

## KEEP+ Large Value Consultancy Grant Project Specification Template

### Tender details – the opportunity

Company name	JABADAO
Company address	10 Court Farm, Stutton Road, Brantham CO11 1PW
Description of company activity/SIC code	<p>Research and development, training and projects focusing on the significance of human physical play in development, learning, health and wellbeing. We are a culture change organization bringing a new perspective to three sectors: early years, special needs education (especially profound and multiply disabled children and young people) and care work (especially later stage dementia).</p> <p>All projects seek new solutions to existing intractable challenges for education, health and care.</p> <p>SIC: 90030</p>
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p><b>Background</b></p> <p>Between 1998 and 2009 JABADAO undertook the most in-depth action research study ever conducted into the ways that adults support young children’s physicality. (0-5) (<a href="https://bit.ly/2Qn0jE8">https://bit.ly/2Qn0jE8</a>) Working with Early Years partners it resulted in the creation of a new child-led, play-based approach to Physical Development in the early years called Developmental Movement Play (DMP). This was embedded in many settings across the UK and a number of educationalists have since developed their own versions.</p> <p>10 years later the economic climate has changed massively with much reduced funding for training.</p> <p><b>New product</b></p> <p>‘Rethink Physical Development in the Early Years’ Toolkit.</p> <p>JABADAO is developing a new digital platform to provide training for whole-staff teams in nurseries. This will be film-based. At the centre is a forum of specialists who are available to nurseries to address on-going questions and issues about the value of movement play in the curriculum. They are skills, experienced and knowledgeable – but we want to develop their knowledge further. We are keen to place a neuroscience perspective at the heart of the product.</p>



	<p><b>Project Proposal</b></p> <p>We are seeking a partnership / consultancy with colleagues from a neuroscience background to further develop our understanding of the value of child-led movement play in early child development. (NB This is about child-led movement play, not exercise or adult-led models.)</p> <p>This will strengthen the Toolkit we are offering.</p> <p>We are developmental movement play specialists, dancers and acrobats – exuberant and enthusiastic adult physical players. We really know about movement play. We want to deepen our knowledge of current neuroscience of early movement to improve our product and to inject a rigour into the centre of what we create.</p> <p>The partnership will include:</p> <ul style="list-style-type: none"><li>• Initial dialogue to understand the project and each other</li><li>• discussion around key questions: who is undertaking cutting edge research into movement and development? / what is the current thinking? / what are the questions that need to be addressed to improve our understanding? / how might we do this?</li><li>• filming aspects of the discussion to share with the early years sector</li><li>• devising research questions to develop understanding</li></ul>
<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<p><b>Project Team</b></p> <p>-Penny Greenland MBE is the Project Director. She has 33 years experience of running projects of this nature. -The team has taken on a Sales and Marketing Lead to support this new project. -We will be working with a range of movement specialists and consultants to deliver the training content.</p> <p><b>Stage of the project</b></p> <p>-We have decided upon the digital platform, following substantial research - The content is structured and being built - Initial launch will be at an industry Trade Fair in February -Nurseries will start using the Toolkit in September 2019 -the forum team will meet in April (and subsequently) to develop their working practice</p>



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<p>Business need – what expertise and support is required from a supplier to reach the objective(s) above? (max 400 words)</p>	<p><b>Business Need</b></p> <p>Build credibility, usefulness, competitiveness and rigour of our product:</p> <p>-Access to information about the most up-to-date neuroscience around the influence of early movement on the development of the brain (as well as the body).</p> <p>-A robust, bespoke learning environment in which we can learn quickly; challenge and/or deepen our current thinking; pose questions and find out who else might be researching them</p> <p>-Involvement with people taking an academic research approach to key questions about movement and development</p>
<p>Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.</p>	<p>neuroscience, early years, brain development, movement play, training</p>
<p>Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date</p>	<p>To begin as soon as possible To finish December 2019.</p>
<p>Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts</p>	
<p>Company Contact (email and phone) for further information</p>	<p>Penny Greenland <a href="mailto:penny@jabadao.org">penny@jabadao.org</a> 07526 758846 / 01473 328403</p>
<p>Required tender response date (min 10 working days from posting of advert)</p>	<p>December 1 2018</p>
<p>Criteria for Decision making</p>	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> <li>• Expertise fit</li> <li>• Timing fit</li> <li>• Suitability of proposed methodology</li> </ul> <p>Weighting is determined by the SME partner</p>
<p>Date for Contract Decision</p>	<p>Minimum of 10 working days from date of advertisement</p>
<p>Tender response templates</p>	<p>Please approach the company for the exact format of your response.</p>