



# BRITISH JUDO

BRITISH JUDO ASSOCIATION  
(‘THE ASSOCIATION’) (‘THE BJA’)

INVITATION TO TENDER (‘ITT’)

FOR THE PROVISION OF CREATIVE AGENCY SERVICES TO  
DELIVER A MANIFESTO FILM

TENDER REFERENCE: BJA/CAS/110823

11 AUGUST 2023

## Introduction and overview

British Judo is a world leading Judo nation that is inclusive, accessible and ethically driven.

## Who we are?

British Judo Association (‘BJA’) (the ‘Association’) is the UK National Governing Body for the Olympic sport of Judo, dedicated to developing athletes, coaches, clubs and volunteers across Great Britain.

The Association represents Great Britain internationally and is a member of The International Judo Federation, The European Judo Union, The Judo Confederation of the European Union, The British Olympic Association, Commonwealth Judo Association and the Commonwealth Games Federation.

It was established in 1948 and was incorporated as a company limited by guarantee in 1978. It is recognised by UK Sport, Sport England, Sport Wales, Sport Northern Ireland, Sport Scotland, the British Olympic Association and the Sport and Recreation Alliance.

The BJA is a membership organisation and has expanded its network of clubs, qualified coaches and individual members throughout Britain providing access to the sport in England, Northern Ireland, Scotland and Wales.

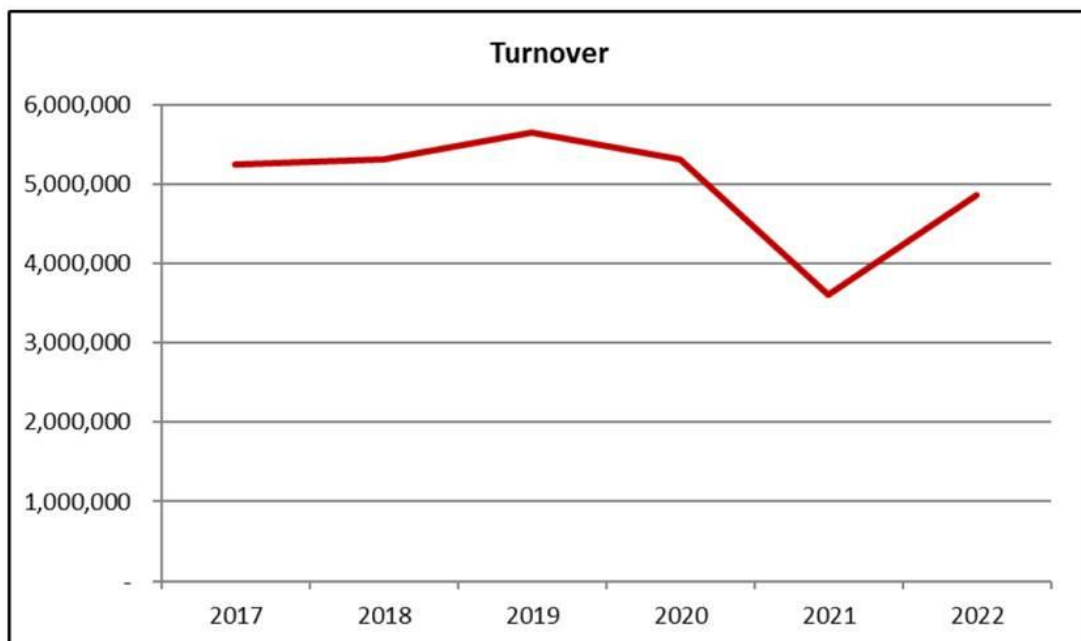
The Association's executive staff and commissions address delivery of the BJA's strategic objectives and other specific corporate issues.

BJA website: <https://www.britishjudo.org.uk>

## Key Financials

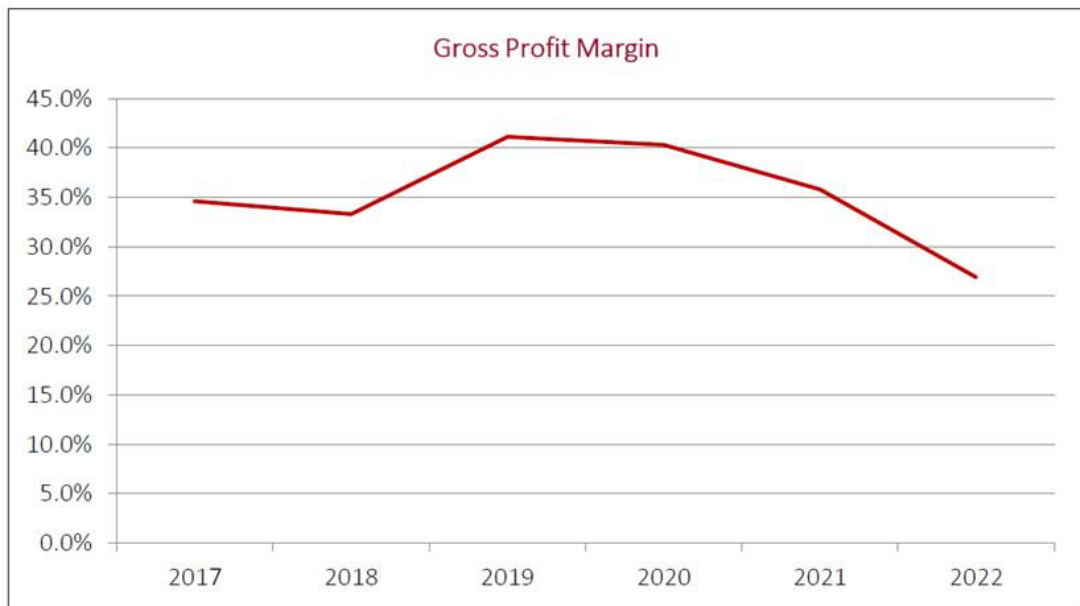
### Turnover

2017	2018	2019	2020	2021	2022
5,252,563	5,320,639	5,643,909	5,308,098	3,604,775	4,866,189



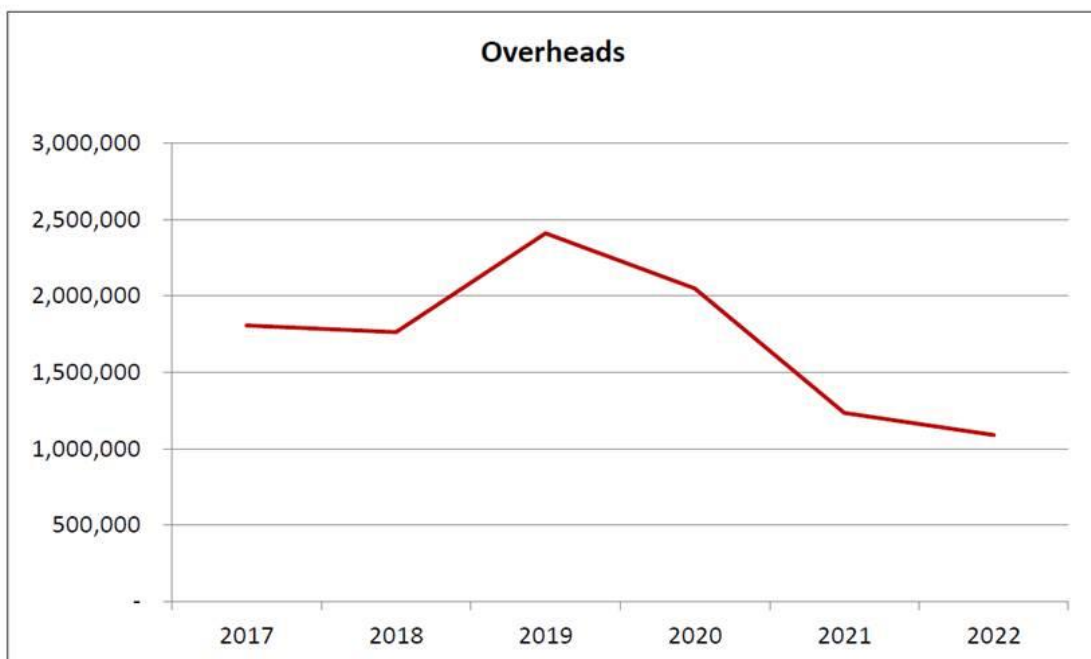
### Gross Margin

2017	2018	2019	2020	2021	2022
34.6%	33.3%	41.1%	40.3%	35.8%	26.9%



## Overheads

2017	2018	2019	2020	2021	2022
1,549,995	1,762,686	2,409,741	2,049,043	1,232,992	1,088,652



## Membership

Currently BJA membership is in the region of 20,000 with 500 clubs.

## Requirement

The BJA is currently reviewing candidates for the Provision of Creative Agencies to Deliver a Manifesto Film, Tender Reference: BJA/CAS/110823

Submissions are invited for the provision of creative services. The contract will commence on 11 September 2023 and has a delivery deadline of 6 November 2023.

It is proposed that the BJA and the successful Tenderer will enter into a binding contract.

We are issuing this Request for Quotation to source the best candidate to achieve our objectives. The RFQ process allows for the gathering of in-depth knowledge of Tenderer's abilities and strategies with respect to this opportunity and affords the most comprehensive analysis.

## Outcome

As a sport, the key things that we look for are:

- Social Impact  
*How does judo positively affect people's lives, whether that is through building communities, creating products such as Safer Falling for the Elderly, or working with young offenders who have had behavioural problems.*
- Performance  
*The more medals we get at the Olympics the more funding we get and the more people who do judo the bigger our talent pool becomes.*

## Background to the Brief

### *THIS IS A BRAND CAMPAIGN*

British Judo is the national governing body for the sport of Judo in Great Britain. It currently has approximately 500 Clubs and 20,000 members.

Success for the organisation means the following: 'Britain falls in love with Judo'. To achieve that success, we need more people who are doing judo, more clubs offering judo and a bigger fan base watching judo at live events, through online streaming and through interactions and engagement on our social platforms.

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## Requirements

- 1) Manifesto Film that launches the positioning of ‘Humble Warriors’. Please recommend approx. duration.
- 2) Cut downs of the film that can be used as short social media reels that demonstrate the benefits of judo
- 3) Use the opportunity to get video and stills of the following:
  - i) Young kids (6-10 year olds) interacting during judo, showing grappling, and ‘cute moments. Important to show diversity
  - ii) Older kids (11-17) interacting during judo, showing throws and grappling and ‘friendship moments’
  - iii) Masters (35-50) interacting during judo, showing throws and grappling and ‘friendship moments’
  - iv) Elite Performance athletes – training shots more than mock competition shots, interaction with coaches, physios and demonstrating behind the scenes moments - *could be a separate brief TBC*
  - v) Testimonials – how and why judo changed my life/made me better

## What is the challenge or opportunity for the BJA?

The opportunity is to make people see judo differently – it needs to find its ‘urban cool’ but we also need to remember that young parents start kids off in judo – so there is a challenge there.

There is also a challenge with a positioning film, that we do all this work around the ‘fun brand stuff’ but we don’t change our culture and behaviour. The film is also about behavioural change inside our clubs and within the BJA team too.

We need to remember that ‘professionalisation’ of the clubs is important for the growth of judo but some clubs find it hard to accept that, instead believing being ‘amateur’ is more worthy.

When we say professional, we don't mean you have to make money, you just have to offer a great product that makes people fall in love with judo

#### What are the objectives for the communication?

- 1) Land the brand positioning with Clubs and Staff
- 2) Use the brand positioning to encourage more people to consider doing judo
- 3) Use the cut downs to show our different audiences and show the benefits of judo

#### Potential Members and what they currently think, do and feel?

- Staff
  - Clubs Coaches
  - The Board
  - Funders
  - Members
- 1) Potential Members – don't currently really think about judo. Maybe did it as a kid but it's not on their radar
  - 2) Internal audience (Clubs and coaches) – don't always understand the value of the BJA. The perception is it's a bit command and control and just about making money for itself
  - 3) Funders – like us and there is respect, but we will always want to be the innovators that can be an example to other NGB

#### What we want them to think, do and feel following the campaign

- 1) Potential Members – Oh wow, Judo looks great – I want to investigate it further
- 2) Internal audiences – See the value that we are creating for them
- 3) Funders – let's get the BJA to advise other NGB's on changing culture and building brands

#### The single most important thing we want to say

Judo it helps people be the best version of themselves

#### Reason to believe (The facts)

Judo gives people physical and emotional skills beyond any other sport You need the person you are fighting to be able to do judo – so while you want to beat them in competition, you need them as strong as possible in practice, so that you both get better.

It teaches respect – the sport does not strike.

You bow as an acknowledgement to your opponent at the beginning and the end of the fight It teaches significant self-control – often meaning people who have done judo can manage incendiary situations well.

It makes you physically strong – it is a really hard sport

It teaches balance and teaches you to fall safely

## Information required

Tenders should include the following information:

- The fee for the first year of the contract period specifying what is included in the charge. Costs should also be provided for any additional advice or services that may be required from time to time on an ad hoc basis;
- An indication of the level of fees that would be charged in subsequent periods of the contract;
- Details of relevant technical knowledge and practical experience within the sport sector to ensure appropriate cover;
- Details of the areas of technical expertise that can be called upon to support and advise the BJA as required, including any relevant services that may be appropriate to the needs of the BJA;
- Two references. Tenderers should provide two references which demonstrate that the Tenderer has a sufficient level of experience to perform the Contract. References are intended to verify the experience of Tenderers as described in their submission.

## Contact details

For further information or any queries please contact Lynn Madeley, Head of Partnerships, [lynn.madeley@britishjudo.org.uk](mailto:lynn.madeley@britishjudo.org.uk).

## Deadline

The responses to this Tender to be received by 5.00 p.m. on 25 August 2023 by email to Lynn Madeley, Head of Partnerships, [lynn.madeley@britishjudo.org.uk](mailto:lynn.madeley@britishjudo.org.uk).

The subject heading of the email shall be:

'Confidential - Invitation to Tender for the provision of Creative Agency Services - Tender Reference: BJA/CAS/110823 – August 2023 - Response - [*add Tenderer's name*]'.

Electronic copies are to be submitted in PDF format.

Responses must be prepared in English and in the format(s) requested.

It shall remain the responsibility of the Tenderer to ensure that their quotation will reach the email address above on or before the deadline. Quotations that

are received after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

#### Tender Timeline

Date	Activity
11 August 2023	Invitation to Tender published on BJA Website and ITT made available to interested Tenderers
18 August 2023	Deadline for receipt of any clarification questions
23 August 2023	Deadline for BJA to issue responses to clarification questions
25 August 2023	Deadline for receipt of Tenders By email by 5.00 p.m.
29 August 2023	Notification of successful shortlisted Tenderers/unsuccessful Tenderers
30 August 2023	Successful Tenderers Interviews
8 September 2023	BJA Audit & Risk Tenderer appointment approval
11 September 2023	Notification of appointment decision/unsuccessful interview decision to Tenderers

#### Assessment of Tender

Upon receipt, the BJA Chief Executive and the Director of Finance & Operations will consider all submissions received on or before the deadline and carry out an initial review to confirm completeness and compliance with the requirements of the ITT and may, at their discretion reject a Tender which is incomplete and/or non-compliant. The final selection will be made by the BJA's Audit & Risk Committee.

In order to be successful, there must be clear demonstration of the following:

- Technical Competency – strong technical knowledge, particularly with regard to the sport sector;
- Quality Assurance – experience of providing advice and comprehensive services to sporting organisations
- Value for Money – the value that the Tenderer will bring to the organisation - the lowest bid is not always the one selected;
- Fee – the fee basis and total fee for year-round support and advice, along with any anticipated annual fee increases (e.g. annual inflationary increase);
- Availability – ability to deliver services in a timely manner.