**Consultancy Brief**

**Appointment of Specialist Consultant to Support Agriculture-focused Delivery (policy, advocacy and on-the-ground work) by WWF’s UK Landscapes Team**

1. **Background**

For many years, WWF-UK’s UK Landscapes Team (formerly the UK Freshwater Team) has employed specialist consultancy advice to help deliver the Team’s objectives and work plans. The focus and exact requirements for this advice have varied year on year, as the nature and delivery of the Team has adapted to WWF’s overall Strategy, funding sources, and the external policy landscape.

We are now at a stage where we wish to appoint a consultant to assist us for calendar year 2020. The focus areas of work are set out in Section 2 of this Brief. Underlying considerations relevant to the appointment are:

* The gradual embedding of WWF-UK’s new Strategy from 2019 onwards, and in particular the Food and Fight For Your World goals within which the UK Landscapes Team delivers.
* The transitional nature of the UK Landscapes Team work under this new Strategy: into landscapes and agriculture from the previous Strategy’s focus on freshwater (although freshwater cannot be disaggregated from the new areas of work, eg. diffuse pollution from agriculture and GES failures under the WFD)
* Now that the Brexit pathway is clear, the tabling in Parliament of the Agriculture and Environment Bills and the need to ensure the resulting Acts deliver for the environment.
* The uncertainty and delay for farmers grappling with massive changes in subsidy support and potentially many other business circumstances.
* The huge importance of farmer opinions, the potential for their behaviour change, and the linkages to civil society attitudes to food and farming.

We wish to work with one individual consultant across all the work areas, as consistency of approach and the overlapping nature of the areas is central to the consultancy. If you are submitting a proposal not as a sole trader, we would consider up to 2 further people working on the consultancy; with the onus on you to show how this would not hinder delivery of the consultancy aim.

1. **Aim of Consultancy**

To provide advice, support, and strategic guidance to the UK Landscapes Team on a number of specialist areas, including supporting and helping present these WWF views at external meetings.

1. **Work to be Undertaken by Consultant**

There are eight specific areas of work which we currently wish the appointed consultant to engage with. We have given indicative time allocations against each area.

* Support the development of our position and proposals on landscape governance – in the context of 25 Year Environment Plan delivery, Environmental Land Management Scheme (ELMS) delivery, creation of a Nature Recovery Network and water company catchment work.
  + Input to work around and/or attendance of trials of landscape governance stakeholder dialogues, including Systematic Conservation Planning

2 days

* Provide advice on approaches/methods for farmer behaviour change as we develop our “on-the-ground” pilot landscapes work on sustainable farming under the WWF / Coca-Cola and WWF / Tesco Partnerships

2 days

* Contribute insights to the development of work addressing the multi-dimensional relationships between food production, climate change and nature restoration
  + Take part in national/subnational stakeholder dialogues
  + Review and strengthen input to this work from the landscapes and agricultural perspective

4 days

* Provide advice on developing frameworks for more environmentally coherent practices over time in contract farming/short-term tenancy models, such that long term plans and objectives for soil health and rotation are delivered

2 days

* Input to WWF positioning with regards a new regulatory framework for the land-based sector
  + Providing advice on how Farm Assurance Schemes might dovetail with enforcement/regulation.

1 day

* Provide training-type advice and support to the UK Landscapes Team on specific topics to enhance Team knowledge of UK agriculture issues

2 days

* Attend Policy meetings (Defra etc) to help shape their thinking around the Agriculture and Environment Bills

4 days

* (Possibly) review and strengthen the UK Landscapes Team contribution to WWF input to the National Food Strategy (England)

1 day

1. **Skill Set Required for Consultant**

* Expert knowledge of the technical, legislative and delivery elements of all the areas of work described in Section 3.
* Experience of working collaboratively with an NGO in the areas of policy and advocacy.
* Ability to adapt to rapidly changing external environments.
* Ability to communicate complex issues clearly and concisely to both internal and external audiences, with an actions-focused approach.

1. **Timelines**

* Selection of chosen consultant: by 18th February.
* Kick-off call/meeting with WWF: by 28th February.
* Completion of consultancy: by 31st December 2020.

1. **Budget**

We have specified 18 days of time input to the consultancy, so the value of the consultancy will be determined by your day rate.

Please allow a £1,000 sum for travel and subsistence.

We propose the following payment schedule

* 67% of fees on completion of 12 days of time input, assumed to be invoiced by 30th June 2020.
* 33% of fees on completion of consultancy, i.e. after 31st December 2020

1. **Submission of Proposals**

Please submit your proposal by 5pm, Wednesday 12th February 2020 to the WWF-UK contact named below (Simon Aguss). Your proposal must contain:

* An analysis of how you fulfil the required skill set.
* Your CV, plus names and CVs of the up to two other staff who may work on the consultancy, along with their specialisations and proposed roles
* A fee proposal including:
  + Day rates for you, and any other member of staff who will work on the consultancy
  + A total value for the consultancy time, based on 18 days of input
  + An allowance of £1,000 for travel/ancillary costs
  + Your VAT status with VAT, if applicable, clearly identified

1. **Assessment of Proposals**

WWF will consider proposals and appoint the successful consultant through a mix of qualitative and quantitative assessment, to include:

* The knowledge, expertise and skills of staff to deliver the required areas of work
* Your ability to deliver the brief
* Cost and value for money

1. **WWF-UK Contacts**

For the areas of work and scope of the Brief:

Tom Stuart, UK Landscapes Manager,

WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

T: 01483 412397, M: 07887 821710 E: [tstuart@wwf.org.uk](mailto:tstuart@wwf.org.uk)

For submission of the proposal and any contractual questions:

Simon Aguss, UK Catchments Manager,

WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

T: 01483 412514, M: 07901 510698 E: [saguss@wwf.org.uk](mailto:saguss@wwf.org.uk)