Specification for Sport England Coventry Place Expansion | Community Coordinators – Radford, St. Michael's & Henley

- **Issued by:** Think Active (on behalf of the Coventry Physical Activity Partnership)
- **Contact for Queries and Submission:** hello@thinkactive.org by 23rd September 2026
- **Response Deadline:** 4th October 2026
- **Contract Lengths:** 24 months
- **Locations:** Coventry:
  - Radford Ward
  - St. Michael's Ward (Hillfields)
  - Henley Ward (Wood End & Moat House)
- **Contract Values (per place):** Up to £80,000 for 1 Full Time Equivalent (FTE) Community Coordinator for 24 months
- **Reporting to:** Think Active – via Coventry City Council Programme Lead

1. About Think Active:

Think Active is the Active Partnership for Coventry, Solihull, and Warwickshire, championing the power of sport, physical activity, and movement to transform lives and help people live well. We work with partners across health, education, sport, local government, and the voluntary sector to use physical activity and movement to tackle inequalities and support happier, healthier lives. Read more at www.thinkactive.org .
This contract is funded through Sport England Place Expansion Investment. This is National Lottery and Exchequer funding which is being directed into locations around the country identified as being most affected by issues of physical activity and health inequalities.
The investment forms part of Sport England's place-based approach to help make physical activity and movement accessible for everyone.
Think Active is the Lead Accountable Body for the Sport England Place Expansion Investment into Coventry and has worked with local partners to develop the submission for place investment to Sport England. Coventry City council will manage this Contract with the successful provider.

2. About The Coventry Physical Activity Partnership:

The Coventry Physical Activity Partnership is currently evolving and will provide the strategic leadership for the Place Expansion Investment in Coventry. The partnership is also responsible supporting the implementation the Coventry: City of Movement Strategy 2026-2031 and includes representatives from Think Active, Coventry City Council, Sport England and other key stakeholders from across the city.

3. Overview:

Think Active is seeking to appoint a locally connected organisation to recruit, manage and deploy 3 full-time Community Coordinators to enable more people in priority communities to be active. The Community Coordinator will support local engagement, partnership working and programme delivery.

Funding is available for 3 Community Coordinator roles, one in each of the following areas: St. Michael's Radford and Henley. There are three separate opportunities and organisations are welcome to apply for one, two or all three.

Applications are also welcomed from groups of organisations working collaboratively under a lead organisation, particularly where partnerships bring together diverse expertise, strong community relationships and a shared commitment to achieving the programme outcomes.

The successful organisations will adopt a place-based approach, working with residents and partners to understand local needs, build on existing strengths and assets, and support long-term improvements in physical activity, wellbeing and community resilience.

The Community Co-ordinators and appointed organisations will be expected to contribute to the ambitions of Coventry's City of Movement Strategy by:

- connecting people, organisations and community assets
- increasing opportunities for residents to be active in ways that are co-created and meet their needs
- reducing barriers to participation
- supporting community leadership and ownership
- tackling inequalities in physical activity and health outcomes

4. Background

Radford: Radford is one of Coventry's most diverse communities and experiences significant health and socioeconomic inequalities. The area has high levels of deprivation alongside residents experiencing poor health, disability, unemployment, low income, social isolation and other barriers to participation in physical activity. Parts of Radford are amongst the 10% most deprived neighbourhoods in England, and it is ranked 3rd highest in Coventry for fuel poverty. There are high levels of childhood obesity, with the 4th highest in Coventry for Year 6 obesity and 3rd highest in Coventry for Reception obesity.

St. Michael's (Hillfields): St Michael's is one of the most deprived areas in Coventry, ranking highest among the city's wards for fuel poverty. Within the ward, Hillfields experiences particularly acute levels of deprivation, with 44% of residents living in areas classified among the most deprived 10% of Lower Super Output Areas (LSOAs) in England, while 47.1% of children in the area are living in poverty.

Henley (Wood End & Moat House): The Henley ward is one of the most deprived areas in Coventry, ranking second highest in the city for fuel poverty and first for childhood obesity among both Reception and Year 6 children. Within the ward, the Bell Green & Wood End, Henley Green and Manor Farm (WEHM) area experiences particularly high levels of deprivation, with 65% of residents living in Lower Super Output Areas (LSOAs) that are among the most deprived 10% in England and 92% living in areas that are among the most deprived 20% nationally.

This commission forms part of Coventry's Sport England Place Expansion programme and contributes to the delivery of the 'Coventry: City of Movement Strategy 2026-2031', which aims to reduce health inequalities and enable more residents to move more, more often.

The successful organisations will work alongside residents, community organisations and partners to develop sustainable, community-led approaches that increase physical activity, movement to improve health and wellbeing outcomes within in each of the places.

Across the three places, there are high levels of health and socioeconomic inequalities with significant numbers of residents experiencing:

- Poor physical health.
- Long-term health conditions.
- Disability.
- Unemployment.
- Low income and financial hardship.
- Social isolation and loneliness.

5. The deliverables:

Delivery should focus on residents who face the greatest barriers to being physically active and who are underrepresented within traditional sport and physical activity provision.

Delivery should respond to local needs and barriers, including:

- affordability
- accessibility
- confidence and motivation
- safety
- social connection
- awareness of opportunities
- cultural appropriateness and inclusion

The Community Co-Ordinator should maximise the use of community venues, parks, green spaces and other local assets to create opportunities that are accessible, welcoming and sustainable. The Community Co-Ordinator will provide hyper-local support, working alongside residents, community groups and partner organisations to strengthen local capacity, generate collaboration, and enable more inactive residents to build the skills, confidence and motivation to be physically active.

6. Outputs:

The appointed organisation and Community Co-Ordinator for each place will be expected to deliver:

Community engagement and co-production

- engage residents and stakeholders to understand local needs, strengths and opportunities

- lead on the co-design of a local delivery plan with residents and partners
- ensure local people are actively involved in shaping activities, investment and decision-making

Community leadership and capacity building

- identify, recruit and support partners organisations, community champions, volunteers and leaders
- develop local capacity to sustain activity beyond the life of the programme
- support access to training, mentoring and development opportunities

Partnership working

- build and maintain relationships with local organisations, community groups and services
- support those best suited to deliver to be a lead organisation in creating physical activity opportunities
- work collaboratively with the wider Coventry Place Expansion partnership, participating in Place Theme meetings at least every four weeks to align activity, share progress, identify challenges and contribute to collective learning.
- participate in partnership, learning and networking meetings as required

Evaluation and learning

- meet all monitoring and reporting requirements
- collect monitoring, evaluation and learning as required in the Coventry Place Expansion Evaluation and Learning Plan and the National Evaluation & Learning Partnership framework
- submit quarterly progress reports against agreed outcomes

Community engagement

- delivery of regular community consultation and engagement activities
- attendance at relevant local meetings, networks and forums
- development and ongoing review of a local delivery plan

Test and learn projects

- develop and deliver a minimum of **10 new physical activity opportunities**
- engage a minimum of **100 new participants**
- support the development and delivery of local test and learn projects

Partnership development

- establish and support a minimum of **10 local partnerships**

Community leadership

- recruit and support a minimum of **10 community champions, leaders or coaches**
- provide access to training, mentoring and development opportunities

Physical activity and movement development

- develop and deliver opportunities that engage residents who are least active
- test and develop innovative approaches that address local barriers and inequalities
- deliver affordable, inclusive and locally accessible opportunities
- promote the use of parks, green spaces and community assets as settings for activity and wellbeing

The successful organisation must ensure that all activity is community-informed and resident-led wherever possible, with programmes developed through engagement and co-production rather than predetermined delivery models.

Building on local assets, lived experience and community knowledge, residents should have genuine opportunities to identify priorities, influence investment decisions, shape the design and delivery of activities, and contribute to evaluation and learning. Emphasis should be placed on engaging those residents who are currently least active, ensuring opportunities are inclusive, accessible and reflective of the diverse communities that make up each area, whilst building local capacity, community ownership and long-term sustainability.

7. Outcomes

The successful organisation will contribute towards:

- increased levels of physical activity amongst inactive residents
- improved physical and mental wellbeing
- reduced social isolation and increased social connectedness
- increased participation from underrepresented groups
- greater use of local community assets, parks and green spaces
- increased community leadership and ownership of physical activity opportunities
- stronger local partnerships and networks
- reduced barriers to participation for priority groups
- sustainable long-term change aligned to Coventry's City of Movement ambitions

8. Essential requirements:

Organisations must demonstrate:

- experience of working within the Ward being applied for - and a strong understanding of the community that resides in the ward. We would also welcome bids from organisations that can demonstrate relevant experience delivering similar projects or programmes in comparable communities.
- experience of delivering community-led programmes within diverse communities
- experience of engaging physically inactive and underrepresented groups
- experience of partnership working across voluntary, community, statutory or health sectors
- experience of managing projects, budgets and reporting requirements
- a strong understanding of health inequalities and place-based working
- a commitment to co-production, inclusion and community empowerment
- the ability to operate within a test-and-learn environment and contribute to evaluation and learning

Your organisation must be managed responsibly

To offer public funding, we need confidence that you are running your organisation responsibly – whether it is led by volunteers or paid staff members. This includes having some things in place which demonstrate democratic and good governance. Your organisation must:

- have at least three committee members, trustees or directors who aren't related and don't live together
- make sure decision-making and voting rights are distributed fairly

If you're a company, please check your organisation's 'significant control' information on Companies House. No one should have significant control.

9. **Budget and Timescale**

- **Budget:** Up to £80,000 for 1 Full Time Equivalent (FTE) Community Coordinator for 24 months, including on costs and no more than 10% Management Fee. There is funding for 3 FTE Community Coordinator roles, one for each place.
- **Tender Response Deadline:** 4th October 2026
- **Delivery timeframe:** 24 Months, starting 1st November 2026.

Detailed timescales are available in Appendix 2.

10. Our criteria:

All applications will be assessed against the following criteria:

- 30% - Evidence of knowledge, expertise and experiences
- 30% - Proposed approach for the recruitment, management and deployment of the community coordinator
- 20% - Capacity to deliver the work, project management and delivery plan
- 20% - Budget, value for money, added value and sustainability

The percentage weighting indicates the importance of each area in the overall assessment. Commissioning will be led by Think Active and use the Think Active Procurement processes. Representatives from the emerging Coventry Physical Activity Partnership including Coventry City Council, the local community, health and VCSE sector will be involved in assessment of tenders.

11. Submission guidance:

- Complete the Due Diligence form HERE.
- Answer the questions and return the Application Returns document (Appendix 1). This is also available as separate Word document on the Think Active website.
- **All submissions should be emailed to hello@thinkactive.org by 11:59pm on 4th October 2026. In the subject line, use the reference (delete place as applicable): 'Radford / St. Michael's / Henley - Community Coordinator'**

Organisations may be asked for further information or invited to present their plans to help us to better understand the proposal.

We recognise that written applications do not always capture the full strength of an idea. Therefore, whilst not required, applicants are welcome to submit a supporting video or presentation to help communicate their vision, approach and enthusiasm for the opportunity.

12. Clarification Questions:

If you have any questions, please submit this to hello@thinkactive.org by **5:00pm on Wednesday 23 September 2026**. Questions received after this date may not be answered prior to the submission deadline. All questions and answers will be posted on the Think Active website

13. Further background information:

We encourage all applicants to take the time to review Coventry's previous place-based working approach and the key learning gained since the programme began in 2019. The links below highlight the impact achieved to date, along with the insights and lessons that have emerged throughout the journey:

- *Go Foleshill*
- *Go Parks*
- *The People's Patch Coventry - Groundwork*
- *Coventry Moves*
- *Coventry women-only swim sessions rise in lifeguard training boost - BBC News*
- *Coventry Place Expansion Partner Engagement Event - News - Think Active*
- *Cov Learning Cast Ep 1 Go Canley, Go Willenhall & Coventry Moves*
- *Cov Learning Cast Ep 2 Go Foleshill & Go Parks*
- *Cov Learning Cast Ep 3 Go Foleshill Female Lifeguard Programme*
- *Cov Learning Cast Ep 4 CV Life and Positive Youth Foundation Partnership*

14. Engagement & drop-in sessions:

We will provide the opportunity for applicants to join online drop-in and virtual sessions to provide an opportunity to discuss the application process, answer questions, and offer support to prospective applicants.

- Online: Thursday 17th September, 14:00-15:00 on Microsoft Teams – sign up **HERE**
- In-person: Friday 18th September, 15:00-16:30 (Venue TBC) booking – sign up **HERE**

15. Our Terms and Conditions

All procurement opportunities are subject to our Supply of Services Terms and Conditions which are available HERE

Appendix 1 – Application returns:

Submission guidance:

- Complete the Due Diligence form here.
- Answer the 4 questions and return the Application Returns document (Appendix 1) - click here to download the document.
- **All submissions should be emailed hello@thinkactive.org by 11:59pm on 4th October 2026. In the subject line, use the reference (delete place as applicable): 'Radford / St. Michael's / Henley - Community Coordinator'**

Organisations may be asked for further information or invited to present their plans to help us to better understand the proposal.

We recognise that written applications do not always capture the full strength of an idea. Therefore, whilst not required, applicants are welcome to submit a supporting video or presentation to help communicate their vision, approach and enthusiasm for the opportunity.

Don't worry about using formal or technical language. We want to hear about your organisation, your experience and your community in your own words. **Please use examples where you can bring your response to life.**

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1. EVIDENCE OF KNOWLEDGE, EXPERTISE AND EXPERIENCES

Tell us about your organisation and your connection to the community.

You could tell us about:

- **Who you are and what you do:** a short description of your organisation, what you are here to do and the communities you work with.
- **Your connection to the local community:** what experience or relationships do you have in in the community? If you do not currently work in the community you are applying for, tell us about your experience of working in similar communities.
- **Your experience of working with communities:** tell us about any projects or programmes where you have worked with local people to understand what they need and develop solutions together.
- **The people you work with**: tell us about your experience of working with people who may face barriers to being active or who are currently less active.
- **Working with others**: give us some examples of how you have worked with other organisations, such as community groups, voluntary organisations, schools, health services, public services or other local partners.
- **What makes you a good fit for this opportunity?**: tell us about the relationships, experience, skills or local knowledge that you would bring to the role.

Guidance:

- Word count: 500 words maximum for this question
- Response is to be completed in the box below

Complete your return here:

2. PROPOSED APPROACH AND DELIVERY MODEL

How would you recruit, support and manage the Community Coordinator and support them to deliver the work successfully?

We would like you to tell us:

- **Recruitment** – how would you recruit the right person for this role? What skills, experience and qualities would you look for in a Community Coordinator?
- **Getting started** – how would you support the Coordinator to understand the community, build relationships and get to know local residents, groups and organisations?
- **Day-to-day management and support** – how would you manage and support the Coordinator? Please describe the supervision, mentoring, line management or other support you would provide.
- **Supporting the work** – how would you help the Coordinator turn local conversations and ideas into action, including developing, testing and supporting opportunities for people to be active?
- **Community involvement** – how would you support the Coordinator to make sure residents and local organisations have a genuine role in shaping the work and deciding what happens?

- **Managing challenges** – what support would you provide if the Coordinator faced challenges in building relationships, reaching people or delivering the work?

Guidance:

- Word count: 500 words maximum for this question
- Response is to be completed in the box below

Complete your return here:

3. CAPACITY, PROJECT MANAGEMENT AND DELIVERY PLAN

How will you organise, oversee and manage the work and make sure it stays on track?

We would like you to tell us:

- **Who will be responsible**: who in your organisation will oversee the work and what will their role be?
- **How you will manage the work**: how will you plan and organise the work over the two years and make sure the agreed activities and outcomes are delivered?
- **How you will monitor progress**: how will you know whether the work is on track and making a difference?
- **How you will manage risks & challenges**: what do you think could make the work difficult to deliver and how would you respond if things do not go to plan?
- **How you will manage the funding**: how will you make sure the funding is managed appropriately and provides good value for money?

Guidance:

- Word count: 500 words maximum for this question
- Response is to be completed in the box below
- **For this question, you can attach supporting documents such as a Project Plan, Risk Register and Timeline to support your written response.**

Complete your return here:

4. BUDGET, VALUE FOR MONEY AND SUSTAINABILITY

Please provide a clear breakdown of your prosed costs and explain how you would use the available funding to achieve the best possible impact.

We would like you to tell us:

- **Your costs:** provide a clear breakdown of how you would use the £80,000, including staffing, management and any other costs. Please include VAT and expenses where applicable.
- **Value for money:** explain how your proposed costs provide good value and how you would make the most of the funding available.
- **Making the funding go further**: tell us about any additional resources, funding, partnerships, volunteers, skills or in-kind support you could bring to the work.
- **Longer-term impact**: explain how you would use the two years of funding to help build lasting relationships, skills, confidence and opportunities that could continue beyond the end of the contract.

Guidance:

- Word count: 500 words maximum for this question
- Response is to be completed in the box below
- **For this question, you can attach supporting documents such as a budget spreadsheet to support your written response.**

Complete your return here:

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Appendix 2 – proposed timeline for contract awards (for reference):

Full tender released	**7 September 2026**
Tender response deadline	**4 October 2026**
Evaluation, moderation and scoring period	**5 - 9 October 2026**
Intention to award issued	**w/c 12 October 2026**
Standstill / contract finalisation period	**w/c 19 October 2026**
Contract signing / award confirmation	**w/c 26 October 2026**
Contract start date	**2 November 2026**

Sport England will have final approval on the appointment of the successful organisations. The above timeline is subject to gaining these approvals.

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