# WWF UK Wholescape Programme, in Norfolk

# Informing the Community Engagement Plan

WWF UK invitation to tender

January 2023

**INTRODUCTION**

WWF UK is developing a delivery framework that will take a systems approach to nature’s restoration and climate recovery in the UK. This exciting opportunity will create a model for effectively managed seascapes and landscapes and to advocate for change.

The WWF UK Wholescape Programme has two main aims: -

1. Build a new framework through which we will deliver our UK conservation programmatic work, developing an evidence-based and systems level methodology, that elevates our approach in-line with environmental emergencies.
2. To pilot and ground-truth the methodology in Norfolk, working with a growing network of local partners with the expertise to deliver across the Wholescape Programme’s workstreams.

The wholescape programme is structured around four workstreams: -

1. Governance, Policy & Planning;
2. Public & Private Finance;
3. Communities & Livelihoods;
4. Science & Evidence.

Project activities include: developing scientific research projects to inform our work; developing models for strategic decision making; providing solutions to issues threatening biodiversity. In the programme’s marine space attitudes to restoration, fisheries, aquaculture, seaweed, species and blue carbon are also key.

**BACKGROUND**

WWF articulates the current environmental crisis as the Triple Challenge and frames the twin emergencies of nature loss and climate change, alongside the paradigmatic societal shift needed to secure a more sustainable future. Through the Triple Challenge WWF can find the solutions to these interconnected issues and consider the necessary trade-offs required to make progress. Our Wholescape approach will enable us to work together to find the solutions we need to tackle the environmental, social and economic demands driving the Triple Challenge. In-line with our shared objectives we will trial our new approach in Norfolk, operationalising our strategies and tactics to demonstrate how to tackle some of the most complex issues that currently prevent progress for nature.

Our chosen methodology is the Natural Capital Approach, which we will use to inform the wholescape development stage, subsequent delivery and most likely the wider WWF UK wholescape framework. The Natural Capital Approach provides a framework that recognises multiple ways in which nature can be valued, restored and protected, aligning with the development of social capital that secures people and communities at the heart of the wholescape concept.

Within the Wholescape Programme the Communities and Livelihoods workstream is foundational and will influence the direction of key projects through community governance, ward and parish level funding and movement building. Later in 2023, WWF will design and deliver a programme of deliberative engagement across coastal, rural and urban communities in Norfolk and this consultancy will provide WWF and partners with an informed position, before we engage the public in a discussion on the future of the area’s seas and land.

At county-wide level we are developing a people and communities project that will apply our Better Practice Principles for inclusive conservation in Norfolk. Working with our partners we will engage communities in a deliberative process to establish how people feel about the future of Norfolk’s land and seascapes, building from here a community governance project and community fund allowing community co-design of future projects on access, interpretation and local nature focused projects.

In terms of the community engagement component of this project, the next piece of work is a research project that reviews existing data and evidence, identifies gaps and opportunities before presenting research as a community ‘map’[[1]](#footnote-2).

**REQUIREMENTS**

WWF requires the expertise of a contractor to review community data and evidence (including any relevant consultation undertaken at either regional (East of England), county or community level, since 2017), building data and evidence into an accessible document e.g., a map or database, to inform the Communities and Livelihoods workstream.

The contractor should have an excellent understanding of local stakeholders, their sensitivities and their interests in their local environment; a thorough understanding of community data and evidence and the likely merits of their application on the Wholescape Programme in Norfolk; a general understanding of the benefits of terrestrial, freshwater, transitional and marine restoration at national and local level.

The contractor will be expected to know where to and how to access data on communities and understand the role of the Norfolk and Suffolk Natural Capital Compendium (link below), as a reference document on environmental threats and impacts across Norfolk’s scapes. This is a fast-paced project, and the contractor will be expected to work to time, with any subsequent adaptations addressed within the timeframe provided below under ‘Expected Deliverables’.

**SPECIFIC ACTIVITIES**

The primary objective of research work is to acquire data and evidence on Norfolk’s communities to aid our understanding of the social, economic, and environmental threats and opportunities. A second objective is to interrogate data and evidence to present a complete picture of Norfolk’s communities, this will include narrative across agreed comparators and suggested research questions included at Annex 5.

**Task 1:** work with the WWF wholescape team to establish a research framework and questions that will form the basis of the consultancy.

**Task 2:** Research project to a) mine all available community demographic data at county and district level plus of visitors to the county; b) interpret data providing high-level findings answering research questions; c) review Local Authority or other relevant consultation undertaken within and across Norfolk since 2017 in-line with the research questions provided; d) present findings as a narrative drawing out information that is relevant to WWF’s Wholescape Programme and Better Practice Principles and highlighting key gaps in the data.

**Task 3:** Research project to a) develop a list of community groups and networks that could help WWF reach local communities; b) provide findings organised by geography and purpose of groups and networks.

**Task 4:** Research project to identify local communication channel opportunities to assist WWF and partner’s outreach.

**Task 5:** Research local project activity over a pre-agreed timeframe (at least 5 years) and provide a list of projects, with a summarised description, indication of who was involved and signposting to any evaluation material.

**Task 6:** Provide some insights into areas of high second home ownership and visitor patterns across Norfolk.

**Expected Deliverables**

* Inception meeting to include build-out of research questions and agreed schedule (by mid-March 2023), plus at least two ‘check-in’ meetings between 1st April 2023 and 31st May 2023.
* First draft of final report (by 30th June 2023) structured in-line with the tasks outlined above.
* Review of WWF feedback on the first draft of the report (by end of mid-July 2023) and final report drafted (by 15th July 2023).

**Timeframes & PAYMENT SCHEDULE**

The contract will be for a 4.5-month period from the period 15th March 2023 to 31st July 2023. The tasks and deliverables will be implemented over the course of these 4.5 months as outlined above.

The approximate budget for this contract is £30,000 inclusive of VAT.

The successful contractor will be issued with a contract and/or purchase order through WWF’s Panda Purchasing system. Payments will be made to the contractor according to the following schedule:

20% of contract value before 30th March 2023 following inception meeting and agreement on key dates.

70% of contract value by 31st May 2023 following provision of draft report.

10% of contract value by 31st July 2023 following approval of final report (due no later than 24th July 2023).

**Tendering process**

Please provide by overview of relevant skills, knowledge, and experience by Monday 13 March 2023 in-line with all the detail provided in this Terms of Reference and the accompanying Annexes / Links. Note that WWF is particularly interested in contractors based in Norfolk, or the East of England with demonstrable experience of similar area-focused work.

**Note that all submissions longer than 8 pages will be automatically discounted, therefore link or signpost to any additional information e.g., policies, statements etc.**

**BUDGET**

The approximate budget for this contract is £30,000 inclusive of VAT.

The contractor’s budget should include any expected travel and accommodation costs. The consultant will be expected to provide all their own office and communication facilities.

**Tendering process**

Please provide a written tender for the work described above by Monday 13 March 2023 outlining the approach you would take to deliver the required activities, the relevant experience of the proposed contractor(s), the breakdown of costs per task in-line with the tasks, expected deliverables and delivery of key milestones.

Please email your responses to [ccutt@wwf.org.uk](mailto:ccutt@wwf.org.uk)

**TENDER EVALUATION**

The process of evaluation of responses/tenders will be carried out by a suitably competent panel and a contract award made on the basis of:

|  |  |  |  |
| --- | --- | --- | --- |
| **Evaluation Criteria** |  | **Sub-Criteria** |  |
| Quantitative | 30% | Value for money | 30% |
|  |  |  |  |
| Qualitative – Capability & Competency | 70% | Understanding of requirements | 25% |
|  |  | Methodology | 25% |
|  |  | Previous Experience/resourcing | 20% |

For further information and submission of budget for tender consideration email:

Charlie Cutt, WWF-UK, [ccutt@wwf.org.uk](mailto:ccutt@wwf.org.uk)

Details on the proposed deliberative engagement project can be found in Annex 1.

Details on WWF UK’s Better Practice Principles can be found at Annex 2.

Details on WWF’s mission to enhance safeguards and social policy are online [here](https://wwf.panda.org/discover/people_and_conservation/advancing_social_policies_and_principles/#:~:text=Advancing%20social%20policies%20%26%20principles%20%7C%20WWF&text=Safeguards%20are%20designed%20to%20manage,environmental%20impacts%20within%20our%20work.).

Details on the Natural Capital Approach are online [here](https://www.gov.uk/government/publications/enabling-a-natural-capital-approach-enca-guidance/enabling-a-natural-capital-approach-guidance).

Details on the Norfolk & Suffolk Natural Capital Compendium are online [here](https://www.uea.ac.uk/climate/protecting-our-natural-assets)

**For further information please contact:**

**Charlie Cutt, WWF-UK, ccutt@wwf.org.uk**

1. Approach to producing a community map TBA with the successful appointee, visuals such as maps to illustrate text are expected and smaller consultancies are encouraged to collaborate to secure GiS capability. [↑](#footnote-ref-2)