

Invitation to Tender

WWF-UK, UK SEAS Project Stakeholder Engagement Services

Oct 2017

Background

The UK SEAS is a four-year WWF programme running from April 2017 - April 2021. It focuses on improving marine protected area (MPA) management in two case study areas: North Devon and the Outer Hebrides. The vision is to protect precious wildlife and places and ensure sustainable use of the seas by increasing the effectiveness and sustainable management of MPAs. The UK SEAS project will:

- Work with communities in North Devon and the Outer Hebrides to come up with new and creative ideas for better managing Marine Protected Areas so that people and nature can thrive.
- The UK's network of marine protected areas provides a key opportunity to improve the health of our seas. We will take a fresh look at how we coordinate the management of these areas, recognising that decisions made in one place have consequences elsewhere.
- We want to work in partnership to find innovative ways of financing management to improve the health of our seas and bring economic growth.

The key partners include: Natural England, Scottish Natural Heritage, Local Authorities, Inshore Fisheries and Conservation Authorities, The North Devon Biosphere Reserve, Plymouth University and the Marine Management Organisation. The North Devon case study area will be delivered in conjunction with the Defra 'marine pioneer' – a project linked to the UK Government's 25 year environment plan.

The programme is arranged into four work streams, with the objective(s) to:

1. Develop and demonstrate approaches that support **effective regional management** of MPAs in two case study areas in UK seas.
2. **Identify and trial two innovative and sustainable financing mechanisms** in case study areas which integrate ecosystem services derived from natural capital into MPA management.
3. Enable local communities in North Devon/the Outer Hebrides to **develop a sense of stewardship for their local MPAs**.
4. **Share and advocate** successful approaches widely to lead to more effective management of MPAs in the UK and beyond.

More information about the UK SEAS Project is in Annex 1.

Requirements

WWF requires a contractor to provide expertise on designing and planning a stakeholder engagement activities for successful delivery of the UK SEAS programme. In liaison with the UK SEAS team the contractor will suggest approaches for facilitating cross-sectoral engagement with a focus on our work in North Devon MPA region. They will work closely with the UK SEAS project team including the programme manager and the stakeholder engagement officer.

The contractor will:

Primary

- Provide expertise and facilitate the prompt development and delivery of the **implementation component** of the UK SEAS engagement strategy - the “what, how, who and when” of activities, which will include some work-plan level stakeholder identification analysis. The body of the engagement strategy will be shared with the successful contractor at the kick-off meeting. An outline is provided in Annex 2. The strategy runs for the 4 year duration of the project, with emphasis on years 1-2 and activities based in North Devon.
- Help design and facilitate a series of **two workshops**, Dec 2017 and April 2018 in collaboration with external Pioneer Partners where appropriate. The first workshop (in collaboration with our Pioneer Partners is to be held early December 2017 (date TBC) to discuss the regional governance and sustainable finance work streams. We would like the successful contractor to be involved in designing the process plan and help deliver the workshop session(s).
- Provide **ad hoc additional assistance** as required over the course of the first year.

Secondary

- Provide thoughts/comments on the overall engagement strategy.
- Provide recommendations identify evidence requirements to be used as a baseline for monitoring and evaluation and any processes that support collection and streamlining of that information.

Anticipated activities (with estimated number of days)

- Kick off meeting with WWF UK SEAS team and sharing of available scoping materials (before November 1st, face to face or via video conference) - 1 day.

Engagement strategy development

- By mid-November 2017, you will have become familiar with the UK SEAS project and links to the marine pioneer and be in a position to recommend approaches to stakeholder engagement across the project to the UK SEAS team - 2 days.
- 3 days of facilitated strategy development and writing, at WWF office in Cardiff (before 20th November) - 5 days.
- By the end of November 2017 the overall stakeholder engagement strategy to be completed in collaboration with the UK SEAS project team - 3 days.

Workshop design and facilitation

- Help design and produce process plans for sessions on sustainable finance and regional governance for a workshop currently scheduled for early December 2017 (by end of November 2017) - 1 day.
- Assist with facilitation and delivery of workshop if required (early December date TBC) - 1 day.
- Design and process plan support for one further workshop in April 2018 (delivery date likely March 2018 TBC) - 3 days.

Ad hoc engagement support - 5 days

Outputs

- Stakeholder engagement implementation plan component of strategy to include: the what, how, who and when for primary engagement activities.
- Contractor facilitated meetings to develop stakeholder engagement strategy.
- Brief written summary of recommendations for coordination and cohesion across the SEAS engagement activities.
- Workshop design assistance and process plan delivery for stakeholder workshop in December (date TBC).
- Workshop design assistance and process plan delivery for April workshop (date TBC).

Way of working:

The work should be developed quickly and closely with the WWF team (three core staff based in Cardiff). This will involve a face-to-face kick off meeting in Cardiff and regular communication throughout the contract. Working documents to be made available via file sharing platform.

The consultant(s) will be expected to provide all their own office & communication facilities.

Contract to run from November 2017 to June 2018 (7 months) with the body of work to be completed by December 2017.

Contact value up to £13,000 (including VAT and travel)

To apply for this opportunity:

Please provide a written response outlining the approach you would take to deliver the required activities, the relevant experience of the proposed consultant(s), and the daily rate(s) for delivery (including VAT) plus any other costs. Separate estimates of costs for travel and subsistence to travel to Cardiff. Examples of previous development of engagement strategies and description of successful, especially novel, processes would be useful evidence of success.

Deadline for responses: 24 October 2017 17:00 BST

Contact

For further information please contact:

Sarah Young, WWF-UK, syoung@wwf.org.uk, +44 02920 538511

Annex 1

WWF-UK: UK SEAS PROGRAMME – SUSTAINABLE ENVIRONMENTS AT SEA Project Overview Sept 2017

Outline

The UK SEAS Programme is a four-year programme of work which will be led by WWF from April 2017 - April 2021 focusing on two case study areas: North Devon and the Outer Hebrides. We are investigating options for expanding the project by including a case study area in Wales.

The problem

Although designation of the UK Marine Protected Area network is due to be complemented by 2018, a number of challenges exist that need to be addressed in order to move from designation to effective management. Decision making in the marine environment is often uncoordinated and based on short term goals. This is causing our seas to suffer, habitats are degrading and many resources are being over-exploited. We need a sustainable, long term approach that considers and balances different interests.

To protect the marine environment, we need:

- a better understanding of our seas and oceans and what they do for us
- the marine community to be involved in shaping and delivering management
- new funding opportunities for planning and delivering the management of our seas

What will the UK SEAS project do?

- We will work with communities in North Devon and the Outer Hebrides to come up with new and creative ideas for better managing Marine Protected Areas so that people and nature can thrive.
- The UK's network of marine protected areas provides a key opportunity to improve the health of our seas. We will take a fresh look at how we coordinate the management of these areas, recognising that decisions made in one place have consequences elsewhere.
- We want to work in partnership to find innovative ways of financing management to improve the health of our seas and bring economic growth.

Objectives

1. Develop and demonstrate approaches that support effective regional management of MPAs in two case study areas in UK seas
2. Identify and trial two innovative and sustainable financing mechanisms which integrate ecosystem services derived from natural capital into MPA management

3. Enable local communities in North Devon/the Outer Hebrides to develop a sense of stewardship for their local MPAs
4. Share and advocate successful approaches widely to lead to more effective management of MPAs in the UK and beyond

Project delivery partners

The North Devon case study area will be delivered in conjunction with the Defra 'marine pioneer' which is linked to the Government's 25 year environment plan. This will involve working in partnership with Natural England, the Marine Management Organisation and the Inshore Fisheries and Conservations Authorities. In Scotland, we will work closely with the Scottish Government, Scottish Natural Heritage and local councils. If we include a case study area in Wales we would hope to work closely with the appropriate authorities in Wales.

For further information, please contact Dr Jenny Oates (joates@wwf.org.uk)

Annex 2: Outline of UK SEAS Engagement Strategy

Overview

Introduction

- Project overview

- Key Project milestones

- Context

 - Of the project

 - Situational analysis ND

 - Situational analysis OH

 - UK context

Why are we engaging?

Engagement mandate

Engagement objectives

Who are we engaging with?

- Broad stakeholder classification

- Workstream-level stakeholder analysis

Engagement resources

- Team

- Budget

Engagement approach

Principles

Justification for involving people

Expectations

Engagement policy

- Online engagement

- Database management

- Internal relationship management

- External relationship management

- Reporting

Engagement messages

Implementation plan

- What, how, who and when, for:

 - Effective regional governance

 - Sustainable financing

 - Developing sense of stewardship

 - Sharing and advocating

Engagement methods

Monitoring and Evaluation

- Monitoring

- Evaluation

- Risks

How the engagement strategy connects to other planning documents