



UK Deaf Sport
c/o Kings Chartered Accountants,
Unit 4 Groveland's, Boundary Way,
Hemel Hempstead, HP2 7TE
admin@ukds.org.uk | www.ukdeafsport.org.uk
Company No: 8611744 | Charity No: 1158878

UK Deaf Sport Commercial Partnerships Support

Specification

UK Deaf Sport

There are 12 million people in the UK with some form of deafness¹, or one in six of the population, but only 10% regularly participate in sport and physical activity – less than any other disability. UK Deaf Sport is recognised by Government as the National Federation for Deaf Sport in the UK and aims to get more deaf people in the UK participating in sport at all levels from grassroots to elite level and selects and manages the DeaflympicsGB Team.

UK Deaf Sport's vision is:

Every Deaf Person Active and Inspired by Sport and Physical Activity

UK Deaf Sport's Mission is:

Leading Opportunities for More Deaf People to Participate in Sport Throughout their Lives and More Deaf Athletes to Perform on the World Stage

UK Deaf Sport delivers its vision through three key strategic objectives:

- Leadership – strategic, well governed, recognised leadership for deaf sport.
- Participation - more deaf people trying, playing and supporting sport.
- Performance – more deaf athletes winning medals on the world stage.

UK Deaf Sport use the term 'deaf' to represent all people who are deaf, hard of hearing or have a hearing loss, whether this is acquired or from birth and the term 'deaf community' to represent all people who are deaf, hard of hearing or have a hearing loss or anyone who has a lived experience of deafness such as family members, friends, allies, colleagues and other professionals.

¹ RNID prevalence estimates using Office for National Statistics population data (2018).

² The term 'deaf' covers a range of definitions of deafness, including those who are profoundly deaf, have severe, moderate or mild hearing loss or are hard of hearing whether acquired or from birth. This includes the use of the terms Deaf and deaf whereby the use of a capital D in Deaf may denote those who identify as having a cultural and shared experience of being Deaf. ICSD (who govern the Deaflympics) set their own criteria for eligibility which is a hearing loss of at least 55dB in the better ear (3 tone frequency average of 500, 1,000 and 2,000 Hertz, ANSI 1969 standard). DeaflympicsGB athletes will meet this standard.

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DeaflympicsGB

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Deaf Sport and the Deaflympics

There is a common misconception that deaf athletes compete as part of the Paralympic Games, however, this is not the case. Deaf athletes are not included in any of the Paralympic classifications and so consequently cannot compete unless they have another Paralympic disability. Deaf athletes compete in the Deaflympics, an event started in 1924 that precedes the Paralympics and is an entirely separate event recognised by the International Olympic Committee (IOC) as part of the Olympic family alongside the Olympics, Paralympics and Special Olympics. For the 12 million deaf people in the UK their elite competition is the Deaflympics which is 100 years old in 2024.

Funding and support, through DCMS, are provided for athletes for the IOC sanctioned Olympics and Paralympics at c£400m. Unlike other disabilities, there is currently no Government funding, support, or sporting talent pathway for talented deaf athletes training for and attending the Deaflympics and other elite deaf sport competitions.

UK Deaf Sport is a small charity with limited resources in house so is seeking an experienced consultant/company to provide support in securing commercial partnerships and sponsorship opportunities in relation to the DeaflympicGB Team and the delivery of our wider UK and international deaf sport responsibilities.

Requirements

UK Deaf Sport is seeking costed proposals from experienced consultants/companies to provide support in securing commercial partnerships and sponsorship opportunities in relation to the DeaflympicGB Team and the delivery of our wider UK and international deaf sport responsibilities. The support must include:

- Reviewing the UK Deaf Sport current commercial framework.
- Documenting UK Deaf Sport's commercial assets and associated value.
- Identifying and approaching potential partners.
- Securing commercial partnerships and sponsorship opportunities.

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Timescales and Costed Proposal

The UK Deaf Sport Board meets on 5pm on 24th May 2023 and the successful consultant/company will be required to give an overview of their approach at this meeting.

The costed proposal (no more than 5 sides of A4) must include:

- Information about the consultant/company.
- An overview of the consultants/company's track record, expertise and experience undertaking similar work and particularly work with deaf/disability sport and athletes.
- Identification of the process and/or methodologies which the consultant/company will use and the timescales.
- Breakdown of the costs associated including any commission or retainer based fees.
- Outline of any value-added which the consultant/company can bring to the project.
- Two client reference contacts with permissions for UK Deaf Sport to contact prior to the consultant/company being offered the contract.

Please send your costed proposal to UK Deaf Sport CEO Joanne Cholerton by **midday on 8th May 2023** at joanne.cholerton@ukds.org.uk. If you would like to discuss this specification, please contact Joanne via this email.

UK Deaf Sport is a small charity with very limited resources and consideration will be given to organisations who will offer added value through pro bono support, part sponsorship for this project or provide support for a discounted rate.

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