Terms of reference

WWF-Cymru invitation to tender: Pembrokeshire Stakeholder Mapping & Engagement Plan

07/07/2022

Introduction

WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Our supporters – more than five million of them – are helping us to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. We're fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

Our UK-based Conservation Programme supports geographically focussed landscape and seascape programmes of work, delivered with a number of delivery partners. WWF is looking to increase the scope and impact of our work in the UK, to demonstrate that is it possible to produce food sustainably, restore nature and sequester carbon.

Scope of services

WWF would like to support a landscape-scale project, covering land and sea, in Wales, which demonstrates the way forward for tackling the 'triple challenge' of needing to simultaneously avoid dangerous climate change, halt, and reverse dramatic biodiversity loss, whilst ensuring that the needs of people are also met.

We are seeking to investigate whether Pembrokeshire would be a suitable location to develop, with local support, an investment in the local area. We would like to bring together local communities and stakeholders to discuss the potential for this project, and then, hopefully, create a vision for the landscape and coastal restoration and co-design the project

WWF requires the expertise of a contractor to conduct stakeholder mapping of the Pembrokeshire area in order to understand the various stakeholders and their interests. The information is to be used to inform the development of a stakeholder engagement strategy. This would support the co-design of the project with local communities and stakeholders.

Activities

The stakeholder mapping work will include 3 key tasks:

1. Understand all stakeholders with an interest in Pembrokeshire
2. Determine potential threats and opportunities
3. Develop a stakeholder engagement strategy and plan

Methodology

Below is a proposed approach but we welcome alternative approaches. The approach and methodology will be discussed and agreed between WWF and the successful contractor.

Task 1: Identify all stakeholders with an interest in the Pembrokeshire

- Start-up meeting with WWF to discuss existing stakeholder information gathered and the scoping strategy moving forward.
- Long-list stakeholder identification with metadata
- Interest/influence mapping from stakeholder long-list.
- Collating pre-existing reviews, reports, studies on stakeholder engagement in the area. This will include past and on-going projects; recommendations resulting from those studies; information on attitudes, knowledge and perceptions; any social network or power analyses;
- Identify information gaps highlighted by information review exercise above.

Task 2: **Determine potential threats & opportunities to developing a landscape and coastal restoration project in Pembrokeshire**

- From Task 1 evaluation on previous stakeholder engagement in the area, identify potential threats & opportunities to developing a landscape-scale project, covering land and sea.

Task 3: Develop stakeholder engagement strategy and plan for the project

- Drawing on the results from Task 1 & 2, develop a stakeholder engagement strategy and plan for the co-design (with local communities and stakeholders) of the development phase of the project)
- Highlight anything that should be avoided.
- Identify any potential partners to co-design the project with WWF.

Expected Deliverables:

1. Long list of stakeholders with meta-data entered into database
2. Interest/influence map for use as an engagement tool
3. Potential threats & opportunities identified
4. Stakeholder engagement strategy and plan for co-design of the project, including the identification of any potential partners.

Proposals and other requirements

Proposals are invited setting out:

- Agreed Terms of Reference (to be listed in the proposal)
- Methodology
- Work Plan
- Deliverables
- Experts to be engaged with their detailed CVs
- Cost estimate to include the daily rate, the number of days/breakdown of cost by task/milestone (Please also include any applicable charity discounts you may offer).
- A brief overview of your organisations environmental and social activities

The proposal should be no longer than 6 sides plus CVs. Proposals will be assessed using a selection of criteria, likely incuding: fit to brief, previous experience, value for money, credible proposed methodology. Proposals to be submitted by 29/07/22. The approximate Budget available for this study is £20,000-£30,000 (inclusive of VAT)

Required skills

- General experience of working with stakeholder groups and local communities (within the Pembrokeshire area)

- Experience of leading stakeholder mapping exercises
- Welsh Language would be an advantage

Timescale

It is anticipated that the total project duration from inception to completion will be 8-12 weeks (some flexibility may be possible).

Contact

Commissioned by: WWF-Cymru, Churchill House, 17 Churchill Way, Cardiff CF10 2HH
Contact person: Jon Curnow, Programme Manager, jcurnow@wwf.org.uk
Alternative contact: Procurement Team, procurement@wwf.org.uk

Cylch gorchwyl

Gwahoddiad i dendro WWF-Cymru: Cynllun Mapio ac Ymgysylltu â Rhanddeiliaid Sir Benfro

07/07/2022

Cyflwyniad

WWF yw un o'r sefydliadau cadwraethol annibynnol mwyaf yn y byd, sy'n gweithredu mewn bron can gwlad. Mae ein cefnogwyr – mwy na phum miliwn ohonynt – yn ein helpu i adfer natur ac i fynd i'r afael â phrif achosion dirywiad natur, yn arbennig y system bwyd a newid hinsawdd. Rydym yn gweithio i sicrhau byd â chynefinoedd a rhywogaethau sy'n ffynnu, ac i newid meddyliau a chalonnau fel y daw'n annerbyniol gorddefnyddio adnoddau ein planed.

Mae ein Rhaglen Cadwraeth sydd wedi'i lleoli yn y DU yn cefnogi rhaglenni gwaith sy'n canolbwyntio ar dirweddau a morweddau, a gyflawnir gyda nifer o bartneriaid cyflawni. Mae WWF yn bwriadu cynyddu cwmpas ac effaith ein gwaith yn y DU, er mwyn dangos bod modd cynhyrchu bwyd yn gynaliadwy, adfer natur ac atafaelu carbon.

Cwmpas y gwasanaethau

Hoffai WWF gefnogi prosiect ar raddfa tirwedd, yn cynnwys tir a môr, yng Nghymru, sy'n dangos y ffordd ymlaen o ran mynd i'r afael â'r 'her driphlyg' o osgoi newid hinsawdd peryglus, rhoi terfyn ar, a gwrthdroi colled fioamrywiol ddramatig, ac ar yr un pryd sicrhau y caiff anghenion pobl eu diwallu.

Rydym yn bwriadu ymchwilio i weld a fyddai Sir Benfro yn lleoliad addas ar gyfer datblygu, gyda chymorth lleol, buddsoddiad yn yr ardal leol. Hoffem ddwyn ynghyd gymunedau a rhanddeiliaid lleol i drafod potensial y prosiect hwn, ac wedyn, gobeithio, creu gweledigaeth ar gyfer y gwaith i adfer y dirwedd a'r arfordir, a chydgynllunio'r prosiect.

Mae ar WWF angen arbenigedd contractwr i fapio rhanddeiliaid yn ardal Sir Benfro er mwyn deall y gwahanol randdeiliaid a'u buddiannau. Caiff y wybodaeth ei defnyddio i lywio'r gwaith o ddatblygu strategaeth ymgysylltu â rhanddeiliaid. Byddai hyn yn cefnogi'r gwaith o gydgynllunio'r prosiect gyda'r cymunedau a rhanddeiliaid lleol.

Gweithgareddau

Bydd y gwaith mapio rhanddeiliaid yn cynnwys 3 tasg allweddol:

1. Deall yr holl randdeiliaid sydd â buddiant yn Sir Benfro
2. Darganfod bygythiadau a chyfleoedd posibl
3. Datblygu strategaeth a chynllun ymgysylltu â rhanddeiliaid

Methodoleg

Ceir dull arfaethedig isod, ond rydym yn croesawu dulliau amgen. Caiff y dull a'r fethodoleg eu trafod a'u cytuno gan WWF a'r contractwr llwyddiannus.

Tasg 1: Canfod yr holl randdeiliaid sydd â buddiant yn Sir Benfro

- Cyfarfod cychwynnol gyda WWF i drafod y wybodaeth gyfredol a gasglwyd am randdeiliaid, a'r strategaeth cwmpasu wrth symud ymlaen.
- Llunio rhestr hir o randdeiliaid ynghyd â metadata
- Mapio buddiant/dylanwad o'r rhestr hir o randdeiliaid.
- Coladu'r adolygiadau, adroddiadau ac astudiaethau sy'n bodoli eisoes ar ymgysylltu â rhanddeiliaid yn yr ardal. Bydd hyn yn cynnwys prosiectau blaenorol a chyfredol; argymhellion sy'n codi o'r astudiaethau hynny; gwybodaeth am agweddau, gwybodaeth a chanfyddiadau; unrhyw rwydwaith cymdeithasol neu ddadansoddiad pŵer;
- Nodi unrhyw fylchau mewn gwybodaeth a amlygwyd gan yr ymarfer adolygu gwybodaeth uchod.

Tasg 2: **Pennu bygythiadau a chyfleoedd posibl o ran datblygu prosiect adfer tirwedd a morwedd yn Sir Benfro**

- Ar sail gwerthusiad Tasg 1 o ymgysylltu â rhanddeiliaid yn yr ardal yn flaenorol, canfod bygythiadau a chyfleoedd posibl o ran datblygu prosiect ar raddfa tirwedd, sy'n cynnwys tir a môr.

Tasg 3: Datblygu strategaeth a chynllun ymgysylltu â rhanddeiliaid ar gyfer y prosiect

- Gan ddefnyddio canlyniadau Tasgau 1 a 2, datblygu strategaeth a chynllun ymgysylltu â rhanddeiliaid ar gyfer cydgynllunio (gyda chymunedau a rhanddeiliaid lleol) cam datblygu'r prosiect
- Tynnu sylw at unrhyw beth y dylid ei osgoi.
- Adnabod unrhyw bartneriaid posibl i gydgynllunio'r prosiect gyda WWF.

Canlyniadau a ddisgwylir:

4. Rhestr hir o randdeiliaid gyda metadata wedi'u rhoi yn y gronfa ddata
5. Map o fuddiant/dylanwad i'w ddefnyddio fel offeryn ymgysylltu
6. Bygythiadau a chyfleoedd posibl wedi'u nodi
7. Strategaeth a chynllun ymgysylltu â rhanddeiliaid ar gyfer cydgynllunio'r prosiect, gan gynnwys adnabod unrhyw bartneriaid posibl.

Cynigion a gofynion eraill

Gwahoddir cynigion sy'n nodi:

- Cylch gorchwyl cytunedig (i'w restru yn y cynnig)
- Methodoleg
- Cynllun gwaith
- Canlyniadau
- Arbenigwyr a ddefnyddir, gan gynnwys eu CV manwl
- Amcangyfrif o'r gost i gynnwys y raddfa ddyddiol, nifer y diwrnodau/dadansoddiad o'r gost yn ôl tasg/carreg filltir (Dylech gynnwys unrhyw ddisgownt y gallwch ei gynnig sy'n gymwys i elusen).
- Trosolwg byr o weithgareddau amgylcheddol a chymdeithasol eich sefydliad

Ni ddylai'r cynnig fod yn fwy na 6 ochr tudalen, heb gynnwys y CVs. Caiff y cynigion eu hasesu gan ddefnyddio detholiad o feini prawf, sy'n debygol o gynnwys: gweddu i'r briffiad, profiad blaenorol, gwerth am arian, methodoleg arfaethedig gredadwy. Rhaid cyflwyno'r cynigion erbyn dydd 29/07/22. Y gyllideb fras sydd ar gael ar gyfer yr astudiaeth hon yw £20,000-£30,000 (gan gynnwys TAW)

Sgiliau gofynnol

- Profiad cyffredinol o weithio gyda grwpiau rhanddeiliaid a chymunedau lleol (yn ardal Sir Benfro)
- Profiad o arwain ymarferion mapio rhanddeiliaid
- Byddai'r Gymraeg yn fantais

Amserlen

Rhagwelir mai hyd y prosiect o'r cychwyn hyd ei gwblhau fydd 8-12 o wythnosau (efallai y bydd rhywfaint o hyblygrwydd yn bosibl).

Cysylltu

Comisiynwyd gan: WWF-Cymru, Tŷ Churchill, 17 Churchill Way, Caerdydd CF10 2HH

Person cyswllt: Jon Curnow, Rheolwr y Rhaglen, jcurnow@wwf.org.uk

Cyswllt arall: Y Tîm Caffael, procurement@wwf.org.uk