

# INVITATION TO TENDER

## funetics Product Supply, Logistics



**Proposal submission date:** 31<sup>st</sup> March 2026  
**Pitch Date(s):** w/c 14<sup>th</sup> April 2026  
**Pitch Location:** Virtual, via video conference

**Invitation to tender issued by:** England Athletics

**Budget:** There is no England Athletics budget allocated for this project. The costs associated with the services to be provided by the successful bidder will be self-liquidating within the overall price paid by participants in the funetics programme.

**Pitch Process:** We seek to be as transparent as possible throughout the process. As part of England Athletics' (EA) tender process we are advertising this opportunity on the EA website. We are aiming to make a decision and inform all agencies by 30<sup>th</sup> April 2026, assessed against the following criteria:

- Understanding of the brief
- Approach to the brief
- Ability to demonstrate relevant experience of tackling similar briefs
- Capacity to deliver within stated timelines
- Cost
- Fit with the culture of England Athletics

The pitches will take place via video conference and bidders will have 60 minutes to present and answer questions.

**Tendering Timetable:** EA has set the following tendering timetable to ensure that the evaluation and award process is completed, and the Contract executed prior to the Commencement Date. EA reserves the right to amend the timetable at any time during the tender process at its sole discretion.

Activities	Proposed Dates & Deadlines
Invitation to Tender Advertised on EA Website	18 <sup>th</sup> March 2026
Deadline for receipt of Method Statement and Supplier Profile Form	7 <sup>th</sup> April 2026
Agencies informed whether they are invited to pitch stage	14 <sup>th</sup> April 2026
Pitch meetings	21 <sup>st</sup> April 2026
Award notification	30 <sup>th</sup> April 2026
Formal contract documentation completed	30 May 2026
First customer deliveries	July 2026

### Pitch Panel:

Tracey Fancis                      Head of Participation Programmes  
Dan Isherwood                    Operations Director  
David Bull                         Head of Commercial Partnerships

**Contract Commencement date:** The Contract will commence no later than 1<sup>st</sup> July 2026

Bidders are invited to submit best prices as part of this Tender, including alternative solutions. Bidders are also asked to specify the lead times and shipping options.

**Method Statement:** As part of the pitch process, you are required to submit a written proposal to EA, in the exact format and sequence as listed in this Method Statement, which will enable the evaluation to be carried

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out fairly. Your proposal to carry out the Services may be subject to tender clarification and this will form part of the final evaluation.

1. A proposed approach for how the project will be delivered with the timescales for completion clearly set out. Key milestones and associated deadlines should be provided.
2. Detailed pricing breakdowns (with VAT shown separately). The cost for each product and service should be shown clearly.
3. Details of the person (or people) to be employed on the project
4. In addition, outline who would carry out this work should an unforeseen circumstance render the key individual/s unable to deliver.
5. Supporting information that would provide EA with evidence of relevant skills, knowledge and experience suitable to the delivery of the requirements of the brief, plus understanding and experience of delivering project relevant to this brief.
6. An outline of any value-added proposals.

### Expectations at Pitch Stage:

- Approach – please explain your approach to the brief
- Solutions – please explain the product solutions proposed, timelines and any principles and/or constraints in terms of coordination with England Athletics,
- Expertise – please provide detail of the team that will carry out the work and any third party subcontracting arrangements you have at each stage of the process
- Timing – we are seeking to go live with the new funetics equipment supplier by 1<sup>st</sup> July 2026. If you are not able to deliver within this time-frame please advise David Bull immediately.
- Pricing - please provide a thorough break-down of pricing for all aspects of the work, including any potential for economies. Please ensure samples that are representative of the quality that can be achieved for the pricing quoted are submitted to England Athletics in advance of the pitch. Value for money will be one of the key considerations.

### About England Athletics

EA develops grass roots athletics in England, supporting affiliated clubs to prosper, developing more and better coaches, recruiting and supporting volunteers and officials. England Athletics provides and supports competition opportunities at an international (England representative), national, area and county level.

- **Mission:** To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential
- **Vision:** Athletics will be the most popular and inclusive sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body
- **Key Values**
  - **Pride** - We take pride in the work that we do and demonstrate commitment to our athletes in recognition of the important role that we have to play. Athletics in England has a rich history and heritage and we will celebrate the achievements of our athletes from today and yesteryear to inspire future generations.
  - **Integrity** - Our sport is founded on integrity. We will demonstrate this in all that we do to earn respect and to build effective partnerships at all levels. We will challenge ourselves and each other to ensure that we adhere to this value at all times.
  - **Inclusivity** - Inclusivity is an important aspect of athletics and must be embraced at all levels of the sport. We believe that athletics can contribute towards a healthy lifestyle and a sense of achievement, whatever the age, ability or background of the athlete or volunteer. We should promote inclusive working at all times and reflect this in our actions.

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- **Strategic Priorities**

1. To expand the capacity of the sport by supporting and developing its volunteers and other workforce
2. To sustain and increase participation and performance levels in our sport
3. To influence participation in the wider athletics market

### funetics Background and Context

England Athletics (EA) believe that every child should reach the age of 12 with a minimum standard of physical literacy. We want parents/teachers to be aware of the importance of Run, Jump, Throw (RJT) movements within physical literacy and see providing opportunities for children to learn and practice RJT movements as an integral part of growing up. Movement skill development is critical in the early years of primary school. By engaging with RJT movements both children and parents can develop increased self confidence, competence and lifelong enjoyment.

England Athletics have previously developed the Athletics365 concept. Its primary motivation is to introduce young children to the fundamental skills of RJT to avoid sport specialisation at an early age. It was first introduced in 2009 and revolves around a competency framework comprising of 9 progressive stages which increase in difficulty as participants progress in their skill development.

The Athletics365 competency framework has been recognised globally as an example of exceptional practice for developing young athletes. Several thousand coaching manuals, DVDs and App downloads have been distributed throughout the UK and other countries.

There are currently 4.6m primary age pupils across 16,788 primary schools in England, an average of 275 pupils per school (ONS). 100,000 5 to 10year olds take part in Track and Field Athletics, 2% of all primary school aged children. This demonstrates a significant market opportunity to increase the % of 5-10year olds engaging with Track and Field Athletics.

Currently only 6,000 U11 athletes register with England Athletics as there is not a necessity to do so. We know from our clubs that the number of U11's in clubs is significantly larger as there is a waiting list problem. A minimum of 18% of clubs have waiting lists (majority in T&F and U17 age group). The average waiting list = 32 (higher in T&F and U11 age group = 42). The sport is currently turning away thousands of young athletes every year.

EA have identified a significant opportunity to develop a Track & Field offer for 5 to 11year old children. This "funetics" offer will be delivered via two potential business models:

1. A Run, Jump, Throw offer for primary schools
2. A Run, Jump, Throw offer for community settings e.g. athletics clubs, leisure providers and afterschool clubs

This offer has been named "funetics"

This tender relates to the sourcing and supply of equipment bags to support the delivery of the **funetics programme** across the following settings:

- Athletic clubs
- Curriculum and after-school provision (primary sector) in both state and independent schools
- Community groups
- funetics satellite hub sites

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The funetics programme is supported by a digital platform and coaches' app, through which all delivery resources are provided in both digital and as hard-copy resource cards. These resources enable the delivery of an inclusive athletics offer for primary-school-aged children.

A **dedicated equipment bag** is a core component of the programme and forms the specific requirement of this tender process.

### Supplier Requirements

We are seeking a supplier able to provide **one of the following supply and distribution solutions:**

#### Option A – Pick and Pack Distribution

A 'pick and pack' service, including storage and direct distribution of equipment bags to funetics customers.

#### Option B – Bulk Supply for Self-Distribution

Bi-annual bulk orders of a minimum of **50 equipment bags** (maximum of **100 bags per order**), delivered to EA's designated storage facility for subsequent self-distribution.



The core components of the funetics equipment bag includes:-

- A large wheeled roller bag (branded)
- Tennis Balls x 6
- Bean Bags x 30
- Large Rubber Dots x12
- Rubber Lines x12
- Quoits x6
- 6" Speed Hurdles (set of 6) x1
- Agility Ladder 4m x1
- 30m Measuring Tape x1
- Stopwatch x1
- Reaction Ball 6.5cm x6
- Wobble cushion with pump/box x3
- Vortex x6

All equipment bags, associated branding, and the contents of each bag **must comply with all relevant UK British Standards and applicable ISO standards.**

Tender submissions must **clearly identify each standard met**, including:

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- The title and reference of the standard
- What the standard covers
- How compliance is achieved

This requirement applies to **all aspects of the product**, including but not limited to:

- Materials used in manufacture
- Storage and handling of goods
- Branding, printing, and applied finishes

Evidence of compliance should be provided within the tender response

### Business Objectives

The primary business objectives associated with funetics are:

1. Minimise cost to England Athletics in the purchasing of equipment bags for its funetics programme for schools, Operators and community groups
2. Minimising the storage of equipment bags and distribution charges
3. Reducing the lead in time for equipment bags and a create an efficient distribution process
4. Maximise revenues to England Athletics from product sales to Schools, Community, and Operators, of funetics equipment bags, and any top up equipment that is required.
5. Provide excellent customer service both to individual customers and providers which will provide the interface with Athletics Clubs, schools and community groups.
6. Identify a partner that will provide the best overall value to England Athletics

### Questions

Please feel free to contact Tracey Francis with any questions relating directly to this tender opportunity.

[Tfrancis@englandathletics.org](mailto:Tfrancis@englandathletics.org)

Mobile : 07795 287 842

**Appendix 1 - Conditions and Considerations of Tender**

**CONSIDERATIONS PRIOR TO SUBMISSION OF TENDER**

1. Any modification to the Tender Documents will be notified to all tenderers. If necessary, EA shall revise the tender closing date in order to accommodate this.
2. The tender and all accompanying documents are to be submitted in the English language.
3. Further Information and Enquiries
  - 3.1 At any time before **7<sup>th</sup> April 2026** the tenderer may write to EA requesting any information or raising any query in connection with the Tender Documents, the procedure leading to award of Contract or seek clarification if any part of the document or procedure is unclear, contradictory or contains provisions that mitigate against efficient and effective provision of the supply described in the scope. Any such communication must be emailed to David Bull, Head of Commercial Partnerships, [DBull@englandathletics.org](mailto:DBull@englandathletics.org)
  - 3.2 Questions will be answered in anonymised form to all tenderers.
  - 3.3 EA reserves the right to take up one or all references and/or visit one or more of the reference sites cited by tenderers on the Supplier Profile form.

**CONDITIONS OF TENDER**

1. **SUBMISSION.** The completed tender responses must be sent to David Bull, Head of Commercial partnerships, [Dbull@englandathletics.org](mailto:Dbull@englandathletics.org) by **4pm** on the closing date. Failure to meet this will result in the tender being rejected. EA will not accept tender documents in any other way.
2. **OFFICIAL DOCUMENTS.** Tenders must be submitted in the exact format and sequence as listed in the Method Statement, which will enable the evaluation to be carried out fairly.
3. **CONDITIONS.** EA reserve the right to amend the Conditions of Tender, the Tender process and/or the selection criteria at any time in writing before or after the application closing date.
4. **PARTICIPATION.** All costs, expenses and liabilities incurred by the tenderer in connection with preparation and submission of the tender will be borne by the tenderer. The tenderer shall have no claim whatsoever against EA in respect of such costs and in particular (but without limitation) EA shall not make any payments to the successful tenderer or any other tenderer save as expressly provided for in the Contract and (save to the extent set out in the Tender Documents) no compensation or remuneration shall otherwise be payable by EA to the successful tenderer in respect of the Services by reason of the scope of the Services being different from that envisaged by the successful tenderer or otherwise.
5. **CORRESPONDENCE.** Communications relating to the tender must be addressed to the person identified in 4.1 (above).
6. **ADJUDICATION.** EA will endeavour to assess the proposals and presentations and inform the tenderer of the result within the timetable laid out.
7. **ACCEPTANCE AND REJECTION OF TENDERS.**
  - 7.1 The successful tenderer will be required to commence the provision of the Services as specified in the Invitation to Tender document.
  - 7.2 EA reserve the right to change any aspect of, cancel or withdraw from the tender process at any stage at its absolute discretion.
  - 7.3 EA reserve the right not to award a contract.
  - 7.4 EA shall not be bound to accept the lowest price or any Tender.
  - 7.5 EA reserve the right to reject any or all Tenders, may accept any Tender in whole or in part, or to award contract(s) in whole or in part.
  - 7.6 EA reserves the right to reject any tender submitted by a tenderer in respect of which the tenderer:-
    - 7.6.1 Has submitted the tender not in accordance with the requirements of this Conditions of Tender, by the closing date or not conform with the requirements of the tender documents; or

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- 7.6.2 Discloses to any third party prices shown in its tender except where such disclosure is made in confidence in order to obtain quotations necessary for the purposes of financing or insurance; or
- 7.6.3 Enters into any agreement with any other person that such other person shall refrain from submitting a tender or shall limit or restrict the prices to be shown by any other tenderer in its tender; or
- 7.6.4 Fixed prices in its tender in accordance with any arrangement with any person or by reference to any other tender; or
- 7.6.5 Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tenderer or any other person's proposed tender any act or omission; or
- 7.6.6 Has directly or indirectly canvassed any member or official of EA concerning award of the Contract or who has directly or indirectly obtained or attempted to obtain information from anyone concerning any other tenderer or tender submitted by any other tenderer; or
- 7.6.7 Has done anything improper to influence EA during the tender period; or
- 7.6.8 Has failed to use the English language; or
- 7.6.9 Has failed to return the Response Document fully completed. It may not be possible to consider a Tender if complete information or data is not given at the time of tendering.

- 8. **THE CONTRACT.** The successful tenderer shall be liable for any loss or damage incurred by EA if the Services do not commence at the Commencement Date as a result of the successful Tenderer's failure to execute the Contract properly.
- 9. **ALTERNATIVE CONDITIONS OF CONTRACT.** Tenders are subject to the conditions stated in the Tender Document. Offers made subject to additional or alternative conditions may be rejected on the grounds of such conditions alone.

10.

**Appendix 2 – Supplier Profile Form**

**ORGANISATION IDENTITY**

1.1 Name of the company (Prime or single contractor) in whose name the tender would be submitted	
1.2 Contact name:	
1.3 Address:	
1.4 Telephone number:	
1.5 Facsimile number:	
1.6 E-mail address:	

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1.7 Company Registration number:	
1.8 Date of Registration:	
1.9 Registered address if different from the above:	
1.10 VAT Registration number:	
1.11 Website address (if any)	

**2. FINANCIAL**

**TURNOVER**

**PROFITABILITY**

Year	Actual	Budget
Current		
Last		
Previous		

Year	Actual	Budget
Current		
Last		
Previous		

**3. ORGANISATION INFORMATION**

3.1 Is your organisation:	i) a public limited company?	Y/N	iii) a sole trader?	Y/N
	ii) a limited company?	Y/N	iv) a partnership?	Y/N
3.2 Is your company a subsidiary of another company?		Y/N		
The holding or parent company				
The ultimate parent company (if applicable)				
3.3 Executive Directors/ Partners:				
Name	Responsibility			

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3.4 Brief history (not more than 400 words) of your organisation and your main line of business.

A large, empty rectangular box with a black border, intended for the bidder to provide their brief history and main line of business.

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**4. BUSINESS INFORMATION**

4.1 Evidence of Professional Indemnity and Public Liability Insurances.			
4.2 To which professional or trade bodies your organisation belongs			
4.3 Number and locations of premises from which your organisation provides services similar to those required by EA. If you have multiple offices within the UK, which is your proposed service office that will service EA's account?			
4.4 How many staff do you have at that office:			
Staff numbers	Third party	staff numbers	
4.5 Is your organisation registered under the Data Protection Act 1998?	Y/N	If Yes, please provide your registration number:	

**5. RETAIL OPERATIONS**

Please specify your proposed:

5.1 Stock control system.
5.2 Warehousing and transport arrangements, including reference to any third parties:
5.3 Security arrangements (throughout, from delivery to warehouse through to delivery to customer:
5.4 Customer service support -Security arrangements (throughout, from delivery to warehouse through to delivery to customer:

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5.5 Customer service support -Security arrangements (throughout, from delivery to warehouse through to delivery to customer:

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**6. REFERENCES**

Please provide three client references that are comparable to EA requirement. Contracts for the supply of goods or services should have been performed during the past five years.

The customer contact should be prepared to speak to EA to confirm the accuracy of the information provided below if we wish to contact them.

		Contract 1	Contract 2	Contract 3
6.1	Customer Organisation (name):			
6.2	Contact name, phone number and email:			
6.3	Contract start and end dates			
6.4	Contract value			
6.5	Details of the key production talent involved, including their experience			
6.6	Names of subcontractors and/or consortium members and their role			
6.7	Brief description of contract (max 250 words) including evidence as to your technical capability in this market.			
6.8	Brief description of the approach to project management that you have adopted.			
6.9	Describe success and pitfalls encountered and how you addressed these (max 250 words)			

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Is there any projects in which you have been involved where there has been a failure to complete the project by the scheduled completion date or there have been complaints and/or court claims in relation to the project?
If 'Yes', please provide details:

**7. DECLARATION OF INTERESTS - PLEASE TICK WHERE APPROPRIATE**

I declare that this company or its employees have no personal associations or relationships with EA staff. I declare to the best of my knowledge that the information given is correct.		
I declare that the following employee(s) of this company has a personal association or relationship with the following EA staff.		
Your Employee	EA Employee	Type of Relationship

**8. COMMENTS**

Any general comments you wish to make

**9. FORM COMPLETED BY:**

I declare that to the best of my knowledge the answers submitted in this Supplier Profile Form (and any supporting modules) are correct. I understand that the information will be used as part of the selection process in the tender.

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Signature	
Name	
Position	
Date	
Telephone number	
E-mail address	

**Retail Projections**

Outlined below are initial forecasting for equipment bags supplies. It should be noted that we believe these to be conservative projections and we would also like bidders to include price points for based on figures 25%, 50% and 100% higher than projections below. Bidders should also include price point for order quantities at 25% below this projection.

	Year 1 (26)	Year 2 (27)	Year 3 (28)
<b>Funetics</b>			
<b>BAGS</b>	50	100	150
<b>Personal Best Foundation</b>			
<b>BAGS</b>	20	50	75

<b>TOTAL</b>	<b>70</b>	<b>150</b>	<b>225</b>
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