



Norfolk County Council



Department for Levelling Up,
Housing & Communities



EUROPEAN UNION



Visitor Management Plan Brief – Gressenhall Access to Nature Project (GANP)

Section 1 Background Information

Introduction:

The Gressenhall Access to Nature Project (GANP) is a project creating accessible nature trails as part of Gressenhall Farm and Workhouse Museum of Norfolk Life. It is a collaborative project between Norfolk County Council (NCC), The Wendling Beck Environment Project, Gressenhall, the Norfolk Museums Service, and local landowners. The GANP master plan will include new structures on the Union Farm site adjacent to Wendling Beck, and several new structures on the Wendling Beck site. These new structures aim to facilitate improved access to green spaces and nature, including for those with physical and mobility impairments. It will also form part of the new 'Gressenhall Environmental Hub', a public gateway for community engagement in Norfolk County Council's Environmental Policy, through formal and informal learning and outreach activities. The Wendling Way footpath, part of the Jubilee Trails project, will provide connections from the GANP and the rest of Gressenhall site to Dereham.

This project is supported by [The Wendling Beck Environment Project \(WBEP\)](#), a multi-stakeholder nature restoration project focusing on recreating wildlife and natural ecosystems including grassland, woodland, meadow, and wetland habitats. The project site is located along Wendling Beck River and around Norfolk County Council (NCC)-owned Gressenhall Museum and Union Farm, which will be connected by a bridge to a wider site of around 2,000 acres of land. WBEP will deliver key nature recovery targets in Norfolk, but will also deliver improvements to water, soil, and air quality, as well as capture carbon.

This visitor management plan will be funded by the Community Renewal Fund, Net Zero Norfolk – sustainable travel network. Net Zero Norfolk – sustainable travel network looks to identify opportunities for creating a sustainable travel network across Norfolk in urban and rural areas. This visitor management plan specifically supports the desire to create rural hubs at key attractors for low carbon transport.

The GANP is also supported by the [Interreg 2SEAS MONUMENT](#) project, which is a trans-national technological and social innovation 3-year project which aims to strengthen the resilience of informal carers of people living with dementia. The funding is being used to reduce the barriers

identified by carers of people living with dementia in accessing nature and its associated health benefits. One key aim is to enable this group and others with disabilities to access nature. The GANP works to deliver on this aim.

Site Description

The WBEP is situated north of Dereham, with a majority of NCC's intended locations located on the north side of the project, near the Gressenhall Workhouse Museum and Union Farm. Plate 2 below shows an overview of the site.



Project Status

Norfolk County Council's primary role in the partnership is improving accessibility to this site through building new structures which facilitate a more immersive experience in nature and also improving access to the site through the new trail, the 'Wendling Way'. These structures will include a new bird hide over Dillington Carr (SSSI), a climate-ready arboretum, two bridges, two shelters, and a Pole Barn. Furthermore, there will be newly accessible routes for walking and cycling. This includes the Wendling Way, three circular routes, an Arboretum trail, and the Easy Access Nature Trail, designed for people living with dementia (PLWD). Landscape architects Digg & Co have been appointed for master planning and design work for the above structures.

Objectives

Norfolk County Council is looking to procure a contractor to prepare a comprehensive and coherent Visitor Management Plan (VMP) for the new structures on GANP site.

The VMP should:

1. Consider the most feasible and realistic way to introduce fees to the site, what these charges should be, and how they may influence those visiting the GANP site.
2. Realise the potential recreational opportunities presented by the new structures, and how they can be managed.
3. Ensure that the continued management of the site ensures PLWD and their carers can access and utilise the site and its targeted infrastructure.
4. Recognise the environmental significance of the site, and ensure that management strategies account for protective measures.
5. Work with Gressenhall Farm and Workhouse Museum to integrate relevant site considerations into their current working strategy.
6. Clearly outline implications of recommended strategies in the VMP to the longevity and sustainability of GANP site in the medium and long term.
7. Investigate opportunities for low carbon transport to the site, encouraging methods such as cycling, walking, and public transport.
8. Consider how access to a concurrent WBEP Gateway Development Project at the site (currently known as Corners nursery), can complement and collaboratively align within a broader Gressenhall Access to Nature Project VMP (*possibly considering scope for a future “active travel triangle” between Dereham, Corners and Gressenhall Museum*). **If this deliverable would add cost to the overall budget for the VMP, could you please itemise this separately from the rest of your quote for this work.**

Section 2 Statement of Requirement

Requirements

The above objectives indicate the overall goals of the VMP. There are, however, specific requirements that the VMP will need to address. These include:

- Estimate visitor number baselines to the site and advise on uses of technology to monitor these numbers (and over what time period this monitoring is feasible).
- Analysis of options for implementing payments to access the site and subsequent monitoring strategies.
- Address how access and payment options will change with the seasons as the Gressenhall site closes for the autumn/winter season.
- Identify the role of various stakeholders in developing and maintaining the site and establish responsibilities for the upkeep of the site.
- Identifying the potential conflicts between wildlife and access for people in terms of scale, type, and frequency, and make recommendations for mitigation.
- Advise on management techniques or actions to minimise impacts on species, habitats and ecological processes caused by recreation.
- Identify how site accessibility for PWLD and their carers (and other physical/mobility impairments) can be managed and measured, and how to promote these facilities.
- Identify what current barriers exist to using low carbon transportation methods to access the site using a visitor survey.
- Recommend measures can be put in place to encourage access through these low carbon methods and evaluate for their feasibility.

- Identify overlap between management strategies currently used at Gressenhall Farm and Workhouse, and how the GANP VMP can be utilised by Gressenhall Farm.
- Examine methods of supporting improved health and wellbeing for those who access the site, and how these can be measured.
- Suggest and develop relevant metrics for measuring the success of the site in the medium and long term.

These key objectives for the VMP will support the planning application for the GANP site and inform a subsequent supporting plan for long-term maintenance.

Target Audience

The VMP, while written about user groups of the GANP site, has a target audience for those with management responsibilities of the site. This will include:

- Norfolk County Council Greenways to Greenspaces Team
- Gressenhall Farm and Workhouse
- Associated contractors involved in site construction
- Adjoining landowners at Gorgate and Dillington Farms.

Deliverables

1. Initial Briefing Meeting (Internal) – Greenways to Greenspaces Team, Gressenhall, and MONUMENT Team

This initial meeting will take place with relevant groups within Norfolk County Council. This will include clarification on the principles of the wider project, presentation of approach from the contractor, and clarification of any questions prior to the commencement of work.

2. Wider Stakeholder Meeting

Once a wider stakeholder network has been finalised, the following stakeholders should be consulted on WBEP, and its subsequent Visitor Management Plan. These include:

- Landowners
- Wider Gressenhall Team
- Digg & Co – landscape architects responsible for design work
- Natural England – Advisor for site work around the Dillington Carr SSSI
- Environment Agency – partially responsible for work
- Norfolk Rivers Trust
- Norfolk Wildlife Trust
- Visit Norfolk
- Other relevant local authorities, such as Breckland District Council and Dereham Town Council

3. Draft and finalised VMP

Some of these key components will include:

- Variance in visitor numbers with seasonality
- Stakeholder expectation management
- Fees for visiting the site and monitoring of payments to those parts of the site further from the museum

- Path maintenance (especially for the Easy Access Trail, which will need to be maintained to a high standard to remain accessible)
- Signage and interpretation
- Feasibility of hire bike/e-bike provisions on and to the site
- Minimising impact on habitats
- Visitor monitoring strategies
- Metrics for monitoring and evaluating mid- to long term success of this site

Communication

The contract holder is expected to regularly report to the NCC Greenways to Greenspaces Team during development and finalisation of the VMP. The contract holder will provide updates regularly (minimum of bi-weekly emails) and a meeting once a month (either virtual, or in-person in NCC County Hall) to discuss the progress of the delivery.

Relevant stakeholders will be available to be contacted ad hoc where appropriate for guidance and support. This may include the Gressenhall Museum and Farm team, and NCC MONUMENT team, and the NCC Greenways to Greenspaces team.

Section 3 ITQ Management

Proposals are requested for a Visitor Management Plan for the Gressenhall Access to Nature Project. This contract will be awarded under the Terms and Conditions of Contract appended to this Invitation to Quote. Suppliers will need to describe how they will deliver the services to meet the above outcomes and requirements in the Supplier Questions.

Please complete:

- Section 4 - Supplier Information
- Section 5 - Supplier Questions
- Section 6 - Pricing Schedule
- Section 9 – Supplier Declaration

Please read carefully Section 8 – Important Legal Notice

Receipt of the quote

- Your response must be received no later than **Friday, 18 November 2022 by 12 pm**
- Your response must be submitted to **Jacqueline.zavala2@norfolk.gov.uk**
- The Council will not consider any late responses to this Invitation to Quote nor will it consider requests for extension of the time or date fixed for the submission of responses. It may, however, in its own absolute discretion extend the time or date fixed for submission and in such circumstances the Council will notify Suppliers of any change.
- The Council may at its sole discretion change any aspect of or stop this procurement exercise at any point.

Scoring

The contract will be awarded to the quote that is deemed to have best value for money.

The procurement timetable, outlined below, is for information and potentially subject to change. The council reserves the right to amend any aspect of the timetable during the procurement and evaluation process.

1.	Invitation to Quote issued	Friday, 04 November 2022
2.	Deadline for clarifications – contact	Monday, 14 November 2022
3.	Deadline for response	Friday, 18 November 2022 by 12 pm
4.	Contract commencement	Monday, 28 November 2022
5.	Contract completion	tbc

Section 4 Supplier Information

Suppliers are to edit the header of this form to insert their name at the top of every page.
Suppliers are to complete this Form and return it as the front cover of their submission.

Part 1 is information relevant to the procurement.

Part 1

Name of person or organisation tendering			
Trading as...			
Are you bidding in conjunction with another supplier?		Answer 'yes or no'	
If yes, who is the lead bidder?			
Person managing bid		Director, partner, trustee overseeing bid	
Mr/Mrs/Ms/Other		Mr/Mrs/Ms/Other	
Name		Name	
Address		Address	
Postcode		Postcode	
Country		Country	
Phone		Phone	
Mobile		Mobile	
Email		Email	
Registered office address		Applicant's registration numbers, as applicable	
		Company registration no.	
		Charity registration no.	
		VAT registration no.	
Postcode		Level of VAT to be charged	Choose an item.
Country		Other relevant reg. no.	
Group structure (as applicable)		Type of organisation (select one box only)	

Name of immediate parent organisation		Sole Trader	<input type="checkbox"/>	Public sector	<input type="checkbox"/>
Name of ultimate UK holding company		Partnership (Unincorporated)	<input type="checkbox"/>	Private Company	<input type="checkbox"/>
Company regn. no. of ultimate UK holding co.		Limited Liability Partnership ('LLP')	<input type="checkbox"/>	Public Limited Company	<input type="checkbox"/>
Name of ultimate parent organisation		Private Co. Limited by Guarantee	<input type="checkbox"/>	VCSE, please select: Choose an item.	
If known, DUNS number		Other (please write in):			
		Are you a SME? Yes/No			

Part 2 is information relevant to contract management

Part 2

Who will manage the contract		Email addresses and phone numbers of relevant contacts, as applicable	
Mr/Mrs/Ms/Other			
Name		For invoice and payment queries	
Address			
Postcode		For out of hours contact in an emergency	
Country			
Phone			
Mobile			
Email			

If you are not an existing NCC supplier, please complete the BACS form below.

Bank Details	
Account Type	Bank
Name of Bank	
Address of Bank	
Sort Code	
Account Number	
Building Society Roll Number	
Name the account is held in	
Pay Method	
NB: Norfolk County Council's preferred method of payment is by BACS and preferred remittance delivery is by email.	
Pay Method	BACS

Section 5 Supplier Questions

- Suppliers are to edit the header of this section to insert their name at the top of every page.
- Please answer all questions and complete this form retaining the questions and numbering, and return it as part of your quote.
- Where answers are limited to a maximum number of words, do not go over that limit. Ensure that your answers are succinct. If the word count is causing you significant issues with answering a question thoroughly, please raise this as a clarification.
- Please ensure your answers are fully referenced to the relevant question.

1. Proposal for delivery

- a. Please provide a proposal to deliver this VMP in a timely manner.
 - i. This should include a detailed delivery timeline.
 - ii. This should include a detailed budget.

Please type your statement here (2000 words maximum)

Word count – guide of 2000 words plus supporting documents

Section 6 Price

- Insert your organisation's name in the header
- Provide a quote for the services that will be delivered and your total price in the relevant box below. This can be provided in a separate document. Please separate the cost of the work to achieve Objective 8 (see Section 1) separately for funding reasons.
- Prices must be in £ sterling and exclusive of VAT
- This quote should not exceed **£15,000**

Please provide a detailed breakdown to show your calculations to meet the price you are proposing in your quote. This can be provided in a separate document.

Price for evaluation purposes in GBP excluding VAT

£

Please ensure the breakdown you attach corresponds to the price you have entered above.

Section 7 Important Legal Notice

1. Any person who participates in this procurement exercise shall be deemed to accept the conditions set out below and the terms and conditions of contract appended to this document. These conditions constitute the entire agreement between the parties concerning the conduct of the exercise.
2. Norfolk County Council ("the Council") does not make any binding commitment to actual or potential suppliers ("Suppliers") or to any other party about its conduct of this procurement exercise, other than to abide by its statutory obligations and the express terms of this Important Legal Notice. No other obligation on the Council shall be implied into any contract which may arise between the Council and any Applicant governing the conduct of this exercise.
3. Suppliers shall not, in connection with this procurement exercise, place any reliance upon any communication from the Council (including without limitation any notice published by the Council and any information published on any web site) unless it specifically states that it concerns this procurement exercise and bears the reference number stated on the front page of this document. Suppliers shall not place any reliance on any communication which is not in writing.
4. Information supplied by the Council is subject to constant updating and amendment in the future and is necessarily selective and is supplied for general guidance in the preparation of proposals. It does not purport to contain all of the information which Suppliers may require and Suppliers must satisfy themselves by their own investigations about the accuracy of such information. While the Council has taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this Invitation are true and accurate in all material respects, the Council does not make any representation or warranty as to the accuracy or completeness of this Invitation, or the reasonableness of any assumptions on which this document may be based. The Council accepts no liability to Suppliers however arising and whether resulting from the use of the information provided, or any omissions from or deficiencies in the information. As such, the Council cannot accept responsibility for any inaccurate information obtained by Suppliers.
5. Any notice from any person in connection with this procurement exercise shall be sent to through in-tend to the contact person listed on the first page in accordance with the relevant timescales.
6. In inviting potential Suppliers to participate, the Council is not making an offer to enter into any contract for the supply of goods, services or works and does not bind itself to accept any offer it receives.
7. The Council reserves the right at its sole discretion to change any aspect of, or to discontinue this procurement exercise at any point and if it does discontinue the exercise need not provide any Supplier with the scores allocated in any marking exercise already undertaken or the reasons for the allocation of those scores.
8. The Council will not under any circumstances be liable to pay Suppliers for any costs incurred as a result of their participating in this procurement exercise.
9. The Council may exclude from consideration any proposal which is not submitted in full compliance with the conditions and/or instructions contained within this Invitation and shall be under no obligation to consider any extenuating circumstance which may have arisen. The Council's decision as to whether any response submitted complies with the instructions shall be final.
10. Suppliers may notify the Council of information they wish, acting reasonably, to designate as confidential and the reasons why. Suppliers shall not apply any blanket designation of

confidentiality to their entire quote and the Council will not pay any regard to any such designation.

11. The Council is subject to laws concerning access to information including the Freedom of Information Act 2000, the Environmental Information Regulations 2004 and the Audit Commission Act 1998 and may - notwithstanding any claim made by any Supplier that any information is provided in confidence or is confidential in nature – release any information provided to it in accordance with the law, subject to the Council’s discretion concerning any applicable exemption or the application of any public interest test. It is important to note that information may be commercially sensitive for a time, for example, during a quote process, but afterwards it may not be. The timing of any request for information may be extremely important in determining whether or not information is exempt. However Suppliers should note that no information is likely to be regarded as exempt forever.
12. The contents of this Invitation to Quote together with all other information, materials, specifications or other documents provided pursuant or in the course of this procurement process as a whole, or prepared by the Suppliers specifically for such purposes, shall be treated at all times as confidential by the Suppliers. Suppliers shall not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the Suppliers’ company or group or use them for any purpose other than for the preparation and submission of a response to this Invitation or other requirement of the procurement process, nor shall Suppliers publicise the Council’s name or the Invitation to Quote without the prior written consent of the Council.
13. The Suppliers shall ensure that all third parties to whom disclosure is made shall keep any such information, materials, specifications or other documents confidential and not disclose them to any other third party except as set out above.
14. Suppliers must seek the approval of the Council before providing to third parties any information provided in confidence by the Council or its professional advisers or consultants and must maintain a register of all employees and third parties who have access to such information. If so requested by the Council, Suppliers must make such a register available for immediate inspection by the Council or its duly authorised representatives.
15. Any working documents produced by the Council in the course of evaluation shall remain confidential to and the property of the Council and need not be retained by the Council. For the avoidance of doubt, the Council’s only obligation to Suppliers concerning debriefing shall be to provide the Suppliers with a written statement, as approved by the chair of the evaluation panel.
16. Suppliers shall not enter into any agreement or arrangement with any other person with the intent that the other person shall refrain from responding to this Invitation to Quote.
17. Suppliers should not, in connection with the proposed contract:
 - a. offer any inducement, fee or reward to any officer or member of the Council or of the commissioning organisations;
 - b. do anything which would constitute a breach of section 117(2) of the Local Government Act 1972 or Bribery Act 2010; or
 - c. canvass any of the persons referred to in a) in connection with the response about any aspect of the proposed contract or for soliciting information in connection therewith.
18. If any Supplier or any employee of any Supplier or any third party acting on behalf of any Supplier commits an act detailed in clauses 16 to 17 inclusive or offers, promises or gives any bribe or inducement or makes any improper threat or colludes (or offers or agrees to collude) with any other Supplier in connection with this procurement exercise then, in addition to any criminal sanction such conduct may attract, the Council may:
 - a. immediately exclude that Supplier’s offer from consideration;
 - b. exclude that Supplier from future procurement exercises;

- c. terminate any contract entered into with that Supplier; and
 - d. recover from that Supplier the reasonable costs of re-running this procurement exercise and any consequential losses (including loss of anticipated savings) which result from any delay in letting a contract.
- 19. If any person approaches any Supplier seeking any bribe or making any offer to collude in respect of this procurement exercise, that Supplier is to contact the Council's Head of Law immediately.
- 20. All intellectual property rights in this Invitation to Quote and all materials provided by the Council or its professional advisers, consultants or information provided in connection with this Invitation to Quote are and shall remain the property of the Council and/or its professional advisers, consultants and/or information providers. The information they contain shall be used only for the purpose of preparing a proposal and delivering any resulting contract.
- 21. All responses and submissions provided by any Supplier will form part of the contract should the Supplier be successful.
- 22. The Council will not accept any variation to the terms of this legal notice and in the event that any Supplier submits any response which seeks to vary the above conditions such purported variation shall be void, even if the Council considers the proposal.
- 23. In the absence of a formal document signed by the Council and the successful Supplier, and for as long as such absence persists, then the acceptance by or on behalf of the Council of the Supplier's written response shall itself constitute a binding agreement between the parties, the terms of which unless amended by agreement between the parties shall be the conditions of contract sent out with the Invitation to Quote and the prices and operational proposals set out by the Supplier in their response.
- 24. Suppliers should view the Procurement Privacy Notice on the council's website www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/corporate/data-protection and must raise any concerns about the Privacy Notice and how personal information will be handled during the procurement process without delay.