels.

### 4. Timelines & Funding

The UK Space Agency is aiming to deliver and roll-out of the initiative before the beginning of the academic year 2024/25. The anticipated budget for the initiative, including delivery of all the aforementioned components and criteria, is £250,000, with limited flexibility for outstanding proposals. Therefore, proposals should aim to be deliverable within this budget. In the questionnaire below, please include the value for money justification and the cost – benefit analysis for the initiative.

The proposed activity should be available online for an extended period of time so participants can access it in their own time.

### 5. Justification

The Secondary School 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 of the available careers in space for the young people who used the online activity.

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, and are aiming to engage over 500,000 young people through this initiative. Please detail below how would you quantify the success of your proposal.

## Section 3 – Questionnaire

In each section, please feel free to include as much or as little information as you like. Please provide answers including indications of where answers are actual or anticipated or where the information requested is currently unknown (for example subject to ongoing development).

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.

<b>1. Contact Information</b>	
Organisation name	

Name of primary point of contact	
Address	
Telephone number	
Email address	
Other key individual/organisations who collaborated on the RFI response	

<b>2. Cost profile</b>	
What is the approximate cost of the initiative?	
Can the objectives of the initiatives be achieved with the proposed funding (£250,000)?	
Please provide a cost breakdown for the delivery of the proposed initiative.	

<b>3. Justification</b>	
Please include the justification the initiative (i.e. why will the initiative be successful, why is the initiative needed).	
Please provide details on the value for money for the initiative.	
Please include a cost – benefit analysis for the initiative.	

<b>4. Delivery timelines</b>	
Please include information on the delivery timelines for the proposed initiative.	
Please include information on the online activity development timelines.	

<b>5. Engagement</b>	
Please include information on how you propose to involve the target audience in the online activity development process, if possible <sup>1</sup> .	
Please provide further information on the proposed promotional strategy for the initiative.	
How many people do you expect to reach through the proposed activity? How will this be measured?	

<b>6. Other ideas</b>	
Please provide information on any other separate initiatives that would meet the objectives set out in Section 1, including details on cost, justification and engagement means.	

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<sup>1</sup> 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.

