

## **RFI: Launch Programme: In-person 11-16 year old Education Initiative**

### **Background**

The UK Space Agency want to use Launch to inspire the next generation of space professionals and secure a pipeline of home-grown talent, from a diverse range of backgrounds and skills sets.

To achieve this, the UK Space Agency has previously delivered a range of initiatives to inspire young people about space and increase awareness about the careers available in the space sector with a view to encourage the uptake of STEAM (Science, Technology, Engineering, Art & Math) subjects. Initiatives have included our [LogoLiftOff!](#) competition aimed at Primary-aged children, our [Nanosat Design and Build competition](#) for those aged 16+ and our [Space For Everyone](#) replica rocket tour which visited 13 cities across the UK in 2023.

The Launch Programme is currently scoping the opportunity to develop a targeted in-person launch-themed 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.

### **Aim of Request for Information (RFI)**

The aim of this request for information is to inform the scoping of a potential in-person intervention that will inspire young people to develop skills for the UK launch sector. 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.

A previous RFI looked at opportunities for online interventions and the responses from both will be compared to understand the differences in what an online/in-person intervention can provide.

### **Request For Information Requirement**

We are inviting relevant organisations to submit ideas for a targeted in-person launch-themed activity aimed at young people aged between 11 and 16 years old, with a focus on those from under-represented groups, to enable participants to learn about launch from the UK and encourage them to consider a career in the sector.

The primary objectives of the 11-16 year old education initiative are to:

- Inspire and engage young people aged 11-16, about space and launch from the UK, with a particular focus on those from under-represented groups.
- Increase awareness among young people aged 11-16 about the diverse range of careers available in the UK sector and how to find out more about these, with a particular focus on those from under-represented groups.
- Encourage uptake of STEAM subjects among young people in order to sustain the future talent pipeline, with a particular focus on those from under-represented groups.

Proposed interventions/activities could include a range of resources such as VR headsets, video content, hands-on activities to effectively engage and inspire young people. It is intended that activity should be supported by a range of online resources to ensure those not able to participate also benefit. To achieve this and ensure best use of time and budget, we encourage applicants to draw upon and incorporate resources developed for previous UK Space Agency launch-themed education initiatives such as our [LogoLiftOff!](#) And [SpaceForEveryone](#) resources, rather than developing new materials.

Proposals should outline the mechanisms through which activities will be delivered i.e. in-person visits to targeted schools/educational establishments. We also encourage applicants to think creatively and consider what other delivery mechanisms would effectively meet the stated project objectives.

**The estimated budget for this activity is £300k and all aspects of proposals must be deliverable within this sum.**

**The objectives of this initiative are to:**

- Engage young people 11-16 years old, with a particular focus on those from under-represented groups – see target audience criteria below.
- Engage young people in an easy and entertaining manner with a view to inspire an interest in, and want to find out more about launch from the UK and the UK's Launch programme.
- Be supported by a range of online resources to ensure those not able to participate to also benefit as well as supporting PR and communications activity. In order to ensure best use of the budget available, we encourage applicants to consider drawing upon existing launch-focused UK Space Agency educational materials such as our [Space For Everyone](#) materials rather than developing a new suite of educational resources.
- Be simple to use and administer and have no barriers to engagement. Therefore, it must not incur any fees/payment for participants or schools/establishments taking part i.e. sign-up costs or place any additional burden on teachers/educators/carers.
- Visit a number of targeted schools/groups, informed by robust demographic research, in order to reach our target audience. Proposals should set out how many schools/establishments/groups and young people that could be engaged within the budget outlined.

### **Target audience**

Young people aged 11-16 years old with a focus on those from under-represented groups, our target being that at least 55% of those engaged in-person through the campaign are from under-represented groups, including:

- **Diversity:** people from non-white minority groups
- **Household deprivation:** people from households deprived in at least one dimension (education/income/employment/health or housing)
- **Income deprivation:** people from an area of deprivation
- **Gender:** at least half of the people taking part are female.

### **Anticipated reach and learning outcomes**

RFI responses must clearly set out how many young people proposed initiatives would expect to reach and the anticipated learning outcomes. Estimates must be deliverable within the estimated campaign budget of £300k.

Responses should also outline how reach and learning outcomes will be measured and evaluated.

### **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.

### **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.

<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.Summary of idea</b>	
Please give an overview of your proposed initiative.	
Please outline how the initiative will be delivered and through what mechanisms i.e. schools/youth groups.	
What resources will be used to help deliver the activity i.e. VR headsets/live demonstrations?	
<b>3.Audience</b>	
How will the audience be identified and what sources will be used to inform this i.e. demographic data?	
How many people do you expect to reach through the proposed activity and how will this be measured both a) in-person and b) online?	
What are the anticipated learning outcomes of the initiative/activities proposed and how do these meet the objectives set out?	
<b>4.Cost profile</b>	
What is the approximate cost of the initiative?	

Can the objectives of the initiatives be achieved with the proposed funding (£300,000)?	
Please provide a cost breakdown for the delivery of the proposed initiative.	

<b>5. 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>6. Delivery timelines</b>	
Please include information on the delivery timelines for the proposed initiative.	
Please include information on the online activity development timelines.	

<b>7. PR and communication</b>	
Please provide details of the proposed promotional strategy for the initiative and how you will engage the target audience?	
How will you raise awareness of the initiative through media and other channels?	

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

<b>GDPR</b>	
<p>By Submitting this RFI response form you consent to UK Space Agency processing your personal data as described in our Privacy Notice.</p> <p>Please click here to view our privacy notice:  <a href="https://www.gov.uk/government/publications/uk-space-agency-gdpr-privacy-notice">https://www.gov.uk/government/publications/uk-space-agency-gdpr-privacy-notice</a></p> <p>Do you consent to your data being collected and used as per the Privacy notice above?</p>	<p><b>Yes</b></p> <p><b>No</b></p>

Please return on completion to [spaceflight@ukspaceagency.gov.uk](mailto:spaceflight@ukspaceagency.gov.uk).