



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

UK Deaf Sport Marketing and Communications Strategy and Action Plan Development

Specification

About 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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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.

As part of the strategy to deliver UK Deaf Sport's Vision and Mission from April 2023 – 2027, our Board have recently agreed the above strategic objectives and key results with accompanying measures. UK Deaf Sport is a small charity with a Marketing and Communications Officer (Level 2 Apprenticeship) so has limited marketing and communications capacity in house. We are therefore looking for an experienced company/consultant to develop a Marketing and Communications Strategy and corresponding Action Plan that supports the delivery of UK Deaf Sport's strategic objectives and key results.

UK Deaf Sport currently has a website <https://ukdeafsport.org.uk>, Linked In, Facebook, Instagram and Twitter accounts.

Requirements

UK Deaf Sport is seeking costed proposals from experienced consultants/companies to deliver two outputs:

1. Develop a Marketing and Communications Strategy; and
2. Develop a corresponding Action Plan that helps UK Deaf Sport deliver our strategic objectives and key results for 2023 - 2027.

The Strategy and Action Plan must detail an overall strategy as well as what to say (key messages), where to say it (which channel/platforms) and to who (who is the message targeted at) and help achieve the following:

- Raise the profile, purpose and reputation of UK Deaf Sport as the recognised and respected leader for deaf sport in the UK and internationally and the DeaflympicsGB Team.
- Raise awareness of deaf sport, opportunities to get involved and promote the positive impact of sport and physical activity for deaf people.

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- Get more deaf people participating in sport and physical activity.
- Raise awareness of the Deaflympics and other world class deaf sporting events.
- Raise the profile of successful deaf athletes and other deaf sport role models.
- Secure commercial partnerships and sponsorship opportunities through increased awareness of UK Deaf Sport and the Deaflympics.
- Attract more deaf sport organisations and individuals as UK Deaf Sport members.
- A calendar of activity and ideas for campaigns such as for Deaf Awareness Week.
- The development of targeted marketing and communications resources and materials.
- How, when and what UK Deaf Sport communicates with our key stakeholders including our members, the deaf community, deaf sport governing bodies, deaf volunteers, people who enjoy watching and supporting deaf sport, National Governing Bodies and other sport organisations, national deaf charities, deaf centres, audiology centres, deaf health organisations.
- Review the effectiveness of the UK Deaf Sport website and social media platforms and increase the number of people that visit and follow them.
- The role of UK Deaf Sport Staff, Board Members, Honorary Vice Presidents and President in delivering the Marketing and Communications Strategy.

All communications need to be inclusive and accessible to the deaf community (as definition above). UK Deaf Sport will provide the successful company/consultant with free access to 4 short training modules on Deaf People's Inclusion in Sport.

The strategy and action plan must also detail performance measures to enable UK Deaf Sport to measure the effectiveness and impact of the strategy and plan.

Timescales and Costed Proposal

The UK Deaf Sport Board meets at 5pm on 19 July 2023 and the successful consultant/company will be required to give an overview of their approach and findings at this meeting.

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

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- Information about the consultant/company.
- An overview of the consultants/company's track record, expertise and experience undertaking similar work.
- Identification of the process and/or methodologies which the consultant/company will use and the timescales to achieve the stated deadlines.
- Breakdown of the costs associated.
- 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.

UK Deaf Sport will provide access to and fund BSL interpreters as and when required to undertake this piece of work.

The strategy and action plan should be completed and delivered to UK Deaf Sport by **5pm on 28 July 2023**.

UK Deaf Sport have a budget for this work of £4,500 (including VAT where relevant).

Please send your costed proposal to UK Deaf Sport CEO Joanne Cholerton by **midday on 7 June 2023** at joanne.cholerton@ukds.org.uk. If you would like to discuss this specification, would like support to access it or apply, 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 pro bono support, part sponsorship for this project or provide support for a discounted rate.

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