



12th January 2024



Re: Invitation to Tender – FIFA Forward Engagement – London FA & Middlesex FA: Inter-Madrasah Football Tournament

London FA and Middlesex FA are collaboratively looking for additional support with our exciting new faith group engagement programme. London FA and Middlesex FA are the local governing bodies for football with the responsibility of safeguarding, administrating, and growing the game. London FA operate within 12 miles radius of Charing Cross. Middlesex FA operate within the nine London Boroughs towards the North-West.

The programme has been funded by FIFA and will capture The FA's vision to bring all parts of the game even closer together and leave a nation inspired. For the FIFA Forward Project, London FA & Middlesex FA will be looking to engage with Maktab's & Madrasah's (Islamic Schools) in the region. We aim to support the development of the workforce in mosques to deliver football provisions and identify suitable growth opportunities within football. From our research we know that:

- Mosques engage with a high volume of young people who passionately follow and play football.
- Mosques have a workforce of staff & volunteers that are highly skilled in engaging with young people through various engagement methods and community provisions.
- Mosques are deep-rooted within communities and the engagement with the community is unique.

We are looking to grow our knowledge and interaction with Mosques, Maktab's and Madrasahs in London & Middlesex and support them to deliver recreational and competitive football. The successful provider will support us in gathering an understanding of the region, help us to communicate the strategy and invite mosques (staff and young people) to the various engagement events we will be hosting in London & St George's Park (The home of England Football).

We are looking to host an inter-madrasah football tournament for young people in May 2024 followed by a nationwide event at St George's Park in June 2024. The tenderer will support us in promoting these events to the community.

The project is part of the FA Workforce & Volunteering Game Plan and similar projects will be delivered in Yorkshire, Leicester, and Birmingham. The objectives of the Game Plan that this project fulfils are: Growing the number of diverse deliverers, activators, and leaders in football, and supporting the development of our volunteer workforce. Our goal is to grow and develop an empowered and connected workforce that represents and supports the needs of the community.

The ideal tenderer will have previous experience of fulfilling the needs and requirements of high-profile funders. The agency should be confident in engaging and maintaining a strong relationship with Mosque leaders, whilst upholding the values and professionalism of all funders, partners and stakeholders. The agency will be able to demonstrate previous experience of delivering project targets by specific deadlines. The agency will have a good understanding of the local community to build and strengthen the relationships between stakeholders and Mosque's.

We are looking to appoint the provider as soon as possible to be able to meet the deadlines of the project. The project should be delivered and completed by no later than July 2024. The maximum budget for this delivery is no more than £10,000.00.

We are open to individuals, companies, collective groups of people or companies collaborating to deliver this project. All proposals must clearly show who will take responsibility of the successful delivery of this tender.

We would strongly encourage you to speak to Nayim Ahmed (Project Lead) if you are considering applying for this tender by emailing nayim.ahmed@londonfa.com.



Budget: The budget for this FIFA inter-madrasah engagement is a maximum of £10,000.00 for a maximum of 6 months delivery time. All payments must be inclusive of VAT, labour and expenses. Proposals will need to provide a clear breakdown of costs that includes timelines of when success measures will be achieved, expenses related to the cost, and a breakdown of the payment structure expected.

This budget can be paid in instalments. We can consider payments in advance to be paid at the start of the contractual agreement but would reserve the right to make final payments until after the contractual agreements have been fulfilled. The spending of the budget will be the sole responsibility of the provider. In the event that outcomes of this agreement have only been partially met, London FA & Middlesex FA reserves the right to hold payment of any unfilled outcomes in the agreement. The total cost of delivering these outcomes should be invoiced to London FA and Middlesex FA and this will be directly paid to the bank account of the provider from London FA and/or Middlesex FA

For clarity, we have broken the project down into four phases. Please consider this when proposing:

- **Phase 1: Data Collection** – Creating a database of Mosques, Madrasahs and Maktab's in the network. This should include the number of young people attending.
- **Phase 2: Community engagement** - Engaging with Mosque and Madrasah leadership teams/staff to build an understanding of the interest in football provisions.
- **Phase 3: Event delivery** – Successful delivery of an inter-madrasah football tournament. The delivery event will be the shared responsibility of all stakeholders including the provider. The provider will be solely responsible for the recruitment and advertising of the event.
- **Phase 4: Post-event monitoring and evaluation** – Supporting Mosques and Madrasahs with creating a development plan to deliver football provisions in the future.

Tenderers are required to submit their detailed cost proposals in accordance with the budget structure provided above. Any deviations or alternative proposals should be clearly stated and justified.

Project Timeline:

The agreed provider should be available to start by no later than week commencing 4th March 2024 and delivery of the contract should not pass any later than 31st July 2024. A representative from the provider must be available for in-person events including an induction day for all Mosques taking part in the programme, the tournament day and a national event day at St George's Park.

In your proposal, please outline how you aim to navigate the delivery of this contract with the timeline listed below. In order to mitigate any type of risk to achieving the final outcomes, and also share anything significant that may affect your ability to achieve the outcomes. Your proposal should include set deadlines that you will be contractually agreeing to work towards. In your proposal, please consider all individuals that you may be dependent on to achieve your outcomes.

Estimated Timelines:

- Week commencing 19/02/24: Appointment of a successful provider.
- Week commencing 04/03/2024: Induction between Nayim Ahmed and Tenderer at Wembley. Stadium (Understanding the full programme, meeting with various relevant stakeholders, and AOB).
- March/April 2024: Engaging with Mosques, Madrasahs and Maktab's.
- May 2024: Induction for Mosques enrolling onto the FIFA Forward project.
- Week Commencing 27/05/2024: Inter-Madrasah football tournament for young people (Ages 8-14 years old).
- June/July 2024 – National event at St George's Park, and monitoring & evaluation.

Key Outcomes:

- Provide a database of at least 60% of all Mosques, Madrasah's and Maktab's in London & Middlesex (West of Barking & Dagenham, East of Hillingdon). The database should include staff contact details, number of young people regularly engaged with and number of young people interested in playing football.
- To engage with a minimum of 50 Mosque's and offer a space to take part in the inter-Madrasah football tournament taking place in May 2024.
- Support all staff that are responsible for teams with their compliance (Safeguarding, First aid and DBS).
- To ensure that at-least 25 teams (Across U10, U12 and U14 age groups) enter the inter-madrasah football tournament.
- To review the plans of Mosques engaged in the programme to expand their football provision.
- To identify and invite at least 60 staff from Mosques to attend a National event at St George's Park.

Note: The event costs are the responsibility of the County FA. The tenderer will not be expected to contribute to venue hire, equipment hire, etc for any event days. Therefore this should not be included in the budget proposal.

We will accept proposals for all or part of these outcomes but this must be demonstrated in your proposal. In this situation, the tenderer must be open to collaborating with another provider to deliver the full outcomes of the programme.

We would expect the provider to understand the Mosque & Madrasah network to a decent level. We would also expect that the provider will have an understanding of and be able to navigate barriers that Mosques may face to participate in the programme e.g. Non-english speaking staff, Access to technology, Sensitivity when meeting with staff at a Place of worship etc.

Submission:

In your proposal you **MUST** include:

- Background – Provide an overview of the company or individuals submitting this proposal
- Overview – A plan on how you propose to set out and achieve the targets in this project
- Success Measures and Timeline – Milestones that you will achieve with timeframes and clear outputs
- Budget - A detailed plan of how the requested total will be spent to achieve the outcomes agreed
- Timeline – In what timeframe you plan to achieve the targets you set
- Experience/Portfolio – How you plan to use previous experiences to deliver this contract and what differentiates you from other tenderers
- Reference – Please include contact details of two referees who are able to comment on your competency to deliver this contract.

Integrated into your proposal you **can** answer the following questions (optional):

- What unique impact will you be able to provide to this programme if you are successful?
- Do you predict any barriers to achieving your outcomes and how will you mitigate any risks?
- How does delivering this project fit in-line with your organisations/personal wider objectives?
- Do you have any previous experience of working with faith groups?
- Do you have any direct experience of fulfilling similar contracts and meeting the demands of funders and stakeholders?

Please provide a formal proposal by no later than **17:00hrs on Thursday 08th February 2024**. All proposals should be submitted to nayim.ahmed@londonfa.com. I will respond back to all proposals to confirm safe receipt. Interviews will take place online (Microsoft Teams) on Wednesday 14th February 2024 or Monday 19th February 2024. This will be an opportunity to bring your proposal to life further and answer any questions. Your proposal should be submitted via Pdf, Word, Powerpoint. Any media should be sent via wetransfer.com.