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## Request for Quotation

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### Accessibility and Design Publications (x2) for Launch in January 2023 - NE Green Infrastructure Framework

You are invited to submit a quotation for the requirement described in the specification below.

Please confirm, by email, receipt of these documents and whether you intend to submit a quote.

Your response should be returned to the following email address by:

Email: Julien.r.sclater@naturalengland.org.uk

Date: 14 November 2022

Time: 00:00

Ensure you state the reference number and 'Final Submission' in the subject field to make it clear that it is your response.

### Contact Details and Timeline

Julien Sclater will be your contact for any questions linked to the content of the quote pack or the process. Please submit any questions by email and note that, unless commercially sensitive, both the question and the response will be circulated to all tenderers.

Action	Date
Date of issue of RFQ	25-Oct-2022 at 17:00 GMT
Deadline for clarifications questions	08-Nov-2022 at 17:00 GMT
Deadline for receipt of Quotation	14-Nov-2022 at 00:00 GMT
Intended date of Contract Award	16-Nov-2022
Intended Contract Start Date	16-Nov-2022
Intended Delivery Date / Contract Duration	16-Dec-2022

It is anticipated that this contract will be awarded for a period of 4 weeks to end no later than 16/12/22. Prices will remain fixed for the duration of the contract award period. We may at our sole discretion extend this contract to include related or further work. Any extension shall be agreed in advance of any work commencing and may be subject to further competition.

### Glossary

Unless the context otherwise requires the following words and expressions used within this Request for Quotation shall have the following meanings (to be interpreted in the singular or plural as the context requires):

"Authority"	Means the Department for Environment, Food and Rural Affairs acting as part of Natural England
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“RFQ”	Means this Request for Quotation and all related documents published by the Authority and made available to suppliers
“Contract”	Means the contract to be entered into by the Authority and the successful supplier.

### **Conditions applying to the RFQ**

You should examine your response to the RFQ and related documents ensuring it is complete prior to submitting your completed quotation.

Your quotation must contain sufficient information to enable the Authority to evaluate it fairly and effectively. You should ensure that you have prepared your quotation fully and accurately and that prices quoted are arithmetically correct for the units stated.

The supplier by submitting a quotation is deemed to accept the terms and conditions in the RFQ. Failure to comply with the instructions set out in the RTQ may result in the supplier’s exclusion from this procurement.

## **Acceptance of Quotations**

By issuing this RFQ the Authority does not bind itself to accept any quotation and reserves the right not to award a contract to any supplier who submits a quotation.

## **Costs**

The Authority will not reimburse you for any costs and expenses which you incur preparing and submitting your quotation, even if the Authority amends or terminates the procurement process.

## **Mandatory Requirements**

The RFQ includes mandatory requirements and, if you do not comply with them, your quotation will not be evaluated. All mandatory requirements are set out in Bravo.

## **Clarifications**

The Authority reserves the right to discuss, confidentially, any aspect of your quotation with you prior to any award of Contract to clarify matters.

## **Amendments**

The Authority may amend the RFQ at any time prior to the deadline for receipt. If it amends the RFQ the Authority will notify you in writing and may extend the deadline for receipt in order to give you a reasonable time in which to take the amendment into account.

## **Conditions of Contract**

The terms and conditions attached [Condensed Terms and Conditions](#) will be included in any contract awarded as a result of this RFQ process. The Authority will not accept any material changes to these terms and conditions proposed by a supplier.

## **Specification**

The Authority is Natural England. The Authority's priorities are to secure a healthy natural environment; a sustainable, low-carbon economy; a thriving farming sector and a sustainable, healthy and secure food supply. Further information about the Authority can be found at: [Natural England](#)

### **a) Background to Natural England**

We were established by an Act of Parliament in 2006. Our purpose is to help conserve, enhance and manage the natural environment for the benefit of present and future generations, thereby contributing to sustainable development.

We have 2,000 staff in offices throughout England, with a head office in York. See a [map of our offices](#).

Our vision is 'Thriving Nature for people and planet'.

We aim to achieve this through our mission 'Building partnerships for Nature's recovery'.

Our priorities for 2020 to 2025 support our mission and the ambitions of the [government's 25 Year Environment Plan](#). We aim for:

- a well-managed Nature Recovery Network across land, water and sea, which creates and protects resilient ecosystems rich in wildlife and natural beauty, enjoyed by people and widely benefiting society
- people connected to the natural environment for their own and society's wellbeing, enjoyment and prosperity
- Nature-based solutions contributing fully to tackling the climate change challenge and wider environmental hazards and threats
- improvements in the natural capital that drives sustainable economic growth, healthy food systems and prospering communities
- evidence and expertise being used by a broad range of partnerships, organisations and communities to achieve Nature recovery and enable effective regulation and accreditation
- being a values-led organisation that delivers excellent service standards to all partners, organisations and communities engaged in achieving Nature's recovery

## **b) Background to the specific Natural England work area relevant to this purchase**

### **What is the Green Infrastructure Framework?**

We are working with Defra and other partners and stakeholders to deliver the [25 Year Environment Plan](#) commitment to develop a Green Infrastructure Framework for full launch in 2022.

The aims of the Green Infrastructure Framework project are:

- to deliver more good quality green infrastructure that provides benefits for health, nature, climate and prosperity, in particular for disadvantaged urban communities;
- to help the country recover from Covid 19 by ensuring good quality green infrastructure is available to all.
- to mainstream GI as essential infrastructure in place-making and in associated planning and land use decisions;
- to embed the framework within national planning policy and guidance and support local authorities in assessing their GI against the framework of standards

### **Dedicated Green Infrastructure Framework Web Portal**

[Green Infrastructure Framework - Principles and Standards for England](#) is under development and on 7<sup>th</sup> December 2021 we launched two elements of the GI Framework.

- [Green Infrastructure Principles](#) – the Why, What and Way principles of good green infrastructure,
- [Green infrastructure Mapping Tool](#) - National maps of green infrastructure overlain with socio-economic data on physical and mental health, deprivation, ethnic diversity, which aims to support Local Planning Authorities in incorporating Green Infrastructure into local

plan making. Analysis of these maps against benchmarks will help us identify gaps in provision of green infrastructure, and where interventions are likely to have the greatest impact.

The remaining elements of the Framework will be published in December 2022 and will include

- **GI Standards/Benchmarks** that set standards for good green infrastructure. These are still under development, but headline standards are likely to include:
  - Accessible natural greenspace standards (currently being updated)
  - National Urban Greening Factor
  - Tree Canopy Cover standards
  - Green Flag Award criteria (Quality Standards)

We will also signpost to other stakeholder GI Standards

- **GI Guidance**
  - *How to apply* the GI Standards – ‘Process Journeys’ are intended to assist different audiences such as local authorities, developers and communities to use the GI Framework to plan and deliver green infrastructure
  - *How to design* – an evidence-based GI design guide
- **GI Case studies**
- **Other supporting resources**

### **c) Requirement**

This contract to undertake all necessary design and accessibility work to prepare two key documents for publication as web accessible pdfs by 16<sup>th</sup> December 2022. These will be required for the Natural England Green Infrastructure Framework website launch and webinar on 31<sup>st</sup> January 2023.

The 2 publications are:

- The Green Infrastructure (GI) Design Guide – to be published in landscape orientation based upon NE brand guidelines, 95 pages (including 27 figures/diagrams which will be provided by NE as illustrator files, 8 tables, and 31 photos which will be provided by NE as high resolution files), and 206 footnotes (to confirm – up to 7 pages additional pages of text).
- The GI Standards Guide – Overview and User Guide 26 pages (to confirm – an additional 5 pages, 10 pages, or 15 pages of text, figures and tables) including 10 tables (possibly upto 2 extra), no graphics or photographs, and 10 footnotes.

### **d) Scope of the specification**

**These documents are required to be fully accessible and cohesively designed to ensure all 2 documents adhere to NE brand guidelines and meet legal accessibility requirements. Some minor modifications may be permitted at the discretion of the**

**Head of Branding. The web accessible pdf publications are to be created in Indesign (or as agreed), and Indesign files to be provided (and Illustrator where relevant).**

**Timeline:** All 2 documents need to be completed as accessible pdfs by 16<sup>th</sup> December 2022 to allow time for upload to the website, prior to the launch on 31<sup>st</sup> January 2023. To assist, please submit completed individual documents (no need to batch and make one submission). Delivery of the work (to Natural England) will need to be prioritised: within first few days of contract provide a 5 page sample (i.e. “look and feel”). Natural England required input will seek to support timeline delivery.

**Audience:** although a significant part of the audience is technical, for the GI Framework to have maximum impact content needs to be easy to understand for broader audiences such as parish councilors’, communities, and CEOs.

All text will be supplied by Natural England

**Natural England requires the Contractor to:**

- Ensure that the documents are legal, meet accessibility requirements and adhere to NE/Defra publishing guidance. See below:-



Defra document Corporate%20document%20template.d  
publishing standard

- Ensure that the GI Design Guide and the GI Standards Guide are clear and cohesively designed to align with the other GI Framework documents. NE will provide example of design utilised for a GI Framework document as basis for the design e.g. Urban Greening Factor.
  - Deliver fully accessible, brand compliant web PDFs by the 16<sup>th</sup> of December 2022. To assist, please submit completed individual documents (no need to batch and make one submission).
  - Provide artwork files of graphs, tables, illustrations in InDesign format (and Illustrator where relevant) for future reference and use.
  - Project Management
1. DOCUMENT 1: Green Infrastructure Design Guide
    - Copy support: proofread, amends time and PDF check so that guidance is as clear and user-friendly as possible.
    - Look and feel including 2x cover options, contents page mock up, chapter divider design, 2 page mock up including 1 simple graphic, bullets, table style Including development (2 rounds)
    - Editing of existing graphics to align with accessibility requirements 27 figures/diagrams, 8 tables and 31 photos including amends (2 rounds)
    - Layout of first proof plus amends (3 rounds)
    - Web PDF (alt text to be provided by NE). Including Indesign files (and Illustrator where relevant)
  2. DOCUMENT 2: Green Infrastructure Standards Guide
    - Copy support: proofread, amends time and PDF check
    - Layout of first proof plus amends (2 rounds)
    - Web PDF (including Indesign files, and Illustrator where relevant)
    - Creative and artworking direction
    - Packaging and transfer of files

### **e) Outputs and Contract Management**

The project will be managed by Natural England's Julien Sclater including the frequency and method of contact between the supplier and the contract.

A small steering group for the work will meet regularly (online). The deliverables of the contract including aspects such as required dates, style and format of reports e.g. quality of paper and binding, presentations, digital file formats and number of copies etc. will include:-

- W/C 14 November 2022 – Inception meeting between project officer and supplier through MS Teams
- Teleconferences thereafter (one mid-way, and one just prior to conclusion of work)
- W/C 14 November 2022 – Provision of GI Design Guide, GI Standards Guide including alt text due to the Contractor in digital format via e-mail
- Within first few days of contract, provide to Natural England a 5 page “look and feel” sample of the GI Design Guide to check with Defra that the design work is brand compliant
- By 16<sup>th</sup> December 2022 finalise and complete – GI Design Guide, GI Standards Guide to Julien Sclater in web accessible pdfs for uploading to NE website (including Indesign files, and Illustrator where relevant). To assist, please submit completed individual documents (no need to batch and make one submission)
- W/C 19<sup>th</sup> December 2022 - wash up Meeting via MS Teams
- Contract completion by 31<sup>st</sup> December 2022

### **f) Supporting Documentation**

Please provide a short section (up to 2000 words) to expand on the following supporting documentation: -

- Examples of relevant past work to demonstrate experience and necessary skills
- Project management plan and approach
- Methodology for undertaking the work
- Clear understanding of the project specification
- Clear approach to meeting government's accessibility publication criteria
- Evaluation and mitigation of risk factors
- VAT registration number

### **g) Evaluation Criteria**

Evaluation criteria will be based upon 50% cost and 50% quality. Quality criteria will be based upon necessary skills and experience to undertake the work as outlined in the Supporting Documentation section (above).

### **h) Bid Format**

This is a fixed price tender. Prices must be submitted in £ sterling, inclusive of VAT.

Pricing Schedule



Activity		Daily rate excl VAT	Number of days	Total excl VAT
<b>1.</b>	<b>GI Design Guide</b>			
	Copy support: proofread, amends time and PDF check so that guidance is as clear and user-friendly as possible.			
	Look and feel including 2x cover options, contents page mock up, chapter divider design, 2 page mock up including 1 simple graphic, bullets, table style Including development (2 rounds)			
	Editing of existing graphics to align with accessibility requirements *28 graphics including large table at end Including amends (2 rounds)			
	Layout of first proof plus amends (3 rounds)			
	Web accessible PDF (alt text to be provided by NE). Including Indesign files (and Illustrator where relevant)			
<b>2.</b>	<b>GI Standards Guide (please provide quote for 26 pages, 31 pages, and 36 pages)</b>			
	Copy support: proofread, amends time and PDF check			
	Layout of first proof plus amends (2 rounds)			
	Web accessible PDF. Including Indesign files (and Illustrator where relevant)			
	Creative and artworking direction			
	Packaging and transfer of files			
<b>3.</b>	<b>Project Management</b>			
<b>4.</b>	<b>Total excluding vat</b>			

#### **i) Key Contacts**

Julien Sclater – [Julien.r.sclater@naturalengland.org.uk](mailto:Julien.r.sclater@naturalengland.org.uk)  
Leanne Penfold – [leanne.penfold@naturalengland.org.uk](mailto:leanne.penfold@naturalengland.org.uk)

## Quotation Submission

We will award this contract in line with the most economically advantageous tender (MEAT) as set out in the following award criteria:

Price – 50%

Quality – 50%

Criteria	Weighting (%)	To include:
<b>Cost</b>	50	To include: <ul style="list-style-type: none"><li>• Itemised quote</li></ul>
<b>Quality</b>	50	<ul style="list-style-type: none"><li>• Provision of information outlined in “Supporting Documentation” (sub section (f) – see above)</li></ul>

Score	Justification
For a score of hundred (100):	Excellent - Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.
For a score of seventy (70):	Good - Response is relevant and good. The response demonstrates a good understanding and provides details on how the requirements will be fulfilled.
For a score of fifty (50):	Acceptable - Response is relevant and acceptable. The response provides sufficient evidence to fulfil basic requirements.
For a score of twenty (20):	Poor - Response is partially relevant and/or poor. The response addresses some elements of the requirements but contains insufficient / limited detail or explanation to demonstrate how the requirement will be fulfilled.
For a score of zero (0):	Unacceptable - Nil or inadequate response. Fails to demonstrate an ability to meet the requirement.

## Contract Management

This contract shall be managed on behalf of the Authority by:-

Julien Sclater – [Julien.r.sclater@naturalengland.org.uk](mailto:Julien.r.sclater@naturalengland.org.uk)

Leanne Penfold (support where required) – [leanne.penfold@naturalengland.org.uk](mailto:leanne.penfold@naturalengland.org.uk)

A small steering group for the work will meet regularly (online). See further details at sub section (e) above.

We will raise purchase orders to cover the cost of the services and will issue to the awarded supplier following contract award. Invoices to be submitted upon delivery of deliverables.

## **Disclosure**

All Central Government Departments, their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement, including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Authority may disclose within Government any details contained in your quotation. The information will not be disclosed outside Government during the procurement.

In addition, the Authority is subject to the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, which provide a public right of access to information held by public bodies. In accordance with these two statutes, the Authority may be required to disclose information contained in your quotation to any person who submits a request for information pursuant to those statutes.

By submitting a quotation you consent to these terms as part of the procurement.

## **Disclaimers**

Whilst the information in this RFQ and any supporting information referred to herein or provided to you by the Authority have been prepared in good faith the Authority does not warrant that this information is comprehensive or that it has been independently verified.

The Authority does not:

- make any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the RFQ;
- accept any liability for the information contained in the RFQ or for the fairness, accuracy or completeness of that information; or
- accept any liability for any loss or damage (other than in respect of fraudulent misrepresentation or any other liability which cannot lawfully be excluded) arising as a result of reliance on such information or any subsequent communication.

Any supplier considering entering into contractual relationships with the Authority following receipt of the RFQ should make its own investigations and independent assessment of the Authority and its requirements for the goods and/or services and should seek its own professional financial and legal advice.

## **Protection of Personal Data**

In order to comply with the General Data Protection Regulations 2018 the contractor must agree to the following:

- You must only process any personal data in strict accordance with instructions from the Authority
- You must ensure that all the personal data that we disclose to you or you collect on our behalf under this agreement are kept confidential.
- You must take reasonable steps to ensure the reliability of employees who have access to personal data.
- Only employees who may be required to assist in meeting the obligations under this agreement may have access to the personal data.
- Any disclosure of personal data must be made in confidence and extend only so far as that which is specifically necessary for the purposes of this agreement.
- You must ensure that there are appropriate security measures in place to safeguard against any unauthorised access or unlawful processing or accidental loss, destruction or damage or disclosure of the personal data.
- On termination of this agreement, for whatever reason, the personal data must be returned to us promptly and safely, together with all copies in your possession or control.

### **General Data Protection Regulations 2018**

For the purposes of the Regulations the Authority is the data processor.

The personal information that we have asked you provide on individuals (data subjects) that will be working for you on this contract will be used in compiling the tender list and in assessing your offer. If you are unsuccessful the information will be **held and destroyed within two years** of the award of contracts. If you are awarded a contract it will be retained for the duration of the contract and destroyed within **seven years** of the contract's expiry.

We may monitor the performance of the individuals during the execution of the contract, and the results of our monitoring, together with the information that you have provided, will be used in determining what work is allocated under the contract, and in any renewal of the contract or in the award of future contracts of a similar nature. The information will not be disclosed to anyone outside the Authority without the consent of the data subject, unless the Authority is required by law to make such disclosures.