Future Forestry England Requirement:

## FEE/0968 - National Collections Learning and Engagement Insights Consultancy Brief

### Background

Respectively, Bedgebury and Westonbirt are the National Pinetum (collection for conifer species) and National Arboretum (collection for tree species more broadly) for the UK. Their combined tree collections are among the top botanical collections globally and their work supports internationally important tree conservation and research. However, while our collections are world-leading, currently our learning and engagement programmes for young people are not. To rectify this, we are looking to develop a shared Strategy for Young People that brings together the unique assets of our two collections to deliver a shared offer for young people (0-25) that creates experiences bespoke to the aspirations, needs and expectations of young people today.

Before we can develop this strategy and implementation plan, we must understand our potential audiences and how / where we ‘fit’ with respect to the botanic garden / youth sector locally, nationally, and even internationally. This is where this Insights Project comes in.

### Requirement Summary

**NOTE: The below requirements summary is a guide only and subject to change on finalisation of the tender documentation.**

We are looking for a supplier to help us to develop a deeper understanding of our potential to support young people both within formal education and non-formal settings through their journey to adulthood. We aim to commission an insights project to develop a deeper and richer understanding of young people; what they, and the organisations that work with them, need and want from us. Coupled with this we want to know our ‘place’ within the botanic garden education network both nationally and internationally so that we can tailor our programmes accordingly.

This insight will inform our joint Learning Strategy and ongoing master planning to deliver our Vision by:

* Articulating a unique vision for learning provision by the Forestry England National Tree Collections
* Identifying potential partners within the sector
* Influencing future activity / infrastructure developments
* Identifying where and how we can increase our reach through online and digital developments
* Supporting the development of an ongoing evidence-based approach for our work

The consultation will aim to answer key questions such as:

1. What is our role in supporting young people from child to adult to ensure they are eco-literate, environmentally engaged and emotionally resilient?
2. What is the USP of our tree collections and how does it complement internal Forestry England work and what external organisations are doing?
3. What is the best approach to programming – self guide, led, singe / multi-visits in terms of achieving genuinely transformative outcomes?
4. What does a future onsite programme for young people look like and how might we extend reach and experience through blended / hybrid activities?
5. How can we integrate different Forestry England activities e.g. volunteering, work experience and early careers together to enable positive progression?
6. What facilities do we need onsite and online to support progression?
7. How do we scale up our ambitions from local to national to international?
8. Who are the key partners and how do we build successful partnerships with these?

**Project elements**

As an external orientated project, we are looking for the Supplier to conduct several key interrelated research / consultation elements:

1. A robust survey of organisations that work with young people, particularly those where our engagement is currently low
   1. KS3 / KS4 / GSCE, A-level
   2. colleges and universities
   3. exam boards
   4. providers of non-formal young person services (e.g. youth services)
   5. EYFS / KS1 and KS2 – specifically with respect to online resources support
2. To carry out survey with local young people to understand what they would like from us

Key outputs for 1 / 2:

* 1. Survey plans and methodologies – to include quantitative and qualitative questions for different key audiences
  2. Undertake surveys and analyse results
  3. Reports on findings – identification of barriers, opportunities, options and prioritised suggestions for addressing them

1. National and international review of relevant botanic organisations’ learning offers including surveying learning leads within key organisations to see what they think our priorities should be
2. These surveys will come together in a final report identifying

* how the external world views and wants from us
* opportunities for growth through targeting key segments and developing new partnerships – this is not just about numbers; depth of engagement is also essential
* barriers to engagement
* a prioritised list of shared and individual projects / resources that Bedgebury and Westonbirt should develop to support onsite / online delivery
* how we reach those that cannot visit to become a truly ‘National’ offer