

Brief for ‘Delivering an excellent service for disabled customers’ eLearning content update

Overview

Activity Alliance is the national charity and leading voice for disabled people in sport and activity. Our vision is a future where all disabled people feel they belong in sports and activities. Our mission is to improve opportunities to be active, empowering disabled people to get involved in sports and activities in the way they choose. We work with disabled people and an alliance of committed partners to build a movement for change.

Activity Alliance provides training to organisations and people who work in sport and leisure, community, and education settings. One of our crucial and popular eLearning modules is ‘Delivering an excellent service for disabled customers’.

Project Background

The ‘[Delivering an excellent service for disabled customers](#)’ eLearning module was created for customer-facing leisure staff. The training improves learners’ confidence and knowledge to engage with and support disabled people. We are delighted that the eLearning module has been mapped to the CIMSPA Working Inclusively population standard and is available on the new [Activity Alliance Learning Hub](#). The current content was last updated in September 2020.

Requirement

The ‘Delivering an excellent service for disabled customers’ eLearning module continues to be well-received by the leisure sector. However, we are aware there is an increasing demand for disability inclusion customer service support for non-leisure sector organisations and community groups. We are now looking to identify improvements needed to ensure the current module is as up to date as possible and create a new non-leisure sector specific, version of the eLearning.

We are looking to appoint a freelancer or organisation with expertise in disability inclusion and customer service across leisure and transferable for the wider community (including sport/physical activity) sectors.

Project aims

- To **identify updates** required to the current 'Delivering an excellent service for disabled customers' eLearning module based on sector changes, impact and evaluation data and discussions with relevant individuals and organisations.
- To **capture thoughts** from people involved and organisations across the sport, physical activity and wider community sectors on what a high-quality, non-leisure sector, customer service eLearning module will look like.
- To **co-design** content topic areas with disabled people.
- To **write content** for a 1-hour, non-leisure sector specific version of the 'Delivering an excellent service for disabled customers' eLearning module.

Audience/s

The intended audience for the existing 'Delivering an excellent service for disabled customers' is any customer-facing leisure sector staff. Those people who may be the first point of contact for disabled people coming through their doors. For example, receptionists, catering and support teams, fitness assistants, membership advisors, activity or class leaders or centre managers.

The intended audience for the new non-leisure sector specific version is similar customer-facing roles. This could include people working in sports clubs, community groups and venues where physical activity may take place e.g. church/village halls, libraries, scout huts, museums etc.

Outputs

- A PowerPoint presentation of the existing module content with comments identifying specific changes which are required. These could include:
 - Out of date language, imagery, links etc
 - Updates to text based on feedback and insight
 - Inclusion of new, relevant information
 - Where possible links to other relevant Activity Alliance products, programmes and resources.
- A series of focus groups and/or discussions with relevant stakeholders to establish the requirements for content of the new, non-leisure sector eLearning module. Activity Alliance will be able to support with identifying relevant stakeholders.
- A series of focus groups and/or discussions with disabled people to co-design requirements for updating the current and creating the new, non-leisure sector eLearning module.
- An accessible Word document of new module content:
 - Clear of any design or branding
 - One page per page of content as it would appear on screen
 - Clear sections to show how the module will be broken into units or bitesize chunks
 - Identification of connections to relevant other Activity Alliance learning or resources
 - Identification of any associated design work or interactive elements required to ensure an engaging learning experience e.g. quiz, reflective tasks, animation required etc.

We will provide access to the current 'Delivering an excellent service for disabled customers' eLearning module on our Learning Hub and access to learner's survey feedback and insight.

Considerations

- **Accessibility** for all learners. Consideration must be given to ensuring the content is understandable, written in Plain English and relatable for learners. It should be designed at an introductory level.
- We anticipate the new, non-leisure sector version following a similar format and content to the current module. However, there may be elements which can be removed and replaced with new content to better meet the needs of the target audience.
- Both the current and new eLearning module are intended for people from a range of education backgrounds and levels of experience. The content should be pitched at an introductory level and be appropriate for differing roles and knowledge levels.
- Activity Alliance will provide access to all our existing resources and insight to support this project. This information should not be shared with anyone else and cannot be used for other training without consent.
- The updates to the existing and creation of the new eLearning module will be created in-house at Activity Alliance. There is no expectation for the appointed organisation/individual to do this. The intention is the PowerPoint and Word document will provide everything needed for Activity Alliance to update and create the module.

Obligations

The outputs from this project will remain **Activity Alliance's intellectual property** and cannot be used for other training without consent.

Budget

Costs for the work should be inclusive of all VAT and expenses with a clear breakdown provided within your proposal.

Consideration should be given to budget required for accessible formats for workshops, incentives or payments for disabled people with lived experience etc.

Timeline

Final PowerPoint and Word document to be provided to Activity Alliance by week commencing 10 March 2025.

Proposals

Proposals should be submitted to Activity Alliance by **9am on Wednesday 8 January 2025**. Please send proposals via email to chloe@activityalliance.org.uk.

Your proposal should be a maximum of 5 A4 pages (minimum font 12). The following should be included within your proposal:

- Details of your proposed approach to the project
- Details of relevant experience and knowledge
- Timeline for completion of proposed approach to the project
- Cost breakdown.