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**Opportunity to design and deliver a set of activity stories to support families be active in Stoke-on-Trent**

We are seeking proposals from writers who are able to help us create a series of inspiring and engaging activity storybooks that will support our efforts to get families active in Stoke-on-Trent.

Storienteering is a Sport England funded project, which will create specifically written stories for families to use as self-guided trails around Stoke-on-Trent.

We are looking for individuals to submit proposals that meet the following criteria:

* Show a clear understanding of the brief
* Provide a competitive costing which shows clear value for money
* Able to start work on this project asap and be able to deliver the stories between February and May 2019

Project Description

Getting inactive families active through storybooks is not going to be easy and we are looking for someone to step up to this challenge. The storybooks need to be inspiring and unique, locally based and imaginative, and accessible for both children aged 5-10 as well as their parents.

The Storienteering storybooks will lead families through a walk around their neighbourhood, leading them from their front door, taking in landmarks and asking them to complete tasks and challenges along the way. The challenges will all be a mix of physical and mental have differing levels of difficulty and intensity.

We are looking for proposals that show how we can work together with you to develop this concept and include the following elements:

* We want to create a series of up to 12 storybooks, each approx. 32 pages in A5 format
* The storybooks should take different times to complete so that families can choose their own difficulty levels, i.e. 30 mins, 1 hour, 1.5 hours including the activities
* The books will include clear instructions on where to go as well as what tasks, questions or puzzles they have to complete. Each book should end with a code or final answer, which brings the trail together
* We would like the series of books to be set in the neighbourhoods we are targeting in Stoke-on-Trent and have the family themselves featuring in the stories to help with engagement, for example as a team of investigators or explorers
* We are also exploring the idea of families collecting points throughout the stories, which can be converted, into vouchers at local leisure centres
* These storybooks will be supported by a set of engagement collateral to help encourage families to get involved including posters, wall charts, stickers etc
* We foresee the majority of families taking part in this to have 1-3 children aged 5-10, and include between 1 and 3 adults
* Overall, the books should be fun, engaging and capture the spirit of adventure to help both the children and the adults enjoy the experience and want to do more storienteering in the future

Project background

The National Literacy Trust has been awarded National Lottery funding from Sport England to help families in Stoke-on-Trent get active with their children by using the power of stories.

We have been funded for three years to deliver the **Storienteering** programme in partnership with StreetGames, which is set to launch in spring 2019. The project will encourage families to get outside together and take part in adventure story trails around their local neighbourhood. It will also include a series of community events and a citywide campaign to inspire families to share stories and be more active.

Storienteering will support the National Literacy Trust’s ongoing work to raise literacy levels in Stoke-on-Trent through its Hub in the city, which launched in 2017 and is known locally as [Stoke Reads](http://www.stokereads.org.uk).

This project will bring sport and literacy together, delivering positive experiences that inspire families to be active together and naturally support children’s literacy skills.

Submission process

Please send us your proposal by **5pm on Friday 14th December**. All submissions should be no more than 2 sides and include:

* Details of your response to the concept
* Details of your expertise in creating work of this kind or similar
* Examples of your track record
* Two references

Budget

Please give us an indication of how long you think you would take on this project and an approximate cost.

Additional information

Successful applicants will be invited to discuss their proposals either on the phone or in person during the week beginning 7th January 2019.

For any enquiries, please contact: Alasdair Flint – [alasdair.flint@literacytrust.org.uk](mailto:alasdair.flint@literacytrust.org.uk)