

## **Creative Communications Contract: Invitation to Tender** **Telling the Spirit of 2012 story**

*Maximum spend £68,000 (inclusive of VAT)*

### **Introduction**

1. Spirit of 2012 is the London Olympic and Paralympic Legacy funder, established with a £47m endowment from the National Lottery Community Fund. Over the past eleven years, we have funded projects and research across the UK to support and enhance the social impact of events.
2. As we look ahead to the planned closure of the organisation at the end of 2025, Spirit of 2012 is seeking a partner to tell our story, celebrate our achievements and reflect on lessons learned. This contract will develop a set of digital and physical final products, released at our learning conference in October 2025.

### **What are we looking for?**

We are looking for a partner to design and produce a final product that showcases the achievements of Spirit of 2012.

The format of these products can be discussed with the successful contractor. Our concept for this work is a collection of essays, photographs and stories sharing our history and reflecting on the social impact of events in the UK since London 2012. It needs to work in both digital and print. An online version could be augmented with video and audio content.

Models for this work include:

- The Fourteen – Eighteen Now anthology (see [Amazon](#))
- What Works Centre for Wellbeing's '[Celebrating ten years of impact](#)'
- Springboard's interactive evaluation of their Our Lives Our Legacy project: <https://springboard-olol-report.framer.website/>

The successful contractor will:

- Work with us to craft the overarching narrative to tell the story of our work
- Work with the Spirit team to source the best content from our existing archive
- Commission and project manage the writing of essays and content from high profile thought leaders and partners
- Be responsible for the visuals, layout etc (drawing on our existing media library, but with some space to augment).

### **Who is the audience for this work?**

This work is intended for an informed audience of event organisers, funders, and policy makers at a local and national level: both those that we have worked with in the past, and those who could make use of our work in the future. We want to set out where the conversation on long term social impact for events has got to over the past decade and highlight Spirit of 2012's to that conversation.

Spirit of 2012 has worked across events, sport, art & culture, and volunteering, as well as with academic and research partners. Bringing together insights from across these different sectors and explaining how they fit together is a key part of the story we want to tell. We also want to celebrate the provenance of our funding with the National Lottery Community Fund.

Whilst there is an ongoing interest in the long-term legacy of London 2012 from the media and wider public, we do not expect this contract to reach a non-specialist, public audience.

### **Fit with our other work**

Spirit of 2012 has published a range of content bringing together its work over the past decade. This has included:

- Formative, summative and process evaluations of our grant funding (for example our work with InFocus and Renaisi)
- Evaluations of cohorts of grant-funding such as Changing Lives through Sport and Physical Activity and Carers Music Fund
- Thematic reports (written in-house) bringing together insights from our grants and research such as Step Change, Inspiring A Generation and Making Events work For Everyone.
- A Ten Year Impact Report, alongside videos, focused on our grant-funding, published in November 2023
- The results of a National Inquiry into the Power of Events.

We have a library of evaluations, case studies and resources which we intend to make available for others to learn from once we close. We are currently redeveloping our website so that it works more intuitively for those looking to learn about how best to deliver a social impact from events (of all sizes). We intend to keep our website publicly accessible for three years following closure. In addition, we are exploring how to share a larger 'archive' of our content with one or more partners to access in perpetuity.

As well as ongoing access to this content, a core part of our legacy plan has been to appoint three Legacy Learning Partners: Loughborough University, Pro Bono Economics and Belong to explore and reinterpret our archive for their own audiences. Their work will continue over the next year, and feature prominently in our final learning conference.

You can read more about their work here:

<https://spiritof2012.org.uk/funding/projects/legacy-learning-partnership/>

The contract to 'tell the story' of Spirit of 2012 will work alongside the Learning Partners and our work to develop the archive, and is intended to act as a first point of call for people who want to know what Spirit of 2012 was.

### **What we want to achieve with this work**

The objectives of this contract are to:

- Celebrate the work and achievements of Spirit of 2012
- Celebrate the work and achievement and our partners
- Set this work in context of London 2012 legacy, and in wider efforts to maximise the social legacy of events in the UK
- Help create a coherent narrative about what Spirit of 2012 did over the 12 years of its operation.
- Act as an overarching document / piece of content that (a) stands alone (b) inspires people to delve deeper into our archive to learn more.

The tone of this work should be celebratory and joyful as a culmination of our achievements, but with space to be thought-provoking and reflective.

The budget specified for this contract should including an overarching film suitable for opening our final learning conference. It could also include the production of visual and audio content (for example a series of podcasts or filmed short interviews). The contractor can draw on our existing digital library as well as any new content.

### **Deliverables**

We are looking for a creative response to this tender, and so final deliverables will be decided in collaboration between Spirit and the successful applicant. These will consist of a mix of digital and physical resources, including film.

The commissioned team will be expected to submit drafts by mid-July 2024, to be then iterated and completed by 1 October 2024.

Please quote for the production and print of a hard copy 'takeaway' to be handed out at our final conference and sent to partners (c100 – 150 copies).

### **Expected Timetable**

Call for tender issued	6 December 2025
Deadline for receipt of tenders	9am Tuesday 4

	February
Short-listed candidate interviews and appointments	Week before or after half term (i.e. w/c10th or w/c 24 <sup>th</sup> Feb)
Work to commence	March 2025
Final deliverables to be submitted	Draft: July 2025 Publication: Mid-Oct 2025

## 6 How to tender

If you would like to be considered to undertake this contract please detail your approach to addressing the following areas in no more than 3,000 words (excluding tables, references and example work):

1. Your understanding of the brief.
2. Your ability to carry out the proposed work, including relevant skills and demonstrable expertise of your team.
3. A project plan with milestones, key activities and deliverables, including the specific roles of your team members, and how you will work with Spirit of 2012 and alongside the partners listed in this document.
4. A budget, including a full breakdown of your proposed fees, identifying the day rate and seniority of members of staff assigned to each role. The proposed budget should not exceed £68,000 including all expenses, travel costs and VAT.
5. A minimum of two examples of related work carried out by your team.

### 6.1 Assessment criteria

Our criteria for assessing the tenders includes quality and price and is set out below:

Assessment Criteria	Weighting
<b>Creative vision: What you want to do</b> Understanding of the requirements for this Tender, ideas that we are inspired and enthused by. Alignment with/understanding of Spirit of 2012 and our interest areas.	30%
<b>Proposed approach: How you'll do it</b> Clear, relevant and appropriate approach to the proposed work Includes your timeline/plan and risk management.	30%
<b>Knowledge &amp; Expertise</b>	30%

<p>Demonstrable technical knowledge, skills and experience to meet the Tender's requirements.</p> <p>Previous work demonstrates team's ability to create high quality, innovative products – including skills of any contractors.</p>	
<p><b>Value for money</b> Day rates, number of days and balance of seniority levels in relation to proposed work</p>	<p>10%</p>

Please send your proposal with the subject line **Submission for tender – Telling Spirit Story** to: amy.finch@spiritof2012.org.uk no later than **9am Tuesday 4 February**.

If you have any questions, or would like to discuss this tender invitation please email [amy.finch@spiritof2012.org.uk](mailto:amy.finch@spiritof2012.org.uk). (Note: The Spirit office is closed between 23 December – 4 Jan)