



Pre-tender supplier engagement

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What is Buddle?

<https://buddle.co/>

Buddle is Sport England's club support programme which offers free-to-access resources and guidance related to running community sports clubs and groups.

Its main audience is volunteers involved in running clubs and groups and the professional workforce who directly support them e.g. club development officers, local community workers.

The programme, formerly known as Club Matters was rebranded as Buddle in December 2023. It has been running since 2015 and has gradually increased its reach both in terms of the number of clubs accessing the services and the breadth of partners and stakeholders who are involved in developing and promoting the programme.



Uniting The Movement



<https://www.sportengland.org/why-were-here/uniting-the-movement>

- Sport England launched its strategy 'Uniting The Movement' in 2021
- Its sets out our role, ambitions and objectives for the next 10 years.
- This includes five focus areas, five 'catalysts for change' and a central thread of tackling inequality which will run through all our work.
- UTM recognises that whilst we need to provide some level of support right across the sector (universal support), we will need to put more effort, focus and resource into areas and groups of people who need more help to be active.
- Buddle is part of Sport England's 'universal' support offer to clubs and community groups delivering sport and physical activity. It aims to provoke their thinking and actions, to provide the tools and resources to start or continue their development in providing inclusive, equitable, safe and sustainable experiences. To support them in being well connected, relevant and responsive to their local community.

Current position

Club: a group of people that gets together on a regular basis to take part in sport and/or physical activity.

- Continued growth of the programme in the last three years, with a marked increase in website use and stakeholder engagement since the rebrand in December 2023.
- Approximately 54,000 website users per year.
- 16,500 subscribers to our newsletter with an average open rate of 35%.
- Regularly engage with over 120 stakeholders through events and communications, with a reach of 400 professional workforce.
- On average, delivers 250 workshops per year to almost 3000 people.

Buddle programme component parts

Buddle website,
communication and digital
content

Buddle
workshops and
online learning

Stakeholder engagement and connection

Focus work with places and partners

Professional workforce development

Requirements from a team of suppliers

Buddle delivery is split into four contracts;

- Stakeholder Engagement, Content Development & Programme Co-ordination
- Workshops & Learning Development
- Programme Evaluation
- Website management, maintenance and development (managed by SE Digital Marketing and Comms team)

Contracts will run from April 2025 to March 2028 with an optional one-year extension (tbc)

Overview of the requirements

Stakeholder engagement, content development & programme co-ordination	Workshops & Learning Development	Website Management & Maintenance	Evaluation Partner
<p>Stakeholder engagement:</p> <ul style="list-style-type: none"> • Talk to organisations across the sector to understand what clubs need help with • Work with SE teams and partners to understand the topics and issues we want to share with clubs/groups • Local focus work 	<p>Work with partners to organise and deliver workshops and other learning opportunities – face to face and on-line delivery. Continue to develop a range of formats and approaches which can be delivered in a variety of settings to different audience groups.</p>	<p>Provide technical support for the website.</p>	<ul style="list-style-type: none"> • Collate user and usage information from website analytics. • Collate and summarise workshop data. • Develop understanding of stakeholder engagement and ability to land Buddle resources
<p>Content development:</p> <ul style="list-style-type: none"> • Create content in a variety of formats including webpages, guidance documents, videos, animation etc. • Collaborative approach with partners • Liaise with SE DMC re content editing and social media 	<p>Recruit, train and support a network of tutors to deliver workshops. Increase diversity of workshop tutor pool.</p>	<p>Develop functionality of the website as required.</p>	<p>Engage with users and non-users of Buddle to understand motivators and barriers to engagement with the programme. Continue to develop an understanding of where Buddle sits in the landscape of voluntary sector support.</p>
<p>Programme co-ordination:</p> <ul style="list-style-type: none"> • Collate programme KPI info • Provide secretariat for Buddle Project Board 	<p>Review existing and create new workshop content.</p>		<p>Produce regular evaluation reports to aid development of the programme.</p>

Stakeholder Engagement, Content Development & Programme Co-ordination

Stakeholder Engagement

National Governing Bodies of Sport, Active Partnerships, Local Authorities, Sport For Development, specialist organisations/partners (e.g. disability, safeguarding, mental health).

Consolidate and continue to grow stakeholder engagement to reach a greater number and wider variety of clubs and community groups.

Focus work; linked to SE's Place Based Work, working closely with a number of 'places' and partners to help understand the needs of volunteers in that community, upskill the professional workforce to provide support and land Buddle resources. This will look different in different places and with different partners.

Stakeholder engagement drives topics and themes for content development.

Stakeholder Engagement, Content Development & Programme Co-ordination

Content Development

Content needs to be relevant, easy to access, practical and action orientated.
Reading age of 9 years.

Webpages, guidance docs, blogs, videos, social media, newsletter and stakeholder updates.
Understanding of suitability of format for different content.

Buddle has a YouTube channel. Social media is distributed via SE channels.

SE Digital, Marketing and Comms (DMC) team provides editorial support and guidance.
Close working relationship with DMC Content Editor and Social Media team

Supplier will have some website editing capacity.
Content will be uploaded by DMC

Stakeholder Engagement, Content Development & Programme Co-ordination

Programme Co-ordination

Collate programme KPI data from all suppliers and maintain KPI tracker

Provide secretariat for Buddle Project Board - monthly

Maintain programme risk register and complaints log

Management of the Buddle mailbox

Management approach

- Day to day management through Sport England Development Manager for Clubs.
- Overall responsibility with Sport England Head of Clubs.
- Monthly 'project board' meetings – all suppliers to attend.
- Each supplier feeds into and owns sections of the 'delivery plan'
- Programme KPIs: website traffic, newsletter sign-up and open rate, workshop delivery, attendance and satisfaction etc.
- Supplier KPIs: governance and management, delivery plan execution, interaction with other suppliers and Sport England, supplier specific KPIs.

Key characteristics

- High level of interdependency between suppliers
- Co-operation and co-ordination are key
- Excellent customer service levels required
- Sound knowledge of community sport and the voluntary sector
- Ability to adapt, respond quickly and be flexible.
- Share and demonstrate our values:

We are innovative

We are collaborative

We are inclusive

We are ambitious

Procurement process overview

- Q&A from today's session will be provided
- PIN published was to provide notice of these procurements, engagement session today will help re-affirm information provided
- Procured under Public Contract Regulations
- Published on Sport England e-tendering portal, Bravo

Indicative Timetable

- Mid-August 2024 – ITTs Published
- Late September 2024 – ITTs Close
- End October/early November 2024 – Award contracts
- March 2025 – Contracts start -handover period
- April 2025 – Contract Start for delivery

Thank you!

