



BRITISH JUDO

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

INVITATION TO TENDER (‘ITT’)

FOR THE PROVISION OF SOCIAL MEDIA AGENCY SERVICES

TENDER REFERENCE: BJA/SMA/101123

13 NOVEMBER 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. Currently, the British Judo membership base is in the region of 22,000 with 500 clubs.

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.

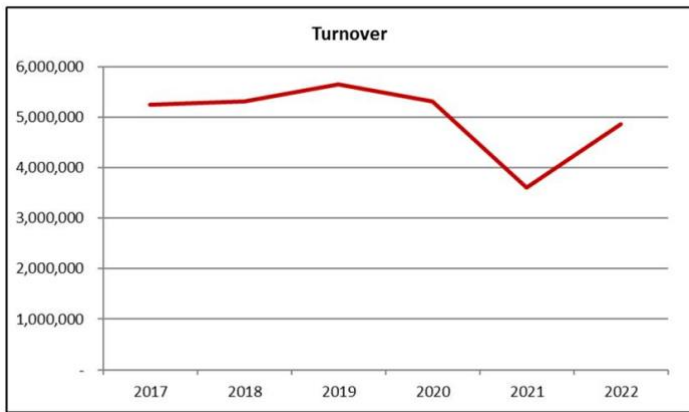
The BJA is a membership organisation and has expanded its network of clubs, qualified coaches and individual members throughout Britain providing access to the sport in England, Northern Ireland, Scotland and Wales.

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

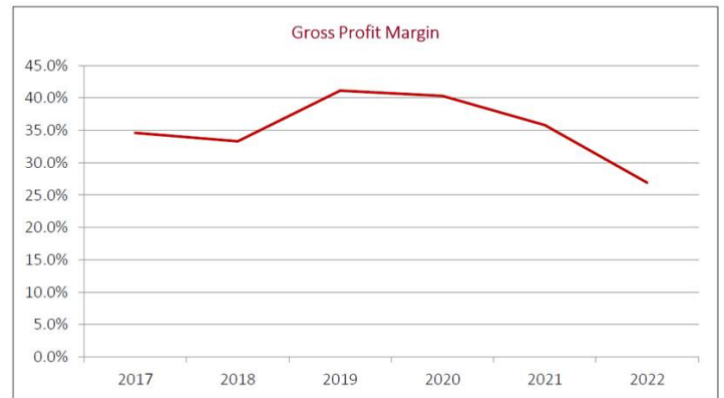
- Website** <https://www.britishjudo.org.uk>
- Facebook** <https://www.facebook.com/britishjudo>
- X** <https://twitter.com/BritishJudo>
- Instagram** <https://www.instagram.com/britishjudo/>
- TikTok** <https://www.tiktok.com/@britishjudo?lang=en>
- LinkedIn** <https://www.linkedin.com/company/1337305>

Key Financials

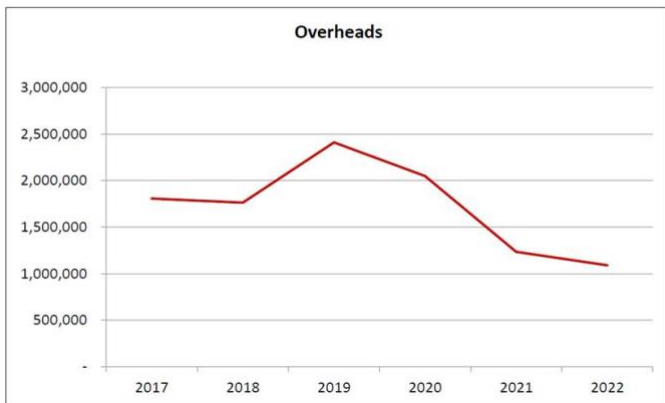
2017	2018	2019	2020	2021	2022
5,252,563	5,320,639	5,643,909	5,308,098	3,604,775	4,866,189



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



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 Social Media Agency Services, Tender Reference: [BJA/SMA/101123] to assist the Association in the following ways:

1. Create acquisition campaigns that will help our Clubs increase their membership.
2. Build the judo fan base in the UK.

It is proposed that the BJA and the successful Tenderer will enter a binding contract commencing on 1 January 2024 for 12 months, ending 31 December 2024

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. Once we have reviewed the submissions we will then ask for an in person presentation for the shortlisted companies. We will give consideration to an online presentation if there are practical reasons in person cannot work.

SCOPE OF WORK

Working closely with the BJA Marketing and Communications team, the selected agency will be responsible for the following:

Strategy, Planning and Media:

- Prepare an approach that will make recommendations on the most effective way to fulfil the goals of acquisition of members and fans.
- This will include an approach to media buying and making recommendations on the investment required to achieve new members and build our fan base.
- Provide a detailed content calendar outlining the frequency, type, and timing of social media posts.

Content Creation:

- Create engaging and relevant content, including but not limited to text, images, videos, and infographics for campaigns.
- Ensure all content adheres to BJA brand guidelines and maintains a consistent brand tonality.
- A point of view on content curation noting that we have staff, athletes and potentially members creating content.
- How to best use UGC.

Community Management:

- Advise the BJA team on the best way to run its community management internally.
- If you feel that the community management should be run outside of the BJA then please state your reasoning.
- Please advise if you use a reputation management tool and if we would have access.

Influencer Engagement:

- Recommendations on approach to influencer management
- Consideration of how to use our athletes, coaches etc.
- Recommended budget for influencers.

Advertising and Promotion:

- Develop and execute paid social media campaigns to increase reach, engagement, and membership conversions.
- Provide regular reports on campaign performance and provide optimisation recommendations.

Analytics and Reporting:

- Provide monthly reports outlining key performance metrics, including reach, engagement, conversion rates.
- Offer insights and recommendations for ongoing improvements.

Platform Management:

- Together with the BJA manage platforms

Other information:

While not a requirement of this pitch we would be interested to know if you have below the line skills that could cover design and dtp for the organisation. This would be used to design brochures, sub brands, layouts for newsletter (content provided).

Please also note we would like to know how you would suggest working with our PR agency and potentially BTL/Design agency.

TENDER PITCH REQUIREMENTS

In line with our brand and marketing strategy we require agencies to demonstrate the following as part of the pitch:

1. Agency Introduction

- An introduction to your team.
- Case studies outlining the following.
 - o *Your knowledge of the sporting/NGB/Olympic environment.*
 - o *A campaign that has significantly increased the fan base of your client.*
 - o *A campaign that has significantly increased membership or participation in a sport.*

2. Strategy and Approach

- Demonstrate from a strategic perspective how you would help British Judo increase its fan base and membership/participation in the sport.

- *We will be particularly interested in insights you have and how you would segment our audiences as well as your point of view as to how to use the platforms available to us.*
- Please explain your approach and process when buying media on various digital platforms. At this stage we do not foresee any traditional media buying.

3. Creative Work

- We do not need to see creative work, but we would like to hear some creative ideas that you would want to explore with us to help us achieve our goal – to make Britain fall in love with judo.

ADDITIONAL 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, Director of Marketing and Communications, lynn.madeley@britishjudo.org.uk.

Deadline

The responses to this Tender to be received by 5.00 p.m. on 27 November 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 Social Media Agency - Tender Reference: [BJA/SMA/101123] – November 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
13 November 2023	Invitation to Tender published on BJA Website and ITT made available to interested Tenderers
17 November 2023	Deadline for receipt of any clarification questions
20 November 2023	Deadline for BJA to issue responses to clarification questions
27 November 2023	Deadline for receipt of Tenders By email by 5.00 p.m.
29 November 2023	Notification of successful shortlisted Tenderers/unsuccessful Tenderers
4 - 5 December 2023	Successful Tenderers Interviews
11 December 2023	BJA Audit & Risk Tenderer appointment approval
15 December 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.