

FOUNDATION FOR COMMON LAND



Invitation to Tender for

Hill Farming Training Development Coordinator

E-mail address for tender submission:

viv@foundationforcommonland.org.uk

1. Background

The Foundation for Common Land (FCL) is a Registered Charity, our charitable objectives are:

- To conserve for the benefit of the public the agricultural systems and the cultural landscapes delivered by commoning and the management of common land.
- To promote the conservation of the physical and natural environment by supporting the responsible and sustainable pastoral use of common land
- To conduct and commission research into commoning and common land issues and publish the results of such research to the public at large
- To educate the public in subjects pertaining to commoning and common land

The term 'common land' derives from the fact that multiple people own rights to graze over the same area of land (i.e. in common) not as often mistakenly thought that the public owns the commons.

Commons provide more public benefits per area of land than almost any other type of land. This outstanding value and uniqueness arises from hundreds of years of active management by people working collaboratively to meet their livelihood needs. 58% of common land is designated as SSSIs, over 80% is in designated landscapes and 38% of our moorland is registered common land.

2. Hill Farming Training Scheme

FCL has developed and piloted a highly regarded hill farming/crofting training package aimed at government and conservation/environmental NGO staff who can, and do influence hill farming/crofting policy, but often have limited first-hand knowledge and experience on how a hill farm/croft actually works. We particularly focus on the role of commons and common grazings in these farming systems and how their active management is critical to deliver the significant public benefits from common land.

Hill farmers and crofters from Cumbria, Dartmoor, South Wales, and the north of Scotland are supported by local delivery partners - Cumbria Farmer Network, Dartmoor Hill Farm Project and the Scottish Crofters Federation - to deliver training days on their own farms and crofts. The training is outdoors, based on learning through taking part in basic farm tasks and discussion/reflection on what it means to be a hill farmer/crofter. This has allowed for dialogue, reflection and shared learning between the trainers and course participants.

The initial training courses were grant funded by the Princes Countryside Fund and RPDE Leader. They were free and delivered under the FCL banner in collaboration with our local delivery partners. This enabled us to pilot and refine the content of the training days. Since then we have delivered a number of fee-paying training courses and made a small profit.

We have obtained further grant funding from the Esmée Fairbairn Foundation to develop this income generation strand of our work.

3. Scope of work

FCL wishes to engage a suitably qualified individual/organisation to help us take the training to the next level, including expanding training delivery to different parts of Britain.

3.1. Summary of position

- Expand the delivery of the hill farming/crofting training packages and develop new training packages, if required
- Develop a small scale, profitable training arm of FCL

3.2. Key responsibilities

- Market the hill farming/crofting training to relevant government, academic and NGO staff
- Facilitate and coordinate with our local delivery partners in the delivery of 10 Hill Farming Training courses per year over 2 years to the satisfaction of FCL, partners the farmer trainers and the course participants
- Collect and analyse training feedback
- Design and expand the training on offer, including a franchise model if required
- Manage a training budget
- Where appropriate apply for grant funding to support the work

3.3. Resources available

- Enthusiastic hill farmer trainers in Cumbria, Dartmoor and Wales and crofters in Scotland
- Local coordinators with experience of organising and delivering courses
- Administrative support if required
- A suite of training materials developed for hill farming and crofting
- Recent market research on the market for this type of training in Wales
- Expressions of interest from the Northern Upland Chain and the New Forest for this type of training
- Database of 300 + course participants for testimonials/ recommendations
- Well networked FCL Trustees with good contacts
- Contract: up to £8,000 over two years inclusive of VAT

3.4. Skills needed

- Excellent written and spoken communication skills that allow you to promote and inform training managers and course participants about the training on offer
- Enjoy picking up the phone and speaking to HR Directors or Training Managers of relevant government departments, conservation organisations, academic institutions etc. about the training we offer
- Knowledge and experience of hill farming and farm support systems
- Good interpersonal skills that enable you to focus on the needs of the course participants and work collaboratively with hill farmers, local coordinators and other people at all levels
- Good organisational skills with an ability to work under pressure and achieve deadlines
- Entrepreneurial attitude and a decent understanding of finances
- Enthusiastic and energetic personality who has a 'can do' attitude
- Ability to work autonomously and flexibly

4. Timescales

Stage	Date(s)/time
Issue of Invitation to Tender	10 th January 2017
Submission of Tenders	<u>5 pm Friday 3rd February 2017</u>
Evaluation of Tenders / telephone interviews	Week of 6 th February 2017
Expected date of award of contract	13 th February 2017
Contract commencement	1 st March 2017
Entire contract ends* ¹	28 th February 2019

5. Bid content

Contractors' bids should contain the following:

- Details of experience and track record in designing and expanding training development programmes
- Suggested approaches to expanding the Hill Farming Training offer and delivering the outputs
- Consider the costs of planned training expansion and assessing the return on investment of any training or development programme
- Experience of working with farmers and conservation organisations
- Two references linked to two descriptions of similar commissions
- Details of third party insurance and professional indemnity insurance.

6. Tender evaluation and award criteria

This Invitation to Tender does not constitute an offer and FCL reserve the right to accept any part of any tender. FCL will not reimburse any tendering costs. Tenders will be evaluated against the following criteria:

- Evidence of delivering training programmes that use learning through experience and reflection methods
- Evidence of entrepreneurship
- Evidence of relationship building skills and collaborative working
- Drive, persistence and enthusiasm to deliver innovative projects
- Understanding of hill farming systems and the current pressures they face

During the evaluation period, FCL reserves the right to seek clarification in writing from the Tenderers, to assist it in its consideration of their Tenders.

¹ While FCL anticipates the contract lasting for the duration of the project there will be a review after 5 months with an opportunity for either the contractor or FCL to terminate after six months

FCL may decide to interview Tenderers by telephone, to assist its tendering process, and Tenderers will be notified in due course.

7. Costs and conditions

The Services shall be all those described within this brief and the winning proposal. Payment of fees for the Service will be paid bi-monthly on receipt of supplier's invoices with relevant supporting documentation and FCL's approval.

The cost of this commission (including VAT) has been set as £8000 over two years

For further information on Foundation for Common Land please contact Viv Lewis, 0845 6440631 or e-mail viv@foundationforcommonland.org.uk

www.foundationforcommonland.org.uk