

Tender Document for an England Athletics Streaming Service



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1. Introduction

1.1 Purpose of the Tender

This document outlines the requirements for a **Sports Events Streaming Service** that will provide live broadcasts of the England Athletics Track and Field events, on-demand content, and related services. The purpose of this tender is to invite proposals from qualified suppliers to deliver a robust, user-friendly, solution.

While this tender primarily is for the England Athletics Track and Field Championships, which includes at least three events, there could be the possibility of providing a tailored service to all licensed track and field providers. Annually England Athletics licence 1500 competitions.

1.2 Background

England Athletics is the National Governing Body for grassroots athletics and running. We support a network of 1,800 clubs and affiliated bodies, 3,500 social running groups and 150,000 coaches, officials and volunteers. We lead on support for grassroots athletics and running clubs, facilities and schools, affiliation and membership, domestic competition opportunities at area, county, national and international [England] level, the recruitment, training and retention of coaches, officials, and leaders, volunteering, participation and the development of talent pathways for athletes through to the Commonwealth Games.

Why athletics and running?

Athletics and running saves lives - <https://www.youtube.com/watch?v=hBpnR84VMaM>

Athletics provide the foundations for a healthy and enriched life. With an engaged audience from the ages of 5 to 91, we are the most inclusive, diverse and the premier Olympic & Paralympic sport. With 7m regular participants and an ability to regularly communicate directly with more than 500,000 athletes, social runners and volunteers, we are a lifestyle sport where we see everyone, and everyone sees themselves.

We grow and nurture participants and champions whatever their background, age, ability, gender, or aspiration. We build vibrant, healthy, and engaged communities in schools, clubs, and neighbourhoods across England through the activation of insight led campaigns and programmes, working with and through our superstars, partners, and volunteering family.

Our purpose

To inspire more athletes and runners of all abilities and backgrounds to fulfil their potential and to have a lifelong love for the sport.

Our vision

For athletics and running to become an inclusive sport where everyone belongs and can flourish.



Our guiding principles

We want every participant involved in the sport, whether they are an athlete, runner, coach, official, leader, volunteer, competition provider, facility operator, parent or guardian to see and experience first-hand the guiding principles which continue to drive our work. These are to:

- Put the athlete and runner first
- Encourage high standards and ethical success across all aspects of our work
- Enhance experiences
- Work together in partnership not in isolation

Our focus areas

- Clubs, Club Leaders and facilities
 - Sustainable clubs with every club growing membership levels year-on-year
- Competition
 - More competing athletes at all levels and all event disciplines each year
- Coaches and officials
 - More active coaches, leaders and officials at every level and every discipline
- Participation - young people and running
 - Recruitment and retention of athletes to maintain participation levels in athletics and running each year
- Talented athletes
 - More high-performing athletes achieving performance benchmarks in all event groups and disciplines at all levels

Key supporting activities

There are four key supporting activities that will be essential in enabling us to deliver the strategic priorities and ultimately achieve our goals:

- provide strong leadership that builds trust and respect by creating an open and positive culture
- embrace technology and reduce our environmental impact by putting digital first and encouraging innovation and creativity
- ensure greater engagement through sharing of high-quality insight, information and content
- develop commercial minds to maximise funding opportunities and diversify income.

Values

The work we do across these key focus areas will be underpinned by the values we stand for as an organisation and as defined by our purpose.

Values of **fun**, **inspiration**, **integrity** and **inclusivity** will be evident in our everyday actions and behaviours as England Athletics staff, Councils and Board.

We acknowledge that no sports organisation can truly deliver a successful long-term strategy without a clear delivery structure and first-class collaboration with its key partners. Indeed, we are proud of our internal and external connectivity and will continue to nurture these



relationships as we seek new and exciting opportunities to secure the future success of the sport.

1.3 Objective

The objective of this tender is to select a supplier who can deliver high-quality sports streaming services, where England Athletics retain the rights to the content. The service should include features such as:

- Live streaming of track and field athletics events.
- Streaming service to be housed on the England Athletics YouTube account. Other platforms will be considered if they are suitable.
- Post event highlights reel and access to replays of the events.
- Interactive features, showing the lane line ups, performance times and or distances
- A secure and scalable platform for a seamless user experience.
- A link with the Roster Athletics platform to feed into the live results of the events.
- Working closely with our Marcomms team so they have use of footage and can post about the event over event weekends. Supporting a quick turnaround of clips for socials and/or allow simulcasting.
- Ability for sponsor and other content to have the option to be included throughout streaming with things such as; replay wipes, pre/post-roll frames, or branded stats/graphics.

This list is not exhaustive, and we welcome creativity in this space.

2. Scope of Services

2.1 General Requirements

The selected vendor will be expected to provide the following:

- **Live Streaming:** Streaming of multiple sports events in HD quality, with minimal latency.
- **On-Demand Content:** Access to the full recording and also access to recordings on an event-by-event basis building up a library of event specific content. Interviews (where appropriate) should also be covered within this.
- **Mobile & Web Platforms:** The service should be accessible on various platforms, including mobile devices (iOS, Android) and web browsers.
- **Interactive Features:** Integration with the entry and results programme Roster Athletics. Displaying start lists, results, a live clock and performances throughout the stream and appropriate for the event which is being covered. Live commentary should be provided, with at least one knowledgeable commentator for track and field athletics. Integration of interactive elements such as social media sharing on the England Athletics Channels.
- **Advertising:** Option to integrate targeted advertising into the streams.



2.2 Technical Requirements

- **Video Resolution:** Full HD (1080p) and 4K support.
- **Latency:** Low latency with near real-time streaming.
- **Content Delivery Network (CDN):** Use of an efficient CDN for global reach and minimal buffering.
- **Security:** Encryption of video streams, secure payment systems for subscription services, and protection against piracy.
- **Compatibility:** Support for all major browsers (Chrome, Firefox, Safari) and mobile platforms (iOS, Android).
- **Analytics:** Provide detailed analytics and reporting for user engagement and viewing habits.

2.3 Additional Features

- Income Generation – A model to create income from streaming.

3. Proposal Requirements

3.1 Company Information

- Provide company details, including history, mission, and relevant experience in the athletics streaming industry.
- Include details of key personnel who will be involved in the project.

3.2 Proposed Solution

- Describe the technical approach for delivering the athletics streaming service, including the technology stack, platform architecture, and security measures.
- Provide an overview of the streaming infrastructure and CDN choices.

3.3 Content Delivery

- Explain the content delivery and hosting plan, including the type of content available (live sports events, replays, etc.).
- Highlight any exclusive content or partnerships with sports leagues or teams.

3.4 Pricing Structure

- Provide a detailed pricing proposal, including costs for development, subscription models, licensing fees, support, and ongoing maintenance.
- Include pricing for any optional services.

3.5 Project Timeline

- Tender open: **22nd January 2026**
- Responses submitted: **19th February 2026**
- Analyse responses by an independent panel: **W/C 23rd February 2026**
- Tender outcome or Interviews: **W/C 9th March 2026**
- Contract Award: **by 27th March 2026**
- The first events to be included within the contract as follows. With future events will be confirmed when dates and venues are confirmed annually.
 - Event 1 – 3rd-5th July 2026 – Location TBC
 - Event 2 – 25th-26th July 2026 – Bedford International Athletic Stadium
 - Event 3 – 22nd-23rd August 2026 – Bedford International Athletic Stadium

3.6 Support and Maintenance

- Provide details on the support services that will be available post-launch.
- Describe your service level agreements (SLAs) for creation

4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Technical Capabilities:** Ability to meet the technical requirements (e.g., low latency, high-quality video).
- **Experience and Expertise:** Previous experience in providing athletics streaming services. Track and field athletics is complex as there are many events happening at the same time. We are interested in how a supplier would manage that and how many cameras they feel could be used and what output that would produce.
- **Pricing:** Competitiveness and transparency of the pricing model.
- **Innovation:** The inclusion of interactive and engaging features.
- **Support and Maintenance:** Availability and quality of post-launch support.



5. Terms and Conditions

5.1 Contract Duration

The contract will be in place for three years, with a one-year break clause.

5.2 Payment Terms

Payment terms will be 31 days after each event.

5.3 Confidentiality

The selected vendor shall at all times (during the term of this agreement and after its termination) keep confidential any Confidential Information obtained in the course of providing services to England Athletics. The successful vendor shall not, without the prior written consent of England Athletics, disclose to any third party any Confidential Information obtained in the course of providing services to England Athletics.

5.4 Ownership of Content

England Athletics will own the rights to the streaming content.

6. Submission Instructions

6.1 Submission Deadline

All proposals must be submitted by 17:00, 19th February 2026.

6.2 Submission Method

Proposals should be submitted electronically to Ellie Duffy-Penny,
eduffypenny@englandathletics.org

6.3 Questions

Any questions regarding this tender document can be directed to Ellie Duffy-Penny,
eduffypenny@englandathletics.org

7. Conclusion

We look forward to reviewing your proposals and potentially partnering with your company to deliver world-class athletics streaming service.