

Tender Specification:

Active My Way Copywriter for Together Active

Overview

We are seeking an experienced copywriter to develop high-quality, engaging, and accessible content for our website, Active My Way, which supports individuals with diverse health and access needs in becoming more active. The website is also used by healthcare professionals to guide and advise patients.

The content will provide practical advice tailored to specific conditions and groups, ensuring it is empathetic, inclusive and evidence-based. The copywriter will need to consider the needs of both individuals and healthcare professionals when crafting these pages.

Our Vision

Together Active exists to design out inactivity across Staffordshire and Stoke-on-Trent by making physical activity a natural part of daily life for everyone. We work to support people facing unique barriers to activity and advocate for systems change to ensure that everyone, especially those in underserved communities, has the opportunity to lead an active, healthy life.

About Us

Together Active is an independent charity committed to making physical activity accessible for all, particularly focusing on people at risk of exclusion due to factors such as low or no income, gender, race, cultural heritage, physical disability, or mental health challenges. Through collaboration with partners, we work to ensure that activity is not just encouraged but embedded into the daily lives of our communities.

Project Scope

Budget: £10,000

Deliverables: At least 20 pages of content

Target Audience: Individuals with health conditions and access needs seeking advice on physical activity, healthcare professionals advising patients on safe, tailored activity options.

Key Requirements

Content Development

- Produce at least 20 pages of content tailored to a range of conditions and groups (to be agreed upon and prioritised).
- Each page should include practical tips, evidence-based recommendations, and relatable language to ensure accessibility and inclusivity.

Research and Collaboration

- Collaborate with our team to understand target audiences, tone of voice, and priorities.
- Use reputable sources to ensure content is accurate, evidence-based, and reflective of current guidance.

Prioritisation

- Focus on conditions / groups most relevant to our communities and work areas, with the support of our team.
- Work with us to prioritise content based on goals, user needs, and budget.

Accessibility

- Ensure all content meets accessibility standards (e.g. plain English, readability levels, inclusivity).

Ideal Partner Profile

We are looking for a copywriter or agency who demonstrates proven expertise in creating engaging, accurate, and accessible content tailored to audiences with health conditions and access needs. Experience collaborating with healthcare professionals to develop practical, user-friendly resources is desirable.

The ideal partner would demonstrate empathy and inclusivity, using tone, language, and imagery to authentically connect with diverse audiences while reflecting lived experiences. They should have a collaborative approach, working closely with our team to align content with project goals and adapting flexibly to feedback. Familiarity with accessibility standards and plain language principles is critical to ensure the content is clear, inclusive, and useable by all.

Outcomes

- Empowered users who have clear, practical advice tailored to their conditions and circumstances, enabling them to integrate physical activity into their lives.
- Healthcare professionals have reliable, easy-to-use content to support patient guidance and encourage activity as part of care pathways.
- Our content is visually appealing, easy to navigate, and fully accessible, meeting the needs of users, including those with limited tech skills or with accessibility needs.
- The new content will increase user engagement on our website, building a greater community impact and supporting our organisational goals.

Proposal Requirements

Please submit a proposal detailing:

1. Experience and Expertise

Examples of previous work demonstrating the ability to create health-related, accessible content.

Specific examples of projects where inclusive and empathetic communication was a priority.

2. Approach and Methodology

A clear outline of how you plan to develop content, including research methods, collaboration with our team, and how you will ensure accessibility.

Details of how you will prioritise topics to align with goals and budget.

3. Deliverables and Timeline

A proposed timeline for completing at least 20 pages, with key milestones.

Any additional deliverables or suggestions to enhance the project.

4. Cost Breakdown

Detailed breakdown of all costs, including VAT, covering all requirements within the £10,000 budget.

5. Team and Resources

Information about the individual or team who will be working on the project, including relevant qualifications or experience.

6. Accessibility Assurance

Explanation of how accessibility standards will be met, including examples of past work that adhered to these principles.

Safeguarding, Equality, Diversity, and Inclusion

Together Active is committed to a safe, inclusive, and diverse working environment. We expect the selected provider to uphold safeguarding and promote equality, diversity, and inclusion in their work with us.

Submission and Deadline

Please submit your proposal by **7th February 2025** to hr@togetheractive.org with the subject line "Copywriter Tender Response." For any queries, reach out to Charlotte Smith at charlottesmith@togetheractive.org.

Contract Award

Proposals will be shortlisted the week of 10th February, with interviews scheduled for the 13th February.

Confidentiality

All information provided by Together Active must remain confidential throughout the tender process.

Non-Discrimination

Together Active is an equal-opportunity organisation, and we expect our partners to reflect this in their proposals.