**INVITATION TO TENDER**

**From** Foundation for Common Land (on behalf of the National Trust)

**For** National Interpretation Contract

**Contact:** Sam Caraway, Project Manager,

Foundation for Common Land

sam@foundationforcommonland.org.uk

**Submission Date** **1st September 2021 (1700)**

**Value** £33500 (+VAT)

1. **Overview**

The Foundation for Common Land and its partners in the **Our Common Cause: Our Upland Commons Project** wish to appoint a consultant to design and develop a range of interpretation elements for the delivery stage. The Consultant will work closely with the project team to design the interpretation.

**2. Background**

In spring 2020, the Foundation for Common Land and a broad partnership of organisations successfully secured a second round Heritage Grant from National Lottery Heritage Fund to enable it to deliver a landmark project that will conserve and enhance the cultural and natural heritage of commons and commoning in upland England, working in the Lake District, Dartmoor, the Yorkshire Dales and Shropshire Hills. The project is being delivered between May 2021and August 2024.

This project comes at a critical time when common land faces the biggest change in agricultural policy support for three generations, and when there is an urgent need to rectify past ecological damage and create resilience in the face of climate change. Commons are too small in number and in economic impact to register within national policy and planning, yet the landscapes and cultural heritage commoners manage are of disproportionately high value for biodiversity, water supply, carbon storage, historic environment, natural beauty and public access.

Working on the ground across 12 commons, we will ‘demonstrate by doing’ and so change attitudes and behaviours, build collaboration and bring people together. The projects we deliver at a local scale will demonstrate how we can deliver positive change regionally and nationally. Sharing our learning amongst our partners and stakeholders within, between and beyond our four local areas will be a key outcome of this project.

Our Partnership Vision, developed as a result of our Commons Charter and individual Commons Visioning, is for **Vibrant, Thriving and Healthy Commons fit for the 21st Century**. Principally our Partnership recognises that upland commons are important and valuable places for nature and for people, and for the public goods which they provide. If we are going to achieve the best outcomes for our commons, especially in a period of uncertainty, we need to understand different perspectives and passions, we need effective collaboration and we need trusted facilitation to promote fruitful discussion and build consensus.

The project has four central aims reflected in four thematic strands of activity:

* Secure and support collaborative management of Common Land;
* Ensure that the health of commons is secured by supporting resilient commoning in a fast-changing world;
* Reconnect the public with the natural and cultural heritage of Common Land;
* Enhance the environmental and ecological benefits offered by Common Land.

**Our Common Cause: Our Upland Commons** will deliver 14 sub-projects across the thematic strands of **Collaboration, Resilience, Commons for All and Commons for Tomorrow**. The strands have been designed to deliver the overall aims of the project and each sub-project will deliver a range of outcomes for heritage, people and communities. Our project proposals have been refined and developed during Stage 2 as a result of engagement, consultation and research, and to reflect the significance and special qualities of commons as well as the threats and opportunities we have identified.

Although the project is being led by the Foundation for Common Land, its role is as convener of a broad partnership of organisations: The National Trust as the “Accountable Body”, Cumbria Wildlife Trust, Dartmoor Commoners’ Council, Dartmoor National Park Authority, Devon Wildlife Trust, Duchy of Cornwall, the Federations of Cumbria and Yorkshire Commoners, Friends of the Lake District, The Heather Trust, Lake District National Park Authority, The Moorland Association, National Farmers’ Union, National Sheep Association, Natural England, Open Spaces Society, Royal Society for the Protection of Birds, Shropshire Hills AONB Partnership, Shropshire Wildlife Trust, South West Water, Yorkshire Dales National Park Authority, Yorkshire Dales Millennium Trust and the Yorkshire Wildlife Trust.

This interpretation contract will play a critical role in enabling OCC to deliver the ‘Desired Changes’ it would like to see at the end of the programme. (Outlined in our Communications Strategy table, see below).

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| **Change OCC would like to see** | **Who?** |
| People value commons and commoning;  (for providing multiple benefits wildlife, food production, carbon, water, heritage, access). | Public Audience:  • General Public  • Current Visitors  • Excluded/Unengaged and New Audiences  • Local Residents |
| People value the cultural heritage of commoning. | Public Audience (prime audience):  • General Public  • Current Visitors  • Excluded/Unengaged and New Audiences  • Local Residents  Private Audience:  • All Commons Stakeholders particularly (NGOs and NE) |
| People recognise the threats facing commons and commoning  (and support collaborative approaches to solving them.) | Public Audience:  • General Public  • Current Visitors  • Excluded/Unengaged and New  Audiences  • Local Residents |
| The Our Common Cause Project (& FCL) has profile and recognition  (for securing sustainable commoning, supporting collaborative management of commons and the multiple benefits this brings) | Public & Private audiences:  • Project partners and funders.  • General and local Public  • Current and New Audiences.  NB: This is equally important for Private & Public Audiences |
| Commoners have confidence and pride in delivering multiple benefits through their land-management. | Private Audience:  • Commoners (primary audience).  • General Farming Audience (particularly locally)  • Other Commons Stakeholders  Public audience  • General & Visiting Public |
| All those exercising power over commons are committed to collaborative approaches, acknowledging multiple perspectives, interests and benefits. | Private Audience:  • Commoners  • Policy Makers  • Governmental Bodies  • Landowners  • NGOs |

Note: Full table included in Tender Pack

1. **Scope of Services Required**

Working with the Project Manager a specialist interpretation consultant is required to design and deliver national interpretation elements including as a minimum (approximate proportion of the contract given in brackets):

**A series of Explore our Common Land Guides**

12 downloadable and app / GPX supported trails designed to encourage visitors to explore and enjoy the project commons and their heritage. Trails should be downloadable from FCL’s website and/or compatible with existing online walks resources. NB Project Officer Assistance will be given with route design/ GPS coordinates for route. Completion date 1/4/23.

**Pop-up exhibition resources**

Drawing upon but not constrained by the Interpretation Strategy.

* Finalise a detailed design brief for the Pop-up Exhibition linked to aims / geography of the programme and content of the Digital Diary[[1]](#footnote-2)
* Creation of a hands-on and engaging visitor experience’ through generation of information, interest and dialogue about commons and commoning.
* Design and production of a portable set of exhibition resources to engage the public with common land at public/community and partner events including potentially pop-up information panels and interactive resources e.g. an interactive table-top common.
* Incorporate national context but local relevance to all 4 project areas. (mix and match materials)

Note: A social cohesion study / portfolio of images (included in tender pack) can also be used to support the development of exhibition resources.

Completion date 1/4/22

**Design and Production of ‘Take away’ products.**

Outputs (such as themed postcards, doodle packs, etc…) were part of a list of suggested ‘takeaway products’ included in the development phase Interpretation Strategy.

We would encourage those submitting tenders to evaluate these proposed products and where appropriate suggest alternative approaches that:

* Underpin the stated aims of the programme.
* Support the pop-up exhibition.
* Provide engagement materials for project staff and partners.

The interpretation elements should explore a wide range of cultural and natural heritage associated with the chosen commons and commoning in general. Hooks and themes may include for example place names, renowned flocks or farming families, archaeology and historic monuments, restoration of peat/wetland habitats, rare species of plant or animal, folklore or local landmarks as well as land management/farming practice/agri-environment support.

The Interpretation contract should be informed by the Interpretation Strategy produced by Tricolor Associates[[2]](#footnote-3) in the development stage 2018-19 (included in tender pack). This document contains useful information about target audiences, key messages as well as suggested themes, narrative threads and appropriate storylines for interpretation of commons and commoning.

Intellectual Property Rights

Intellectual property rights for the concepts and proposals developed under this contract will belong to the Foundation for Common Land and the successful consultant.

National Lottery Heritage Fund Requirements

National Lottery Heritage Fund must be acknowledged in accordance with their guidance, on any outputs or communications/advertising material. Any digital outputs must comply with HLF’s requirements which can be found on their website.

**4. Budget and Schedule**

* This work is funded through a partnership project, and the main contributor is the National Heritage Lottery Heritage Fund.
* The budget for this contract is in the region of **£33,500 exc. VAT** to include all consultant time, travel expenses, materials and any other expenses associated with the work.
* Start date ASAP. Completion date see above
* Payment will be made in staged payments to be agreed

**5. Available Materials**

* General information about the initiative can be found at: <http://www.foundationforcommonland.org.uk/>
* The second stage application and supporting documents are available on request from [sam@foundationforcommonland.org.uk](mailto:sam@foundationforcommonland.org.uk)

**6. Contract Management**

This contract will be managed by the Our Common Cause Project Manager, Sam Caraway who is employed by the National Trust and seconded to the Foundation for Common Land. The contract will be with the National Trust and will need to comply with the Trust’s General Terms & Conditions (attached).

**7. Tender Submission**

Please submit a short proposal (no more than 12 sides A4) outlining how you would approach this work to [sam@foundationforcommonland.org.uk](mailto:sam@foundationforcommonland.org.uk) by **1st September 2021 (1700).** First round tender submissions will be short-listed and if successful you will be invited to a Zoom interview to present ideas and take part in a Q&A session on either the 7th or the 9th of September.

Your proposal should include:

* An outline of how you would deliver the work within the timescales available,
* Details and relevant experience of the individual(s) who will be delivering the work,
* Examples of similar work completed for other projects including any NLHF projects,
* An outline budget and timetable broken down into the different components of the work:
* The fee structure for the individual/s involved including estimated time allocation
* Estimated costs for travel and any accommodation or other subsistence
* Total cost for all work and expenses, excluding VAT
* VAT status.

**8. Selection Criteria**

The submitted proposals will be assessed against the following criteria:

* Approach to the work including methodology and timescale
* Qualifications and skills of named individual/s who will be delivering the work
* Understanding and track record in relevant topic areas, including in particular an understanding and appreciation of the farming/landscape/heritage sector
* Track record and experience of carrying out similar work, including for NLHF
* Day rates, allocation of costs and overall value for money.

The Project Manager reserves the right to reject the proposal if they are not satisfied with the content and/or not to appoint the cheapest or any tender for any reason.

**9. Further Queries**

In the first instance queries about this tender document or Our Common Cause should be sent via email to Project Manager: Sam Caraway [sam@foundationforcommonland.org.uk](mailto:sam@foundationforcommonland.org.uk)

1. Digital Diary Brief included in tender pack. [↑](#footnote-ref-2)
2. Note: we are open to appointing alternative contractors than those used in the development phase. [↑](#footnote-ref-3)