# British Land Use Conversation – Public Dialogues Brief

## Summary

WWF-UK wants to inform a national conversation around the future of British landscapes, by commissioning a series of 6 public dialogues. This is part of a wider programme of WWF work funded by the Quadrature Climate Foundation (QCF). The WWF QCF programme has an overall objective of cutting emissions from UK land-use and food consumption, through changing policy, winning the public narrative and understanding our supporters.

This project aims to understand the views of people from all walks of life towards land use, climate, nature, food and farming, within a range of landscapes across Britain– building a picture both local to those places, and collectively across the nations.

WWF would ideally like this work carried out by the mid October 2021, in order to feed into other programme elements already in train.

## Background

People are at the heart of thriving landscapes, through the food we eat, the ways we farm, the places we live and the spaces we enjoy. This project will seek to understand views towards land use, climate, nature, food and farming of people from all walks of life within a range of landscapes across the UK – building a picture both local to those places, and collectively across Britain.

The dialogue locations have been selected to align with a project to create more targeted regional ‘blueprints’ for the future of landscapes in Britain. This Blueprint project will enable informed stakeholders to explore the different pathways available for meeting the ['triple challenge'](https://www.wwf.org.uk/triple-challenge) (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in UK landscapes by 2030. It will examine the trade-offs and decisions that will be required within each pathway and explore both the opportunities and constraints associated with choosing different priorities for land use.

The main output of the Blueprint project is an interactive tool that allows users to select multiple options for nature recovery, food production, and climate solutions, and to see the consequences of their choices on other aspects of the triple challenge within their chosen landscape. We plan to use the public views gathered in the dialogue work alongside the outputs of the Blueprint project to inform a shared future vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public. We will also collate views into a ‘national conversation’ on these issues.

The 6 landscapes are: (1) Aberdeenshire, Scotland, (2) The Soar Catchment, England, (3) Hull region, England, (4) Ingleborough, England, (5) Cornwall, England, (6) Pembrokeshire, Wales. These areas have been selected for their range of locations, land uses, landscapes and communities.

Objectives

We want to understand the range of views towards land use, climate, nature, food and farming from people all over Britain. The aim is not to build consensus or seek to influence, but to listen and identify any themes that emerge.

This understanding will be used to inform our work in 4 ways:

1. Better understanding public views on these topics will form a critical building block of our work to develop a shared narrative, talking about land use in a unifying way that reconnects people in Britain with land and food.
2. We will use this understanding alongside the outputs of the Triple Challenge Blueprint project to form a shared vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public.
3. Movement Building work is likely to be undertaken in a number of these areas (TBC) in support of the Blueprint work, and so the understanding gained from individual landscape dialogues will provide valuable background as to the history, existing activities, needs and concerns within each area.
4. We want to ensure that all British governments’ approach to achieving thriving net zero landscapes takes into account the views of people collectively across Britain – this work will provide that grounding for our policy asks and wider policy advocacy in this area.

The full body of work should:

* Provide new insights on the views of the British public to land use – priorities, commonalities and differences.
* Identify how people talk about these issues, the words and language commonly used.
* Highlight critical local issues within each landscape.
* Provide creative content for WWF communications on the project.

## Outputs

Responses to this call for proposals should include details of applicants proposed methodology.

At a minimum, proposals must include:

* Full delivery of virtual public dialogues in 6 locations
* A report for each location, capturing the conversations and drawing out themes and key priorities
* An overall report and slide presentation, bringing together all the conversations to identify key themes and overall priorities for land use in the context of the triple challenge
* We would also be interested in creative ways to disseminate and communicate the results of the dialogues, such as video clips or visual minutes

Design, branding and printing costs for research report and scenario reports should not be included in proposals. In agreement with the successful consultancy, the default approach would be to brand and design the report as, “prepared for WWF UK by Company XXXXXXX”.

## Methodology & Timing

The successful proposal will set out a methodology that includes the following:

* Detailed timeline from inception to completion.
* Comprehensive approach for planning, recruiting and delivering the public dialogues.
  + Given the constantly changing Covid situation, it is envisaged the dialogues will need to be held virtually.
  + To include how you will identify, recruit and incentivise a diverse and representative selection of participants (including age, gender, ethnicity, socio-economic status, urban and rural, voting, and specifics sectors such as farming, tourism etc) in all locations. Recommendations for appropriate numbers of participants.
  + How you will develop an effective topic guide to ensure we cover the topics of interest.
  + Length and number of workshops (we are expecting multiple workshops with the same participants in each location), how they will be run, and if virtual how we can ensure participation from groups with less digital access.
  + Recommendations for appropriate formats for pre-briefing and reflection tasks, as well how to best impart information about this complex topic.
* Description of all outputs.
* Recommendation as to whether to approach the workshops branded as WWF, or unbranded
* Outline ability to potentially sub-contract facilitation to / or work with a local partner in one or more of the areas (we are specifically considering this for Pembrokeshire where we have a range of existing stakeholder relationships to consider). For all areas, how you will ensure that facilitation is carried out in a way sensitive to the locality.

WWF would like the work to be carried out during the summer of 2021, and will give preference to proposed work that is completed by mid October 2021. However, we will consider proposals over different time frames.

## Environmental Stewardship and Sustainable Procurement

WWF-UK prefers to work with sustainable suppliers; organisations that meet their needs in a way that achieves value for money on a whole-life basis, whilst benefitting society and minimising damage to the environment. All potential supply partners are asked to complete our Sustainable Procurement Questionnaire, providing copies of any relevant certification where applicable. Suppliers are also asked to detail in their responses how sustainability can be integrated into their solutions and service delivery under this contract.

Indicative budget

WWF will accept proposals budgeted up to the value of £125,000 (plus VAT), although we would encourage proposals for sums below that amount that can provide a viable response to these Terms of Reference.

The budget should cover all costs associated with the development, delivery and report writing, including expenses and facilitation costs, and any costs of participation including time, travel and subsistence.

Proposals could include (i) what could be done for this indicative budget; and (ii) options for enhancing the outputs should more resources be available.

## Response to Call for Proposals

In their bid, consultants should set out and support with evidence where necessary their proposed approach and methodology, their relevant experience, proposed team composition including relevant qualifications, a project plan (including a project management approach) and full costs and expenses. Cost proposals should include rates for all personnel, and it should be confirmed that these rates would apply to related appointments subsequent to this contract.

At present, the geographical scope of the work is for Britain to align with chosen Blueprint landscapes. However, in addition, the indicative cost to add an additional landscape to the scope of the contract should be set out and broken down, based on the assumption that location could be in Northern Ireland and/or in an urban landscape.

Responses should be sent by email to Dani Jordan, Head of Campaign Insights, WWF-UK: [djordan@wwf.org.uk](mailto:djordan@wwf.org.uk), and copied to [Procurement@wwf.org.uk](mailto:Procurement@wwf.org.uk).

Responses should be received no later than 12 noon on the 23rd July 2021.

Responses should be no more than 25 A4 Pages in length, although additional relevant supporting information may be included as appendices.

Responses to the call for proposals will be judged on:

* Ambition related to the brief and the best proposal for meeting WWF’s objectives
* Timing
* Value for money
* Understanding of the project brief
* Rigour of proposed methodology
* Relevant experience demonstrated
* Sustainability credentials of the solution and the consultancy.

## Contracting these services

WWF-UK prefers to contract these services using the attached standard terms and conditions. Any consultants wishing to propose alternative terms should explain this in their response.

## General information request The successful organisation shall be expected to provide the following additional information prior to any contracts being agreed. Please either provide the following information with your response, or confirm that this can be provided prior to contracting:

* Details of two clients who would be prepared to provide a written reference for your organisation.
* Copies of your two most recent sets of Audited Accounts and company registration information.
* Copies of relevant insurance polies held by your organisation, including details of sums insured.
* Details of the number of employed staff at your organisation, including an overview of the structure and roles.
* Licenses, professional registrations and accreditations relevant to this service.
* Copies of any of the following policies (or similar) that your organisation has:
  + Anti-Fraud,
  + Data Protection,
  + Quality Management,
  + Environmental Management
  + Disaster Recovery
  + Diversity, Equity & Inclusion Policy

## WWF-UK Point of Contact

The WWF-UK designated point of contact for responses, questions and correspondence related to this contract opportunity shall be:

Dani Jordan, Head of Campaign Insights, WWF-UK

Tel: 44 (0)1483 412319

Email: [DJordan@wwf.org.uk](mailto:DJordan@wwf.org.uk)

Alternative contact: Please cc [Procurement@wwf.org.uk into emails.](mailto:Procurement@wwf.org.uk%20into%20emails.)