



Invitation to Quote – NFNPA 0009

National Park Visitors Survey 2015

Introduction

The Department for Transport has awarded £2.05M to Hampshire County Council, the New Forest National Park Authority and South Downs National Park Authority - together with the neighbouring highways authorities of Brighton & Hove, East Sussex, West Sussex and Wiltshire - for initiatives to reduce the impact of traffic on the two national parks. The funding has been awarded through the Local Sustainable Transport Fund (LSTF), and will allow the authorities to focus on:-

- Improving key public transport services into the two National Parks;
- Making it easy to reach visitor attractions within the two National Parks;
- Promoting travel by cycle, bus and rail to and around the National Parks;

The Authority is keen to evaluate the success of its sustainable transport programmes and gain an up-to-date assessment of visitor behaviour in the National Park for recreation management and policy purposes.

This brief will also support a PhD studentship at Bournemouth University examining sustainable travel experiences in rural areas. The PhD student will be involved in the commissioning of this work.

Description of work required

We are seeking a market research team to carry out an extensive visitor survey during high season at a number of key sites within the New Forest National Park.

Specification:

- Survey data should be collected from late June to mid-September 2015.
- The survey questions will be supplied by the New Forest National Park Authority and a briefing provided as to how the questions should be delivered to the appointed supplier.
- The survey includes 8 questions which have been developed by our PhD student in consultation with Authority staff and considering past surveys. The draft survey is attached. This will be piloted in May half term by our PhD student and is subject to change, so please supply your quote on the basis of a 10 question survey similar to the attached draft.
- The survey programme should engage face-to-face with a minimum of 600 visitors in the New Forest National Park.
- This will require between 40 and 60 survey days (survey day = one surveyor working day).

- Survey days to include Mondays, Wednesdays, Saturdays and Sundays, between 1100 and 1700, evenly spread across the study period.
- We require that the survey is conducted digitally (e.g. using a tablet device or similar) with a paper back-up available.
- Analysis of the results is not required (as this will be carried out by our PhD student). Raw data should be processed and supplied in spread sheet form by the end of September 2015. Data should be correctly formatted and quality checked to ensure it can be easily analysed (e.g. number fields, post code data entered correctly). In addition to this, data should also be made available in a non-proprietary format (CSV/XML).
- Survey staff should be fully briefed as to the purpose of the survey and have some local knowledge of the New Forest National Park. Staff should be well-presented, courteous and aware of the countryside code and unique elements of this which relate to the New Forest (e.g. stock animals).
- Suppliers should demonstrate adherence to the Market Research Society Code of Conduct, or similar accreditation.

Suppliers should consider how they will meet and hopefully exceed the target number of surveys through efficient working practices.

A prize draw incentive will be offered by the National Park Authority. The National Park Authority will arrange permissions for working on Forestry Commission land (e.g. Bolderwood).

The key sites for surveys to be carried out are:

- Lyndhurst village centre car park
- Bolderwood car park
- Brockenhurst village centre
- Burley village centre
- Keyhaven
- Plus two additional survey sites under consideration.

The appointed supplier will be required to attend a project inception meeting with NPA staff, submit a timetable for completing the work and keep the authority informed of any changes to this as a result of weather or any other unexpected issues. The Authority reserves the right to carry out random spot-checks according to the supplied timetable.

The Authority holds a budget of **£6,000** for this survey and we are keen for potential bidders to demonstrate exactly what services/output they can provide for this figure and in this light, bids will be solely assessed by the quality of submissions and the stated deliverables.

Any resulting contract shall cover the 2015 visitor survey, with the Authority holding the option of extending the contract into a second year and covering a 2016 visitor survey (in agreement with the successful contractor).

Invitation to quote:

- Please outline your approach to delivering this brief, in particular, consider how you can add value to the brief.
- Outline your experience of delivering briefs of a similar nature.
- Present your proposed cost for delivering this piece of work, itemised where possible.

Standard conditions of contract for services are available alongside this invitation document. Particular notice should be paid to the Authority's minimum insurance levels.

All submissions can be made via our e-Procurement portal [In-tend](#) and must be submitted by **12noon on Tuesday 26th May 2015**.

Any queries must be made via the In-tend portal and any subsequent clarifications will be notified likewise (you will receive email notification from the In-tend system should this be the case).

In case of content query, please contact:

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For queries relating to the procurement process, please contact:

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