​​PLx Awards 2025 - Content and Video Brief​ – FAQ’s

1. **How do we submit tender responses**

Please email your tender response to people@uksport.gov.uk. Please send a pdf version of your proposal and include any links to video or evidence of prior work within your response.

1. **Are there any further tender documents or template forms that need to be completed**

There are no further tender documents. Please base your tender responses/proposal on the areas outlined in the information on the webpage. There are no forms or templates that need to be completed.

1. **What is the timeline for any clarification questions.**

Clarification questions must be received before 11.59pm on 8September. Responses will be posted in this document on the 11 September.

1. **Are there any word or page limits**

There are no word or page limits.

1. **Are there any specific evidence or case studies of relevant work**

Case studies should highlight examples of previous work that might be relevant to the specification outlined in the description.

1. **Where can we find examples of previous years PLx Awards**

A playlist of the content/videos can be found here, highlighting what was captured and the graphics, created for, [the 2024 awards](https://www.youtube.com/playlist?list=PLgiFZ-P16WEfUAFmSn1CcGCpWqcbsWbJb), [the 2023 awards](https://www.youtube.com/playlist?list=PLgiFZ-P16WEcXtiqZmNjgKwhLdrhHmCYq), [the 2022 awards](https://youtu.be/8UHSqI5SN8U) and [2021 awards](https://youtube.com/playlist?list=PLgiFZ-P16WEf2vABgWGBcSSQC3EI4xKEx).

Case studies help us create our social media copy ([UK Sport Instagram (@uk\_sport))](https://www.instagram.com/uk_sport/) for the content as well as write up the news article at the end of the awards ([High Performance community celebrated at the PLx Awards | UK Sport),](https://www.uksport.gov.uk/news/2024/12/03/plx-awards-2024) as well as help and PR/local media ambitions around the awards specific to the nominee.

**Clarification Questions**

Will all interviewees be in the UK during the production window?

* It is likely that this will be the case yes. It has happened before that someone was international but only once in the last three years.

Would we be penalised for providing a cost range? Worst case scenario: 24 people have to be filmed on different days in different parts of the UK, necessitating multiple film crews working simultaneously; best case: we can film multiple people on the same filming days, reducing the amount of filming time.

* No, you would not be penalised, we are open to cost saving initiatives through different process.

Will the nominees know they have to be filmed as part of this process? Do they have the option to say no?

* Yes they do, it is set out in the terms when they are nominated by a close colleague. They could say no, but the work around is for the nominator to say something on their behalf.

What happens if the nominees say they cannot film in the production window? Would the onus be on the production company or UK Sport to persuade them?

* UK Sport to persuade them – but they should be open to providing and find a date that is mutually beneficial – the timelines have been outlined to them as a part of the terms of nominating someone.

We assume B-roll would be required for each nominee? Where we have produced these types of films before, we would usually shoot new and original b-roll. But given the subject matter, there may be existing footage of participants involved in sports events? If so, would we be required to gather all rights-clearance for this type of rights-protected footage?

* Yes, working with the sport and nominator you would be required to gather this – but b-roll could be gathered at the shoot (same time as interview) and the sport can provide footage owned by them most of the time also as has been our experience previously.

The nominee and winner videos are each to be 90 secs in duration. What form do the winners videos need to take? Are they b-roll only (ie event wallpaper while the winner delivers an acceptance speech), or does the winner video need to be a separate, standalone interview-driven video? We assume the nominee video will feature approx 3x 30 secs of interviews with the 3x shortlisted nominees, and we assume the winner videos will feature either 90 secs of interview footage or 90 secs of just b-roll footage of the winner only.

* Your assumptions are correct – however we would see the winner video as a mix of a longer interview and b-roll focusing on them specifically. Therefore a mix of the final sentence in your question. On the acceptance speech – the plan is for the awards to be filmed, and the video content can be provided by two days post event as per previous experience. This is part of a separate tender in to the Audio Visual production of the event.

Do you have examples of previous years' photography?

* See photography engrained in previous content created for, [the 2024 awards](https://www.youtube.com/playlist?list=PLgiFZ-P16WEfUAFmSn1CcGCpWqcbsWbJb), [the 2023 awards](https://www.youtube.com/playlist?list=PLgiFZ-P16WEcXtiqZmNjgKwhLdrhHmCYq), [the 2022 awards](https://youtu.be/8UHSqI5SN8U) and [2021 awards](https://youtube.com/playlist?list=PLgiFZ-P16WEf2vABgWGBcSSQC3EI4xKEx).

Do you anticipate the written case studies being based on the awards submission or the interviews footage we would gather during the production window?

* A bit of both, but mainly the submission to frame it – some submissions are more detailed than others so it’s a mix.

Are you able to share access to branding assets to enable us to achieve a better feel for how we might approach the creative elements.

* UK Sport’s brand guidelines are here: [UKSport - brand identity, guideline and assets.](https://brandpad.io/uksport/) PLx has its own brand logo – but otherwise it follows our brand guidelines.

Would you consider are fresh approach and methodology?

* Yes we are open to new innovative ways of delivering the Awards

What about if it went above the £50,000 budget?

* We will assess submissions based on the criteria outlined. A submission with a budget over the outlined budget would be scored lower than a submission with an outlined budget on or below the outlined budget.

Can you advise us on your appetite for change please? Are you seeking to improve upon previous years nomination films and award show graphics? Or are you happy to remain at a similar finished level to the content for previous years ’Award shows which to us feel more corporate in nature?

* We genuinely are open to change. We are aiming to maintain the same level of quality but are always striving to improve. We believe that we have managed to do this in our approach over the last 5 years when it comes to the experience in the room and approach to the awards ceremony altogether.

Would you be open to considering a fresh perspective on renumeration?

Unfortunately we are not able to offer value in kind items

With previous work of this nature we have had to film each nomination as though they were the winner, in order to not give away the result to the person being filmed. Have you worked like that previously and do you envision this to be the case here, or do the nominees know before the night who has won, as shooting extra footage, 'to keep a secret' is expensive.

* Yes we have worked like this previously and would like to do so again. We do not tell the nominee who has won – we will tell the “nominator” so that we can shoot it differently – but all nominees should not know going into the awards. In some cases, some people may know – but we do not tell the nominee themselves.

Will UK Sport assist with sourcing locations for filming,

* Yes, we can – alongside the sport / nomination organisation – it is most often at their training base / location of office.

Will locations require payment for filming

* This has not been the case previously as it has taken place at UK Sport funded locations / and is often free of charge thanks to the organisation.

Has the design for the stage and set for the evenings award ceremony taken place already

* No, we also have a tender for Audio Visual support at PLx live – we will work with the successful company for the Audio Visual tender to design the stage.

Do any of the nominees for awards, or potential winners require filming crews to have DBS checks in place

* No, only potentially the athlete award if the athlete was under the age of 18, but they would most likely be accompanied anyway by someone in their sport – this would be approached on a case-by-case basis.

Will UK Sport staff attend the filming days and act as producers/chaperones/liaison with nominees/winners

* This can potentially happen yes – but we can also lean on communications colleagues within sports and NGBs that the nominee/winner is from.

If we don't know potential locations for filming yet, can we presume that they will all be within mainland UK

* Yes – and most likely at the training / HQs of our funded sports – this includes but is not limited to the majority being at Manchester, Loughborough, Sheffield, Bath, Lilleshall, and some in Scotland as an example.

Do any of the potential locations require overnight stays

* Only Scotland and Bath would fall into this category in my examples given. But we do have sports such as Sailing on the south coast so yes some may require it.

Will UK Sport require the footage and associated media for other purposes after the event

* Potentially – it is always nice to have access to owned footage of our sports – but is not necessary.

Do you have a presenter for the awards ceremony and would they need to be part of any filming

* Yes and no they would not be needed.

Is the £41,667 + VAT budget inclusive of all travel and accommodation costs, or are travel/expenses reimbursed separately?

* Yes, for expenses related to the agency.

Should we assume nominee travel (if required) is organised/covered by UK Sport, or does this fall within our remit?

* Yes, falls on UK Sport

Will a full list of nominee locations be provided on 17 October?

* Yes – with their linked sport and location given as “to be confirmed” to help planning.

Would it be reasonable to ask nominees to travel to nearby hubs (like Manchester, Sheffield, Loughborough) to allow us to film in batches? Or must we plan to travel to each nominee individually?

* Yes, this is reasonable if it can be arranged like so.

Will UK Sport or the nominating organisations help secure access to training centres, offices, or facilities for filming and photography?

* Yes, we or the nominating organisation will secure access – at a very minimum get agreement for the venue for access before passing it to you to arrange timings. We would cover any costs involved if in the very unlikely event we had to pay for a venue.

Will UK Sport provide liaison contacts for each nominee to schedule interviews/stills sessions, or will that fall within our remit?

* Yes, each nominee will have a liaison contact assigned to them – and it is our aim that we will introduce you to them within a week of finding out the nominations.

For the 24 written profiles, will background info be supplied by UK Sport / nominating organisations, or should we draft from scratch based solely on interviews?

* A bit of both, but mainly the background info and submission to frame it – some submissions are more detailed than others so it’s a mix. The interview always helps add some “colour” to the piece.

Is there any expectation for us to capture live event coverage on 2 December (stills or video), or is our scope solely pre-produced content?

* Solely pre-produced content – if you would like to provide a quote / idea for video content to be captured on event, let us know. We have a separate tender for an Audio Visual production company live and in that tender is the remit to capture all content “in sessions” and this closes on 26 September 2025, 11:59pm. A photographer has already been booked.

The brief outlines the requirement for 16 static graphics for use within the awards ceremony (8 x nominee assets and 8 x winner assets). Could you please confirm:

Are these assets expected to be lower thirds - the award category and name of the winner? Or a creative graphic treatment

* A creative graphic treatment – so a designed set of slides to put on the big screen which should match the video content and provide space for it on the screen / embedded in.

Will UK Sport provide a template/visual identity framework for these graphics , or should the appointed supplier design the full creative concept based on the brand guidelines?

* We would expect the supplier to design this within the brand guidelines – it really doesn’t have to be a “full creative concept” - happy for it to just be within the guidelines.

Will the graphics be used exclusively within the live ceremony, or should they also be formatted for digital/social use?

* Formatted for digital / social use please.

Quick one on the graphics production: would the “16 static graphics for use within the awards ceremony” be like the fairly standard pull-up banners, or something more substantial?

* This is just the designed files on a set of slides – nothing physical is needed to be produced.

Could I ask if you would consider an extension to the deadline please?

* No

Is the total value of the contract (£41,667 excluding VAT) fixed for all deliverables? Is there flexibility to adjust if nominee locations make travel/production disproportionately expensive?

If this is the case mid contract and is necessary, that is fine as we have contingency budget. But this cannot be relied upon as it is for the whole event and its associated costs. We want to see how it would work within the budget provided,

* The budget outlined in the tender is the budget we will assess against – you can submit a higher budget as part of your proposal, but the scoring/assessment will reflect this higher budget

Does the above budget include all travel, accommodation, and production expenses?

* Yes, for expenses related to the agency.

Once nominees are confirmed on 20 October, will their location details be shared altogether to enable us to plan filming logistics efficiently?

* Yes – it is the plan to provide you with their sport, the location of the NGB / their base and a liaison contact as soon as possible.

Will UK Sport support coordination with nominees/nominating organisations, or is the appointed supplier responsible to manage all arrangements directly?

* We will do the initial introductions and provide as much information at the beginning of the process as possible – and will be supporting the process through out – but the co-ordination should pass to the appointed supplier at point of arranging logistics.

As winners will be known in advance, should we plan to pre-produce these assets ahead of time, or will there be a requirement for last-minute edits once results are confirmed?

* Yes, the expectation and requirement is to pre-produce these ahead of time. We will tell the chosen agency about the winners on a confidential basis at the same time as finding out the nominees.

For the written nominee profiles, will background info be supplied by nominating organisations, or is the supplier expected to research/write from scratch?

* A bit of both, but mainly the background info and submission to frame it – some submissions are more detailed than others so it’s a mix. The interview always helps add some “colour” to the piece.

Are there any examples or guidance for the type of photo, video and graphic content UK Sport is seeking as final deliverables? Or is the supplier able to drive the creative direction?

* Happy for suggestions on creative direction – see previous examples for what has been produced over past years. We still want to see the final deliverables but please see fit to expand on this.

Is there any scope for the supplier to provide event-day support with photo and video?

* Solely pre-produced content – if you would like to provide a quote / ideas for video content to be captured on event let us know. We have a separate tender for an AV company and in that tender is the remit to capture all content “in sessions” and this closes on 26 September 2025, 11:59pm. A photographer has already been booked.

On the video content, can we expect some existing footage to be available? Also I presume the agency your contract will be responsible for sourcing and collecting this, is this your expectation?

* Yes – from the sports depending on their team / and size of organisation this can be the case. Yes, it is the responsibility of the agency.

In terms of creating the written summaries, will we have access to the nomination application forms or information to partly write this from?

* Yes - background info and submission to frame it – some submissions are more detailed than others so it’s a mix. The interview always helps add some “colour” to the piece.

Will winner filming be confirmed early, or should the successful supplier capture supporting, neutral b-roll footage in advance?

* Yes – you will be told winners – this is to be captured during filming with them without their knowledge.

Apart from adhering to and applying the UK Sport Brand Guidelines, do you have a preferred filming style or are you happy for the supplier to propose their own?

* Happy for supplier to propose.

Should nominee photos be portraits, action shots, or both?

* Both – we are open – we have tried to do this as portraits in the past and deadlines / communication has hindered getting everyone, so we are relaxed about having a mix.

What sign-off stages will there be before final delivery?

* Sign off will be done one person from the UK Sport Strategic Comms team who will check for technical aspects and accessibility aspects such as subtitles – with two other members sense checking their feedback – but this will be done quickly and efficiently and based on trust that it will be high-quality at the point it is sent to UK Sport.

Are there specific sustainability practices you’d like addressed within the successful suppliers submission?

* Nothing specific.

Do you have an existing style or brand guidelines for the project and output or is this to be created newly?

* UK Sport’s brand guidelines are here: [UKSport - brand identity, guideline and assets.](https://brandpad.io/uksport/) You will notice that PLx has its own brand logo – but otherwise it follows our brand guidelines.

Will bios be sent for the Nominee profiles or is the successful applicant to conduct interviews?

* Yes - background info and submission from the nominator will be sent to frame it – some submissions are more detailed than others so it’s a mix. The interview always helps add some “colour” to the piece.

Will the live event require capturing and editing into a highlights reel?

* Solely pre-produced content – if you would like to provide a quote / ideas for video content to be captured on event let us know. We have a separate tender for an AV company and in that tender is the remit to capture all content “in sessions” and this closes on26 September 2025, 11:59pm. A photographer has already been booked.

What is the process for supplier selection between tender submission on 16th September and onboarding on 1st October?

* UK Sport will assess submissions based on the award criteria outlined in the tender. Notifications of Success/Unsuccessful will be sent by 24 September.

When will the final shoot locations be confirmed?

* This is down to you once we have introduced you to the liaison at the nominee side from 20 October onwards.

How will you balance sustainability versus the number of shoot locations?

* You tell us.

Are travel expenses extra?

* No.

Are there more details about the requirements of graphics for ceremony (e.g. dimensions)?

* Work to basis of a set of PowerPoint slides – 1920x1080 – same a 1080p HD to match the video content which will be played an interspersed among the graphics on screen.

Would the use of sub-contractors to support nominee filming, where travel logistics make this the most efficient solution, be acceptable within the tender evaluation criteria?

* Yes this is acceptable.

Do you require any photography or videography to be captured on the awards night or during the conference? Is this expected to be included in the tender or as an additional option?

* No, if you would like to provide a quote / ideas for video content to be captured on event let us know. We have a separate tender for an AV company and in that tender is the remit to capture all content “in sessions” and this closes on26 September 2025, 11:59pm. A photographer has already been booked.

Is there flexibility in the format or style of the videos, or are there strict creative guidelines beyond the brandpad link?

* We are flexible on the format and style of the video yes, and always open to new approaches. We would like to stick close to the creative guidelines as much as possible brand wise, but format and style of content / videos we are open to.

Are the 4–8 photographs per nominee expected to be studio-quality (white/black background) or in-situ style?

* Expectation is that they will be in situ-style, doesn’t have to be studio quality at all – just to support the nomination.