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Contract

SE1151 - Creating a Leadership Community

Sport England

F03: Contract award notice

Notice identifier: 2025/S 000-032839

Procurement identifier (OCID): ocds-h6vhtk-042cd6

Published 17 June 2025, 10:50am

Section I: Contracting authority

I.1) Name and addresses

Sport England

SportPark, 3 Oakwood Drive

Loughborough

LE11 3QF

Contact

Procurement

Email

procurement@SportEngland.org

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.sportengland.org/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

SE1151 - Creating a Leadership Community

II.1.2) Main CPV code

- 79998000 - Coaching services

II.1.3) Type of contract

Services

II.1.4) Short description

Creating a leadership community' with 'a strong connection to tackling inequalities'. This programme aims to focus on how leadership development can support this ambition, by concentrating on diversity, equity and inclusion practices and evolving systems thinking.

The consolidated offer will have four, interconnected, delivery elements:

- Knowledge Hub & connecting networks
- Coaching & Mentoring offer for individuals and/or teams
- Place-based leadership programme aligned to place expansion
- Impact, Evaluation & Learning partner

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £6,000,000

II.2) Description

II.2.1) Title

Coaching and Mentoring Services

Lot No

Lot 3C

II.2.2) Additional CPV code(s)

- 79998000 - Coaching services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This element of the Leading the Movement programme will deliver a bespoke offer to support individuals, teams and groups in Sport England's System and Strategic Partners.

II.2.5) Award criteria

Quality criterion - Name: Technical Envelope / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: commercial / Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Leading the Movement Knowledge Hub

Lot No

Lot 1A

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Knowledge Hub Support is a new element to the service, specifically intended to act as a

central point of contact, a single point of access for participants, and a lead for the communication

and coordination for the Leading the Movement programme. The provider will ensure that

participants will be presented with a coherent offer and joined-up experience. The provider of the

Knowledge Hub Support service will be responsible for delivering this proactive and transparent

approach.

II.2.5) Award criteria

Quality criterion - Name: Technical Envelope / Weighting: 60%

Quality criterion - Name: Social Value / Weighting: 10%

Cost criterion - Name: commercial / Weighting: 30%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Place- Based Leadership

Lot No

Lot 2 B

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The provider of the Place-based Leadership element of the programme is specifically responsible for collaborating proactively with the provider of the Knowledge Hub Support.

The provider of the Place-based Leadership element of the programme is specifically responsible for working with the provider of the Impact, Evaluation and Learning element of the programme to gather feedback and evidence, including case studies.

The Place-based Leadership element of the Leading the Movement programme will be closely aligned to Sport England's approach to Place Partnerships and is intended to deliver place-based leadership programmes for Sport England Place Partners. These will be for defined geographic localities (varying in size) that will be involved in the expansion of our Place Partnerships programme.

II.2.5) Award criteria

Quality criterion - Name: Technical Envelope / Weighting: 60%

Quality criterion - Name: Social Value / Weighting: 10%

Cost criterion - Name: Commercial / Weighting: 30%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Impact, Evaluation & Learning Services

Lot No

4 D

II.2.2) Additional CPV code(s)

- 79419000 - Evaluation consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Impact, Evaluation and Learning element of the Leading the Movement programme will be a

new service and will play a vital role in developing a clear picture of the impact of the programme

whilst informing the future development of the programme.

The provider of the service will work across all elements of the programme, collaborating with all of the programme providers and recognising the interdependencies between the different elements of the programme.

The provider of the service will coordinate the gathering of relevant evaluation information from the other service providers in a timely manner and will carry out additional research to explore the impact and inform the development of the programme.

The Impact, Evaluation and Learning service will need to incorporate a combination of quantitative and qualitative research and analysis, with robust data being supplemented by appropriate case studies and other illustrative examples. Further, the approach will

need to be sensitive to the evolving and flexible nature of the Leading the Movement programme, and importantly, be accessible and inclusive in its approaches to data capture and reporting. The provider of this service will be responsible for developing a Theory of Change for the programme, designing standardised data-capture methods, collating evidence and evaluating the impact of the programme. This will build from Sport England's own Theory of Change and KPIs, existing Place evaluations and the System Partner Measurement, Evaluation and Learning programme which includes measures on 'better organisations' including decision making, diverse leadership and good governance. Learnings from the programme will be shared regularly with Sport England, providers, Co-Design Group and partners.

II.2.5) Award criteria

Quality criterion - Name: Technical Envelope / Weighting: 60%

Quality criterion - Name: Social Value / Weighting: 10%

Cost criterion - Name: Commercial / Weighting: 30%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-001148](#)

Section V. Award of contract

Contract No

R04120-SE1151-Lot3C

Lot No

Lot 3 C

Title

Non-Cash Grant - Contract for Services – SE1151 Leading the Movement – Lot 3C – Coaching and Mentoring Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 November 2024

V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

The Activation Project C.I.C.

27 Regent Street, United Kingdom

Leamington Spa

CV32 5EJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,867,482.50

Section V. Award of contract

Contract No

R04120-SE1151

Lot No

Lot 1 A

Title

Leading the Movement Knowledge Hub Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 January 2025

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CONTINUUM SPORT AND LEISURE LTD

New Broad Street House, 35 New Broad Street

London, England

EC2M 1NH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04236848

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £877,508

Section V. Award of contract

Contract No

R04120-SE1151

Lot No

Lot 2 B

Title

Leading the Movement – Lot 2B – Place- Based Leadership

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 January 2025

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Improvement and Development Agency for Local Government

18 Smith Square

London

SW1P 3HZ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03675577

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,589,342.90

Section V. Award of contract

Contract No

R04120-SE1151

Lot No

Lot 4 D

Title

Leading the Movement – Lot 4D - Impact, Evaluation and Learning Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 March 2025

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CFE (Research and Consulting) Limited

Phoenix Yard, Upper Brown Street

Leicester, Leicestershire

LE1 5TE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03345012

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £241,753

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cabinet Office

70 Whitehall, Westminster

Cabinet Office

W1A 2AS

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Civil Mediation Council (CMC)

70 Fleet Street

London

EC4Y 1EU

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Sport England

SportPark Oakwood Drive

Loughborough

LE11 3QF

Email

procurement@sportengland.org

Country

United Kingdom