



BRITISH JUDO

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

INVITATION TO TENDER (‘ITT’)

FOR THE PROVISION OF PUBLIC RELATIONS AND
REPUTATION MANAGEMENT SERVICES DURING THE BUILD
UP TO THE PARIS OLYMPIC AND PARALYMPIC GAMES

TENDER REFERENCE: BJA/PR/210823

21 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 and Paralympic 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.

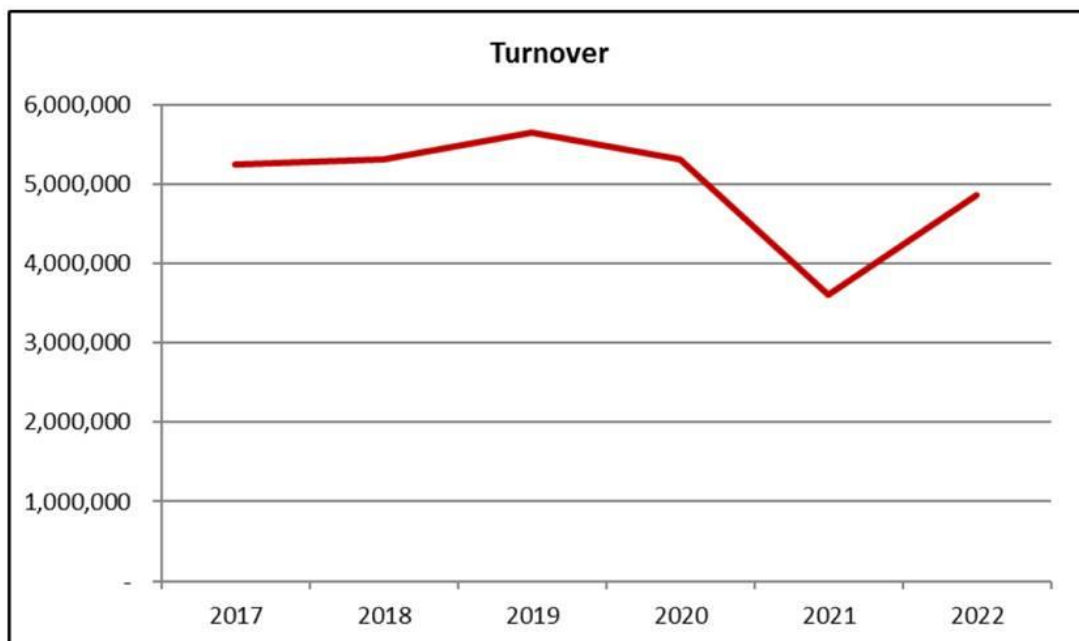
The Association's executive staff and commissions address delivery of the BJA's strategic objectives and other specific corporate issues.

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

Key Financials

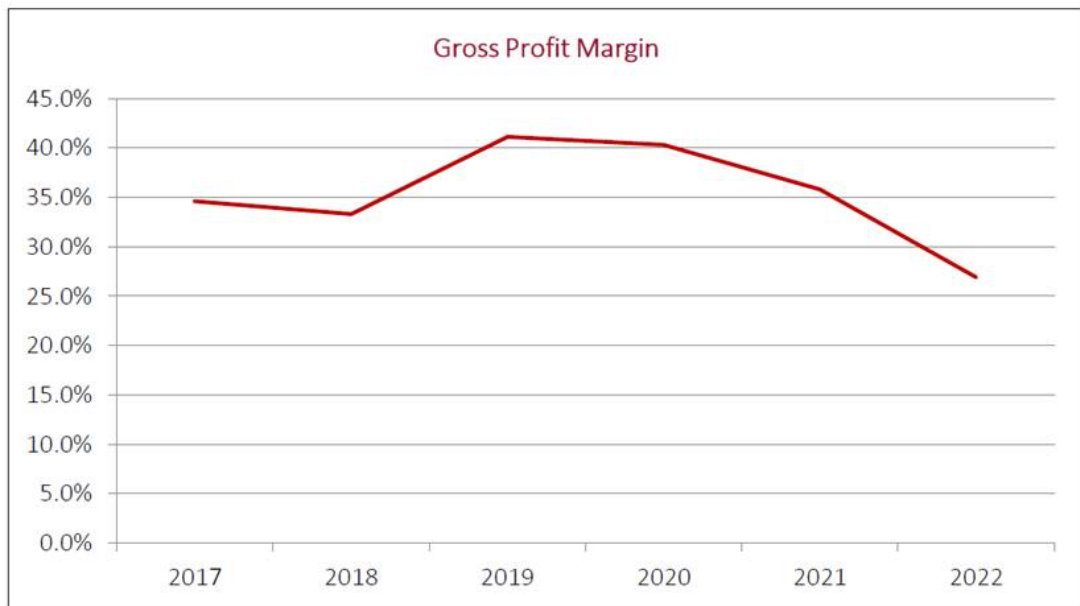
Turnover

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



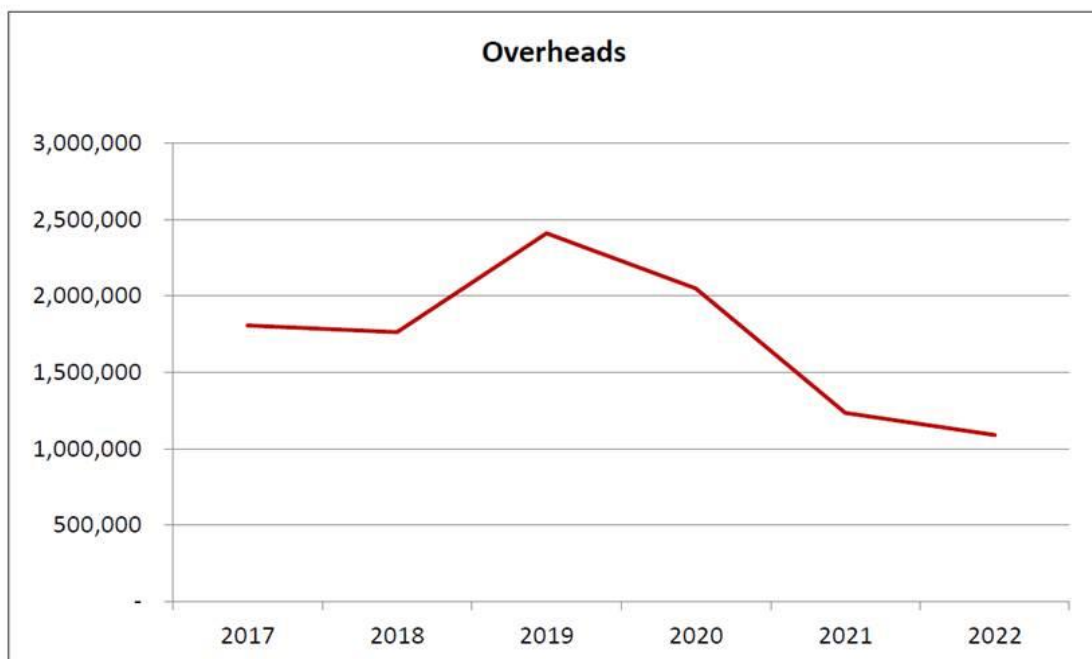
Gross Margin

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 a Public Relations and Reputation Management Agency to deliver services for the build up to the 2024 Paris Olympic and Paralympics Games: Tender Reference: BJA/PR/210823

Submissions are invited for the provision of creative services. The contract will commence on 1 October 2023 and will be on an ongoing basis until the completion of the Olympic and Paralympic Games 2024.

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

We are issuing this Request for Quotation (RFQ) 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

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 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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- **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 Olympic and Paralympic Games the more funding we get and the more people who do judo the bigger our talent pool becomes
- With the Olympic and Paralympic Games now less than a year away we have a real opportunity to work with our athletes and build the profile of judo as a sport amongst the British public, as well as work with Team GB and Paralympics GB as they build up to the Games.

Requirements

We are looking for a public relations firm that has experience in the following areas:

- i) Excellent relationships with journalists working in both the sport and lifestyle areas
- ii) Knowledge of and experience in working with Team GB, Paralympics GB, Olympic and Paralympic Sport and Olympic and Paralympic Athletes
- iii) Experience of working with National Governing Bodies
- iv) Ability to develop stories that are published by the media
- v) Work with the staff and athletes to develop stories
- vi) Provide media training for the senior leadership team
- vii) Demonstrate experience in crisis communications management

Information required

Tenders should include the following information:

- The monthly fee for this 12 month 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.

Deadline

The responses to this Tender to be received by 5.00 p.m. on 1st September 2023 by email to Lynn Madeley, Head of Partnerships, lynn.madeley@britishjudo.org.uk.

The subject heading of the email shall be:
'Confidential - Invitation to Tender for the provision of Public Relations and Reputation Management Services - Tender Reference: BJA/PR/210823 – 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
21 August 2023	Invitation to Tender published on BJA Website and ITT made available to interested Tenderers
28 August 2023	Deadline for receipt of any clarification questions
30 August 2023	Deadline for BJA to issue responses to clarification questions
1 September 2023	Deadline for receipt of Tenders By email by 5.00 p.m.
5 September 2023	Notification of successful shortlisted Tenderers/unsuccessful Tenderers
12 September 2023	Successful Tenderers Interviews
19 September 2023	BJA Audit & Risk Tenderer appointment approval
22 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.