



INVITATION TO TENDER

Communications Consultant for the Portsmouth Place Partnership

Date Issued: 12th October 2026

Deadline for Responses: 5pm 2nd November 2026

Place Partnership in Portsmouth:

Portsmouth is receiving long-term investment through Sport England's Uniting the Movement strategy. Sport England recognises that where people live can significantly impact their opportunities to lead active, healthy lives and is investing in place-based approaches that bring together organisations, partners and communities to create the conditions for people to move more and live healthier lives.

Portsmouth Place Partnership brings together local organisations, partners, and community members to deliver a shared vision. Guided by community voices and lived experience, we work collaboratively to create sustainable change, reduce inactivity, and help people lead happier, healthier lives. The work is focussed on the areas of Buckland, Landport, Paulsgrove, Portsea and Somerstown.

Portsmouth Place Partnership has secured funding to support this work until March 2028.

We are looking for:

The Portsmouth Place Partnership is seeking communications expertise to develop and embed a consistent, community-informed communications approach that supports more people to be physically active. The consultant will:

- Build on community insight to develop a framework for consistent communication for everyone planning and delivering aspects of the programme.
- Help create a consistent narrative, tools and resources for the strategic influencing work of the Place Partnership.
- Plan and support proportionate engagement activity to understand the communications preferences of inactive communities in our priority places, using existing community channels.
- Provide marketing and communications expertise to train and support partners on how to use the communications framework.
- Produce communications content and resources to help the Place Partnership tell its story and promote relevant physical activity programmes.

- Co-create a shared definition of what communications success would look like, agree indicators and report progress and learning accordingly.

This communications work will be integral to the partnership building a long-term legacy for the city.

We would particularly like to hear from consultants with experience and an interest in co-creating projects with communities and strategic influencing.

BACKGROUND INFORMATION

Our Place and Vision:

The partnership have developed a Theory of Change with the vision: **Portsmouth people working together, building happier, healthier communities through active lifestyles.**

Determined by Sport Englands Place Needs Classification alongside other data sources, local priorities and development phase insight, we've identified places in the city where we'll focus our efforts and investment. These are Landport, Buckland, Somerstown, Paulsgrove and Portsea.

Within these places, we will also target resource to support the people and communities where increasing activity could have the greatest impact, co-designing opportunities that speak to the capabilities and motivations of:

- Adults who are isolated and/or living with a long-term health condition
- Children and young people
- Families who want to be active as a family unit
- Women and girls

The work of the partnership will also work to improve or create better processes and environments to reduce the barriers to physical activity for our most inactive audiences. We will also be engaging in influencing work to make physical activity opportunities easier choices for residents.

Communications

Over the past year we have spent time speaking to and building an understanding of people in our places. Targeted work of our two Community Coordinators in Landport and Buckland and the recommendations from the audience communication plan has suggested how we can best reach inactive audiences in our priority places. The key principles of this engagement are:

- Offline first
- Personalised
- Segmented
- Community-focused, not corporate
- Data-informed

The next phase will take this insight to deliver guides, templates and other resources that will ensure the partnership are consistent in their approach in:

- Communicating about the Place Partnership
- Influencing and advocating for physical activity and the Place Partnership
- Communicating directly with inactive people to support them to be active

The communication consultant will support us to achieve the following changes and impact we'll see for Portsmouth's theory of change

- People championing active lifestyles
- A better-informed culture of movement in the city
- Engagement and connection
- Better connectivity & links

Our People:

Decisions about the work are being made by the Portsmouth Place Partnership. They are made up of people from a wide range of:

- Place based groups (e.g. Healthy living in Paulsgrove and Portsea)
- Networks/Alliances (e.g. Community Health Development network)
- VCSE Sector partners
- Community Safety (e.g. Police, Local Authority)
- Young People
- Health (E.g. NHS, Public Health, HDRC)
- Housing (E.g. Local Authority and Housing Associations)
- Local facilities
- Demographic focused groups (Disability, global majority groups)
- Residents of the communities we are working with
- Academic Institutions

The work will be coordinated by a programme manager who will be your day-to-day contact. They are based at Pompey in the Community, Jenni Broad.

Our Principles:

The Portsmouth Place Partnership have agreed they'll

- Be passionate about Portsmouth
- Be open and honest
- Work collaboratively
- Be Community Centred
- Be Consistent
- Share our learning
- Be Inclusive

PROJECT BRIEF

When

- The contract is expected to begin in December 2026 or January 2027 subject to completion of contracts.
- This tender is for an initial contract of six months to complete initial deliverables.
- We anticipate that the initial commission will require an average commitment of one to two days per week. Bidders may propose a different allocation of time where they can demonstrate that it will deliver the required outcomes effectively.
- A review and first reporting period will be due by 30th March 2027
- Following a successful six months and agreement between parties the contract may be extended on a retainer basis to provide ongoing support to the partnership until March 2028. The scope, time and commitment and fee for any extension will be agreed separately.

Where: Delivery will be in Portsmouth, and we would like the contractor to be based in and/or be passionate about the city and its people. Knowledge of local communities especially in the locations of Landport, Buckland, Paulsgrove, Somerstown and Portsea is desirable.

The majority of the time you'll be expected to work from home or your own office.

Expectations of monthly meetings with the partnership in Portsmouth (various locations) and online.

We may be able to arrange desk space in our Place Partnership organisations in the city if that would be of interest.

Deliverables:

Cocreated communications framework, based on the needs of communications professionals and informed by inactive communities.	The framework should be practical and proportionate for partners with different levels of communications expertise. It should set out shared principles, audiences, messages, language, images, channels and ways of working, supported by templates and guidance that partners can use in day-to-day delivery.
Engagement activity to understand our communities' communications preferences in Portsea, Somerstown and Paulsgrove.	Providing engagement resources to our partners, community workers and connectors to support them in their work and capture insight from local inactive people.
Educating and influencing key organisations to use the communications framework	Helping the place partnerships communications teams and other key organisations in the city to understand and adopt the communications framework when communicating with inactive people.
A shared consistent narrative for the	Create a shared narrative and clear value proposition

Place Partnership in its strategic influencing.	that partners can use consistently with senior Pers, local organisations and strategic stakeholders.
Ongoing content and resources to help the Place Partnership tell its story.	Create storytelling copy, presentations and resources that help the place partnership communicate its activity and learning to key strategic partners and the communities it works with.
Quarterly progress reporting	Progress on key deliverables, success indicators and learnings.

Governance

The contract will be managed by Energise Me, working closely with the Portsmouth Place Partnership Programme Manager and relevant governance structures. The supplier will be expected to provide regular progress updates, maintain a clear action log and highlight risks, dependencies and decisions required from the programme team.

- Regular working meetings with the Place Partnership Programme Manager.
- Monthly meetings for updates and strategic sign off points with the Communications Sub-Group
- Engagement with Portsmouth Place Partnership Board members as required

How to Respond:

Please send a proposal of no more than 6 pages (as a single PDF) including:

How you would approach the work	Explain how you would deliver the commission. Set out the methods you would use, how partners and communities would be involved, how the work would be phased, and how you would manage risks, learning and reporting.
Evidence of previous work.	In particular reference to co-design, place based work and/or strategic influencing.
How you would resource the activity	Who would be completing the work and any other outsourcing requirement. Estimated days for the initial six months and indication of availability for ongoing commitment to March 2028.
Why you're interested in the contract	Include why you're motivated to support the work of the Place Partnership, your alignment to our principles and your connection to Portsmouth and its communities.
Project Schedule (timeline of activity)	Provide an indicative schedule for the initial

	six-month commission, showing the key phases, activities, deliverables and milestones and how your availability, dependencies and any delivery risks have been taken into account.
Your fee for the commission	Your total fee for the initial six-month commission, including a breakdown of day rates, estimated days, VAT where applicable, and any anticipated travel or other expenses. Please also indicate your proposed basis for pricing any ongoing retainer support.

Proposals will be assessed on the practicality of the proposed approach; relevant experience in behaviour change communications, community co-design and place-based working; understanding of Portsmouth and its communities; the proposed team and capacity to deliver; the project schedule; and overall value for money.

Proposals will be assessed by a communications sub group with representation from Portsmouth City Council, Pompey in the Community, The Hive, Motivate and Energise Me.

Following an initial assessment, shortlisted bidders may be invited to a clarification discussion. We expect this process to be complete by 30th November 2026. We will notify bidders of the outcome and agree the final start date with the appointed consultant as soon as the assessment process is complete.

Please email your proposal as a single PDF of no more than six pages to Debbie.aslin@energiseme.org by **5pm on Monday 2 November 2026**.

Equal Opportunities

Energise Me is managing this tender and contract on behalf of the Portsmouth Place Partnership. We are committed to equal opportunities and will treat all applications fairly on the basis of written submissions.

Please submit any clarification questions to Debbie Aslin, Head of Marketing and Communications, or Jenni Broad, Place Programme Manager, by **5pm on Monday 26 October 2026**. Responses that may be relevant to all bidders will be shared consistently on the Energise Me website.

If for any reason you need assistance in order to respond, or need to respond in another format, please get in touch with Debbie Aslin Debbie.aslin@energiseme.org or Jenni Broad jenni.broad@pompeyitc.org.uk