



**KICK IT OUT**

PO Box 802

York

YO1 0NZ

T. +44 (0)20 3967 8989

E. [info@kickitout.org](mailto:info@kickitout.org)

W. [www.kickitout.org](http://www.kickitout.org)

## Kick It Out

### Brief for Raise Your Game Talent programme events

---

Kick It Out is seeking to procure the services of a suitably experienced organisation to deliver a series of talent engagement events aimed at improving diversity within football. The initial contract is for the development and delivery of up to 6 events with the intent that the same contractor (if proven successful in the pilot) may be used for the gradual rollout of the programme across football over the next five years.

Applications are invited from suitably experienced companies who wish to register their interest in being selected to tender.

#### Background

Since 1993, Kick It Out has been at the heart of the fight against discrimination in football, leading the charge for positive change. Moving forward, Kick It Out will explore supporting other sports, provided these are funded independently of football. Our mission is to create a game where everyone belongs. To achieve this, we have three key areas of focus:

**Voice** – We advocate on behalf of people from underrepresented groups in key areas such as the Online Safety Bill and the Fan Led review. We also have a discrimination reporting service where we support victims and highlight the breadth of discrimination across football.

**Skills** – We deliver a range of training interventions within football. We provide anti-discrimination workshops to academy players, academy staff and parents and guardians of players within all 92 professional men's clubs. We also offer a comprehensive fan education programme to provide rehabilitation to fans who have behaved in a discriminatory way but want to change behaviours. In September 2022, we will also be launching our digital learning platform to extend our learning offering and achieve scale to support a broader range of beneficiaries.

**Talent** – Our Raise Your Game programme has been running successfully for ten years. We hold events to target people from underrepresented groups within football and highlight career opportunities. Historically our events have been organised and managed internally, however, given the level of our ambition in this area we recently took the decision to outsource our events to events management specialists. This tender is seeking a provider to deliver a series of talent events targeting people from underrepresented groups seeking a career in football.

The scope of the contract will include:

- Planning and delivery of six Raise Your Game events at various locations in England
- Planning and promotion of the events to attract our key target audience of people from underrepresented groups
- Delivery of the events including all aspects of event management and implementation such as venue, equipment, logistics etc.
- Completion of a self-evaluation process (approved by the programme sponsor) on completion of the pilot and on conclusion of any subsequent phases

## Brief

---

Raise Your Game is a renowned talent programme within football. We have big ambitions for the future development of the programme and a specialist team to execute our objectives, alongside our current two-person team. Our priorities are to increase representation within the following:

- Coaching
- Refereeing
- Player Services/Representation
- Media/Communications/Broadcasting
- Finance/Accounting
- Business/Administration
- Sports Science/Physiotherapy
- Commercial/Retail
- Charity

To achieve our aims, we will hold a series of events to attract talent from underrepresented communities and highlight the opportunities available within football. In the last twelve months we have invested significantly in talent tracking systems, so the requirement of this tender is purely for an event management specialist.

The events schedule will run between November 2022 and June 2023. The successful bidder may then be asked to deliver further events as part of the next five-year strategy between July 2023 and June 2028.

The events will be large in scale catering for approximately 200 – 500 delegates (in most cases) at various locations including football stadiums.

The tender proposals must demonstrate an understanding of and a commitment to Diversity and inclusion. The programme plan should also consider the ideal ratio of staff to attendees and will need to provide CVs for any person commissioned by the provider to work on the programme's delivery.

## Client Contact

---

The contact and Lead for the programme will be Troy Townsend, Head of Player Engagement.

## Timetable

---

The proposed timetable is as follows:

Key Milestone	Date
Tender proposals	1 <sup>st</sup> to 16 <sup>th</sup> September
Tender short listing	19 <sup>th</sup> to 23 <sup>rd</sup> September
Interview and selection	26 <sup>th</sup> to 29 <sup>th</sup> September
Confirmation	30 <sup>th</sup> September
Event delivery	From November 2022

## Information and instructions relating to the Submission of the Tender proposal

---

Tender proposals should be submitted by 5.00pm 16th September 2022. Proposals should contain the following information:

### Method statement

- A short statement of the methodology, approach, and design of the events and how the events objectives will be met by such an approach

### Details of the consultant(s) involved

- Please include the CVs of individuals who will work on the events and a statement of the input by each named individual and a commitment to dedicating those resources to this project. If sub-consultants are to be engaged in this exercise they shall be clearly identified in the tender submission

### Experience and references

- Please give examples of any relevant experience that your organisation has in running these types of events. Please also include information about recent commissions for similar work and three referees, prior permission obtained, whom we may contact. Please provide phone or email contact details

### Costing

- Please give detailed costings for the activities you would be carrying out
- Please breakdown by component of the tender proposal price: the proposed daily rates by grade of staff should any additional work to the brief be instructed, proposed schedule for payment of fees.

### Self evaluation

- Please include information on how you will undertake a self-evaluation process of the event deliverables, content, and delivery. This must be in report format and delivered two weeks after each event.

#### Contact details

- Please include contact details in the quote, including name, address, email, fax, and telephone numbers.

Please send tender proposals in word or PDF format to.

Troy Townsend  
Head of Player Engagement  
[Troy@kickitout.org](mailto:Troy@kickitout.org)

Please provide a copy of your proposal by email no later than 5pm on 16<sup>th</sup> September

#### Selection of the Provider

---

The panel will shortlist applicants for interview to enable further scrutiny of the bid and you should make yourselves available for this week commencing 26<sup>th</sup> September. You will be notified by 5pm on 23<sup>rd</sup> September should you be required to attend an interview.

#### Pricing Schedule

---

Please itemise costings to include people and other expenses.