

Greater Manchester Moving > ^ < v

Developing a Marketing and Communications Approach(es) to Support the Integration of Physical Activity into Health and Care in Greater Manchester

To support the ambitions of [Greater Manchester Moving in Action](#) we are looking for a partner to provide expertise to develop, test and learn from marketing and communications approaches that support the integration of physical activity in the health and care sector.

Overarching commitment

A key priority within GM Moving is to ensure that movement, physical activity and sport play their part in health creation through truly integrated approaches to health and care in every neighbourhood across Greater Manchester

- [Useful context and information](#)
- [Our journey so far](#)
- [How we work](#)

Aims of this specific investment into marketing and communication:

We are looking for an organisation to help partners in localities, across GM and nationally to collectively address inequalities in physical activity and health:

- Build on the work carried out so far to support system wide culture change in the health and care sector so there is a shared culture and solidarity around norms for physical activity as part of health and wellbeing
- Capture and share stories of change, impact, and innovative practice so that we can collectively grow and spread what works, building on local strengths and progress.
- Shape and share powerful narrative and messages that resonate with colleagues in the health and care sector and the people they serve
- Work closely with GreaterSport and GMICS teams and partners, including the GreaterSport Research and Insight, Marketing and Communication and evaluation partner to help us understand how existing approaches and *resources support integrating physical activity in health and care work and settings and why and what support is needed to strength and enhance this.
- Test new/adapted/targeted approaches such as campaigns, communications, resources with organisations to evaluate and capture learning to understand which approaches have impact, why and for which audiences.
- Help build relationships and understanding between key Integrated Care System and physical activity stakeholders as part of the process.

Potential Deliverables:

- Focused and adapted #KeepMoving Campaign or local campaigns in a health and care setting(s) that help to address health inequalities. The opportunity to engage with the health and care workforce as well as the public accessing health and care services.
- Documented stories of approaches to integrating physical activity health and care in multimedia formats to reach different audiences i.e. video, podcasts, written and animations drawn from diverse examples and settings.
- Targeted learning workshops with health and care workforces to understand their perceptions, need and opportunities; for them and the people they serve

Outcomes and Impacts

- Deeper understanding and learning of and from existing approaches
- Improved capability and confidence of the workforce to use information and resources to support individuals to be active, and to become more active themselves.
- New and enhanced relationships within the health and care sector with individuals and organisations that have increased agency and commitment to support increased physical activity
- Awareness of physical activity assets is grown and used.

Schedule

Timeframe	Phase
July 2022	Advert released for organisations/agencies to submit proposal
August 2022	Deadline for submission of proposals
Sept 2022	Appoint organisation/agency
Sept 2022	Commencement of approach
March 2023	Completion of approach, key findings and learning and recommendations for 2023 onwards

Resource available

- £110,000 (inclusive of VAT)

Additional considerations

The organisation appointed will work closely with GreaterSport staff and teams and wider partners and openly share information and learning aligned to [how we work](#).

The organisation appointed will work closely with our evaluation team who will evaluate the approach

Useful information/resources

- [GM Moving Integrated Health and Care](#)
- @GMMoving #KeepMoving
- GM Moving in Action strategy www.gmmoving.co.uk
- [Physical Activity and Health Integrations: Learning in Action event](#) (including examples of approaches to integrating physical activity in health and care)

*Existing resources include:

- [Moving Medicine](#)
- [Physical Activity Champion Training](#)
- [#KeepMoving Campaign](#)
- GM Moving [Resource Hub](#)
- [Chief Medical Officer Guidance Infographics](#)
- Local Campaigns

Next steps and Tendering Process

If you are interested in working with us on this, please provide a proposal (four pages maximum) covering the following to Beth Sutcliffe (beth@gmmoving.co.uk) by **5pm Monday 29th August 2022**:

- How you would approach this brief.
- Your knowledge of the health and care and physical activity landscape and opportunity to support increased activity and/or how you would increase your knowledge.

- Your specialist knowledge and experience of testing and delivering marketing and communication approaches to support culture and behavior change that is driven by evidence and insight.
- A breakdown of all costs associated in delivering this approach.
- A timeline of the steps/phases you would carry out.
- An example or case study of how you have successfully managed marketing and communication approaches of this nature before.
- Examples of how you have measurement, evaluation and learnings from your work in this area.

If you have any questions please contact Beth Sutcliffe at the email address above, or on 07395795934

Please note Beth Sutcliffe is unavailable between 25th July-Aug 10th (please contact Hayley Lever on hayley@gmmoving.co.uk or 07712 523259 if you have any queries on these dates.

Criteria		Weighting	Scoring
Understanding of requirement	Supplier to set out their understanding of the requirement	15%	0-5
Approach	Supplier to clearly explain how they would approach the work in detail	15%	0-5
Experience	Supplier to explain the project team, their roles, relevant experience and how this applies, including 2 relevant case studies and references	20%	0-5
Deliverables	Supplier to describe the deliverables that would be produced	20%	0-5
Project Management	Supplier to set out the project timeline, risks, other practical considerations including data protection and quality assurance	10%	0-5
Most Economically Attractive Tender	Supplier to set out a breakdown of the full costs including VAT	10%	0-5
Social Value	We are committed to delivering greater social value through procurement and as such it is recommended that bidders read the attached GM Social Value Policy before completing any tender and set out how you would assist in achieving these objectives	10%	0-5

Assessment

Scoring Classification

Exceptional	5	Addresses the majority of the requirements at an extremely high level.
Above Average	4	Addresses most of the requirements at a high level
Average	3	Addresses some of the requirements at a high level
Below Average	2	Addresses some of the requirements at a basic level
Poor	1	Does address / barely address the requirements
Unacceptable	0	Does not meet requirements / no response