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Request for Quotation

Designing and Producing a State of Natural Capital Report and related communication products

October 2023

Request for Quotation

Designing and Producing a State of Natural Capital Report and related communication products

You are invited to submit a quotation for the requirement described in the specification, Section 2.

Please confirm by email, receipt of these documents and whether you intend to submit a quote or not.

Your response should be returned to the following email address by:

Email: angharad.morgan@naturalengland.org.uk

Date: 27/10/2023

Time: 09:00

Ensure you include the name of the quotation and ‘Final Submission’ in the subject field to make it clear that it is your response.

Contact Details and Timetable

Angharad Morgan will be your contact for any questions linked to the content of the quote or the process. Please submit any clarification questions via email and note that, unless commercially sensitive, both the question and the response will be circulated to all tenderers.

|  |  |
| --- | --- |
| Action | Date |
| Date of issue of RFQ | 03-10-2023at11:00 BST |
| Deadline for clarifications questions | 20-10-2023 at 09:00 BST |
| Deadline for receipt of Quotation | 27-10-2023at 09:00 BST |
| Intended date of Contract Award | 03-11-2023 |
| Intended Contract Start Date | 06-11-2023 |
| Intended Delivery Date / Contract Duration | 28-02-2024 |

Section 1: General Information

Glossary

Unless the context otherwise requires, the following words and expressions used within this Request for Quotation shall have the following meanings (to be interpreted in the singular or plural as the context requires):

|  |  |
| --- | --- |
|  |  |
| “Authority” | means Natural England who is the Contracting Authority. |
| “Contract” | means the contract to be entered into by the Authority and the successful supplier. |
| “Response” | means the information submitted by a supplier in response to the RFQ. |
| “RFQ” | means this Request for Quotation and all related documents published by the Authority and made available to suppliers. |

Conditions applying to the RFQ

You should examine your Response and related documents ensuring it is complete and in accordance with the stated instructions prior to submission.

Your Response must contain sufficient information to enable the Authority to evaluate it fairly and effectively. You should ensure that you have prepared your Response fully and accurately and that prices quoted are arithmetically correct for the units stated.

By submitting a Response, you, the supplier, are deemed to accept the terms and conditions provided in the RFQ. Confirmation of this is required in Annex 2.

Failure to comply with the instructions set out in the RFQ may result in the supplier’s exclusion from this quotation process.

Acceptance of Quotations

By issuing this RFQ the Authority does not bind itself to accept any quotation and reserves the right not to award a contract to any supplier who submits a quotation.

Costs

The Authority will not reimburse you for any costs and expenses which you incur preparing and submitting your quotation, even if the Authority amends or terminates the procurement process.

Self-Declaration and Mandatory Requirements

The RFQ includes a self-declaration response (Annex 1) which covers basic information about the supplier, as well as any grounds for exclusion. If you do not comply with them, your quotation will not be evaluated.

Any mandatory requirements will be set out in Section 2, Specification of Requirements and, if you do not comply with them, your quotation will not be evaluated.

Clarifications

Any request for clarification regarding the RFQ and supporting documentation must be submitted via email no later than the deadline for clarifications set out in the Timetable. The Authority shall be under no obligation to respond to queries raised after the clarification deadline.

The Authority will respond to all reasonable clarifications as soon as possible but cannot guarantee a minimum response time. The Authority will publish all clarifications and its responses to all suppliers via email unless deemed commercially sensitive.

If a supplier believes that a request for clarification is commercially sensitive, it should clearly state this when submitting the clarification request. However, if the Authority considers either that:

* The clarification and response are not commercially sensitive; and
* All suppliers may benefit from its disclosure,

then the Authority will notify the supplier (via email), and the supplier will have an opportunity to withdraw the request for clarification by sending a further message requesting the withdrawal of the clarification request. If not withdrawn by the supplier within 2 working days of the Authority’s notification, the Authority may publish the clarification request and its response to all suppliers and the Authority shall not be liable to the supplier for any consequences of such publication.

The Authority reserves the right to seek clarification of any aspect of a quotation and/or provide additional information during the evaluation phase to carry out a fair evaluation. Where the Authority seeks clarification on any aspect of the quotation, the supplier must respond within the timeframe requested by the Authority.

Amendments

The Authority may amend the RFQ at any time prior to the deadline for receipt. If it amends the RFQ the Authority will notify you via email.

Suppliers may modify their quotation prior to the deadline for Responses. No Responses may be modified after the deadline for Responses. Suppliers may withdraw their quotations at any time by submitting a notice via the email to the named contact.

Conditions of Contract

The Authority’s standard condensed terms and conditions (Annex 3 attached)provided as part of the RFQ will be included in any contract awarded as a result of this quotation process. The Authority will not accept any changes to these terms and conditions proposed by a supplier.

Suppliers should note that the quotation provided by the successful bidder will form part of the Contract.

Prices

Prices must be submitted in £ sterling, inclusive of VAT.

Disclosure

All Central Government Departments, their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement, including ensuring value for money and related aspects of good procurement practice. For these purposes, the Authority may disclose within Government any details contained in your quotation. The information will not be disclosed outside Government during the procurement.

In addition, the Authority is subject to the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, which provide a public right of access to information held by public bodies. In accordance with these two statutes, the Authority may be required to disclose information contained in your quotation to any person who submits a request for information pursuant to those statutes.

Further to the Government’s transparency agenda, all UK Government organisations must advertise on Contract Finder in accordance with the following publication thresholds:

* Central contracting authority’s: £12,000
* Sub central contracting authority’s and NHS trusts: £30,000

For the purpose of this RFQ the Authority is classified as a Central Contracting Authority with a publication threshold of £12,000 inclusive of VAT.

If this opportunity is advertised via Contracts Finder, we are obliged to publish details of the awarded contract including who has won the contract, the contract value, and indicate whether the winning supplier is a small and medium-sized enterprise (“SMEs”) or voluntary organisation or charity. A copy of the contract must also be published with confidential information redacted.

By submitting a Response, you consent to these terms as part of the procurement.

Disclaimers

Whilst the information in this RFQ and any supporting information referred to herein or provided to you by the Authority have been prepared in good faith the Authority does not warrant that this information is comprehensive or that it has been independently verified.

The Authority does not:

* Make any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the RFQ;
* Accept any liability for the information contained in the RFQ or for the fairness, accuracy or completeness of that information; or
* Accept any liability for any loss or damage (other than in respect of fraudulent misrepresentation or any other liability which cannot lawfully be excluded) arising as a result of reliance on such information or any subsequent communication.

Any supplier considering entering into contractual relationships with the Authority following receipt of the RFQ should make its own investigations and independent assessment of the Authority and its requirements for the goods and/or services and should seek its own professional financial and legal advice.

Protection of Personal Data

In order to comply with the General Data Protection Regulations 2018, the supplier must agree to the following:

* You must only process any personal data in strict accordance with instructions from the Authority.
* You must ensure that all the personal data that we disclose to you or you collect on our behalf under this agreement are kept confidential.
* You must take reasonable steps to ensure the reliability of employees who have access to personal data.
* Only employees who may be required to assist in meeting the obligations under this agreement may have access to the personal data.
* Any disclosure of personal data must be made in confidence and extend only so far as that which is specifically necessary for the purposes of this agreement.
* You must ensure that there are appropriate security measures in place to safeguard against any unauthorised access or unlawful processing or accidental loss, destruction or damage or disclosure of the personal data.
* On termination of this agreement, for whatever reason, the personal data must be returned to us promptly and safely, together with all copies in your possession or control.

General Data Protection Regulations 2018

For the purposes of the Regulations the Authority is the data processor.

The personal information that we have asked you provide on individuals (data subjects) that will be working for you on this contract will be used in compiling the tender list and in assessing your offer. If you are unsuccessful the information will be held and destroyed within two years of the award of contracts. If you are awarded a contract it will be retained for the duration of the contract and destroyed within seven years of the contract’s expiry.

We may monitor the performance of the individuals during the execution of the contract, and the results of our monitoring, together with the information that you have provided, will be used in determining what work is allocated under the contract, and in any renewal of the contract or in the award of future contracts of a similar nature. The information will not be disclosed to anyone outside the Authority without the consent of the data subject unless the Authority is required by law to make such disclosures.

Equality, Diversity & Inclusion (EDI)

The Client is striving to create a diverse and inclusive working environment where every individual has equality of opportunity to progress and to apply their unique insights to making the UK a great place for living. The Service Provider is expected to respect this commitment in all dealings with Natural England staff and service users.

Suppliers are expected to;

* Support Defra group to achieve its public sector equality duty as defined by the Equality Act 2010, and to support delivery of [defra group’s equality & diversity strategy](https://www.gov.uk/government/publications/defra-group-equality-diversity-and-inclusion-strategy-2020-to-2024/defra-group-equality-diversity-and-inclusion-strategy-2020-to-2024).
* Meet the standards set out in the [government’s supplier code of conduct](https://www.gov.uk/government/publications/supplier-code-of-conduct)
* Work with Defra group to ensure equality, diversity and inclusion impacts are addressed (positive and negative) in the goods, services and works we procure, barriers are removed and opportunities realised.

Sustainable Procurement

Addressing global sustainability impacts and realising additional community benefits within commercial activity is core to Defra group’s approach, working with its supply chain is key to achieving sustainable outcomes. In addition to supporting Defra group to meet its outcomes we look to understand and reduce negative sustainability impacts associated with our commercial activity and realise benefits.

The Client encourages its suppliers to share these values, work to address negative impacts and realise opportunities, measure performance and success.

Suppliers are expected to have an understanding of the Sustainable Development Goals, the interconnections between them and the relevance to the Goods, Services and works procured on the Client’s behalf.

Conflicts of Interest

The concept of a conflict of interest includes but is not limited to any situation where an Involved Person or Relevant Body has directly or indirectly, a financial, economic or other personal interest which might be perceived to compromise their impartiality and independence in the context of the procurement procedure and/or affect the integrity of the contract award.

We expect suppliers to mitigate appropriately against any real or perceived conflict of interest through their work with government. A supplier with a position of influence gained through a contract should not use that position to unfairly disadvantage any other supplier or reduce the potential for future competition.

Where the supplier is aware of any circumstances giving rise to a conflict of interest or has any indication that a conflict of interest exists or may arise you should inform the Authority of this as soon as possible (whether before or after they have submitted a quotation). Tenderers should remain alert to the possibility of conflicts of interest arising at all stages of the procurement and should update the Authority if any new circumstances or information arises, or there are any changes to information already provided to the Authority. Failure to do so, and/or to properly manage any conflicts of interest may result in a quotation being rejected.

Provided that it has been carried out in an open, fair and transparent manner, routine pre-market engagement carried out by the Authority should not represent a conflict of interest for the supplier.

Section 2: The Invitation

Specification of Requirements

Background to Natural England

Natural England (NE) is the government's advisor on the natural environment, playing a vital role in delivering the Government's 25 Year Environment Plan. We provide practical advice, grounded in science, on how best to safeguard England's natural wealth for the benefit of everyone.

Our remit is to ensure sustainable stewardship of the land and sea so that people and nature can thrive. It is our responsibility to see that England's rich natural environment can adapt and survive intact for future generations to enjoy.

Natural England was formally established on 01 October 2006 following the successful passage of the Natural Environment and Rural Communities (NERC) Act 2006 through Parliament. We are an independent statutory Non-Departmental Public Body.

The NERC Act sets out Natural England's purpose: to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

The Act states that this purpose includes:

* Promoting nature conservation and protecting biodiversity
* Conserving and enhancing the landscape
* Securing the provision and improvement of facilities for the study, understanding, and enjoyment of the natural environment
* Promoting access to the countryside, open spaces, and encouraging open air recreation
* Contributing in other ways to social and economic wellbeing through management of the natural environment

You can read more about what we do on gov.uk.

**Project Title:** Designing and Producing a State of Natural Capital Report and related communication products.

Background to the specific work area relevant to this purchase

A State of Natural Capital Report (henceforth referred to as ‘SONC’) will be produced by Natural England in 2023/2024. This report will utilise nationally consistent data sources to report on the State of England’s Natural Capital. In future iterations, this will include new data produced by the NCEA, but for this version we aim to use the best currently available data. A SONC report will consist of:

* Natural capital risk summary sheets, to demonstrate how at risk our ecosystems are for the provision of key ecosystem services, that contribute to mitigating selected risks to UK security and prosperity.
* A state of the ecosystem assets section, including reporting on a concise set of practical indicators for measuring change in our ecosystem assets’ quantity and quality. This will include an indicator dashboard with visual representation of indicators through infographics.
* A nature recovery opportunities for policy delivery section, to outline the importance of ecosystems for the delivery of key policy areas, with the links to key indicators for each policy area highlighted.

The SONC report is intended to have a wide reach and audience, but its target audience will include wider government. The SONC report sets out to demonstrate that:

"The natural environment has a vital role to play in the delivery of key policy areas. If we enhance our natural assets, they can help to deliver policy; if they deteriorate, this can pose a substantial policy risk. Looking through a natural capital lens, we focus on the ability of nature to provide multiple benefits to people. We outline how natural capital, our stock of natural assets, relates to policy and national assessments of risk."

Essentially, the narrative will focus on demonstrating how healthy functioning ecosystems underpin all societal outcomes and the associated policy areas that our society depends on for survival. The report will illustrate with robust evidence that the delivery of these policy areas is dependent on healthy functioning ecosystems. We will describe the state of those ecosystems, based on the available data. The report will also highlight the trends and risk posed to the ecosystems (in terms of quality and quantity), and the national risk areas that can be mitigated by nature through ecosystem services.

The report content is being developed by NE, but a work package is needed to design and produce the report to be published. The report should be accessible, allowing the key messages to be clearly communicated. There is also a need to develop and design additional communication materials that package the work for specific target audiences, and summarise the content in a digestible and inspiring way.

Requirements

The main requirement of the contract is to support NE to bring the SONC report alive through data visualisation, design and storytelling. This contract will have three main objectives:

1. **To design the main SONC report to be publication ready.**
   1. Collaborate with NE to develop and design the SONC report. The report should be striking, engaging and use graphic design and imagery to effectively communicate key messaging and findings. The report must be produced in a publication-ready format. It must meet ne branding and literature requirements and accessibility requirements.
2. **To co-develop the SONC narrative and key messages.**

1. **To co-develop and design standalone additional communication and engagement materials, to support report promotion.**
   1. The material should summarise the report’s findings and messages for key sectors and stakeholders. It will be used to support communication and engagement work in sharing the report's findings.
   2. The material needs to be accessible, jargon free and inspire people to act.
   3. The format of the materials should be relevant for various communication channels and engagement events, such as website pages, webinars, 121 meetings, roundtables, etc.
   4. Specific communication materials anticipated include:
      1. Policy summaries, used for summarising evidence and key messages.
      2. Slide decks summarising report outputs for specific sectors/policy areas.
      3. Short explainer video/animation.

The graphic design and imagery used should ensure the report is visually engaging, communicates key messages and summarises evidence for different sectors and target audiences. The supplier will be expected to provide design expertise to enhance the report and associated products through basic design principles of 1) presentation layout, 2) imagery, 3) typeface, 4) colour choice.

The supplier will further design and develop additional communication materials that can speak to and engage specific audiences and sectors. The communication materials are anticipated to be both standalone and appended to the report. They will need to synthesise the evidence and be 'brain-friendly'.

The communication material will include a short, high-quality explainer video (circa 3 minutes). This will be used as a promotional tool to share with internal and external stakeholders to share key messages, findings, and evidence within the report. The video should hopefully leave viewers informed and inspired to take action.

Delivery table (more detail on each output/task is provided below)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Output** | **Task** | **Description** | **Date of deliverable(s)** |
|  | Project Inception | Project Inception Call | Meeting to discuss proposed method and timeframe for deliverables and tasks. | **w/c 06/11/23** |
| 1 | Design and Production of Draft Report | a. Facilitate design meeting(s) | Facilitate initial design meeting(s) with NE team to unpack design brief and goals and develop understanding of imagery to be used in the report. | **w/c 20/11/23** |
| b. Produce draft structure for SONC report | Using initial draft report content provided by NE, produce draft structure to show how the report could be presented, for feedback. | **11/12/23** |
| 2 | Development of Narrative and Key Messages | a. Facilitate internal workshop(s) | Facilitate internal workshop to draw out key messages in the report. | **w/c 27/11/23** |
| b. Produce key message lists | Provide a list of overall, generalist and sector-specific key messages to be communicated in the report and additional materials. | **11/12/23** |
| 3 | Development and Design of Additional Communication and Engagement Materials | a. Scope and mock-up additional communications materials | Propose and present mock-ups of communications materials for feedback (to include storyboard for video). | **w/c 27/11/23** |
| b. Agree list of additional communications materials | Work with the NE team to agree a package of additional materials which will be used to communicate key messages to target audiences. | **18/12/23** |
| 4 | Production of Final Versions | a. Produce final report | Deliver a final SONC report which is ready for publication. | Draft: **29/01/24**  Final (with amendments following feedback from NE team): **21/02/24** |
| b. Produce final additional communication and engagement materials | Deliver the final communication materials and products agreed in task 3b. | Draft: **17/01/24**  Final (with amendments following feedback from NE team): **21/02/24** |

Description of Outputs

PROJECT INCEPTION

The project will commence with a project inception call between Natural England and the supplier to discuss aims and objectives, the proposed approach, initial design ideas and timetable, risk mitigation, progress reporting, and lines of communication.

OUTPUT 1: DESIGN AND PRODUCTION OF DRAFT REPORT

**1A – Facilitate design meeting(s)**

This task involves leading initial design meetings with NE specialists to unpack the design brief and design goals for the report, and scope the development of additional communications products. Discussion will include:

* Understanding the audiences and sectors the report is aimed at,
* Unpacking the goal and type of imagery to be used in the report,
* What we are trying to achieve, and what audiences we are trying to land this report with (defining the target audiences and sectors), *and*
* Working through the types of additional materials that could be produced, and that would be useful for communicating or key messages and evidence.

**1B – Produce draft structure for SONC report**

This task will produce a draft structure and design for the SONC report, using the initial draft report content provided by the NE team on **10/11/23**. The report layout should support the reader in navigating the report, helping them to quickly identify key evidence and minimise fatigue.

The supplier should provide proposals for types of imagery (photographs, graphs, sketches, scenarios, infographics, and icons etc.) to complement text and effectively visually communicate evidence in the report. The photographs used in the report should be selected to reflect the NE’s commitment to equality, diversity, and inclusion (EDI), and should be of the highest possible quality. Relevant permissions (copyright, attribution etc.) should be sourced and recorded for all photographs used.

The draft report structure is expected to include a layout and attractive design for a:

* 1-page foreword
* 1-page natural capital language sheet
* 3-page executive summary
* 12-page report summary
* 80–120-page full report

The 80-120-page full report will be broken into sections – subject to change, but currently expected to include an introduction, risks section, state of natural assets section, and opportunities for policy areas section. The above will include developing and designing:

***(NB all quantities are approximate, to give an indication for tendering, and can be changed at discretion of NE Project Manager)***

* A contents page with hyperlinks for easy access to different report sections.
* Icons – with different shapes and colours for each group, for:
  + 17 ecosystem services,
  + 5 direct drivers of change,
  + 8 nature recovery opportunities.
* 25 tables summarising data and evidence in a simple and compelling way.
* 3 central infographics, using data visualisation to communicate key findings in the executive summary:
  + Reporting risks for provision of nature’s benefits from ecosystems.
  + Reporting trends and drivers of change for broad ecosystems.
  + Summarising nature recovery opportunities.
* 8 summary sheets (1-page each) for key national risks linked to natural capital.
* 8 indicator dashboards (1-page each, 1 dashboard per broad ecosystem), each containing graphics summarising 15-30 indicators. More detail is provided on this report element below.
* List of nature recovery opportunities for 7 different policy areas.
* Illustrations for 7 different policy areas, showing which indicators to look at for each policy area.

***1B.i – Indicator Dashboard***

The supplier should present multiple visual graphic solutions and design ideas for an **indicator dashboard** (see undesigned mock-up in annex 4). The dashboard will present indicators in graphic (graph/icon/textbox etc.) format to communicate evidence to non-specialist audiences.

Indicator graphic templates generated in R will be provided by NE in editable vector format (i.e., Scalable Vector Graphics), along with associated R scripts. The supplier should edit these as appropriate (colour, font, theme etc.) to fit with the overall design of the report, and to produce an attractive dashboard.

The final graphics for each indicator should be created using R, and the code used should be saved along with accompanying technical and plain English instructions in a separate written document. In-house NE analysts should be able to reproduce the graphic outputs from this task for the same indicators in future SONC reports.

8 dashboards (1-page each) will be generated – 1 per broad ecosystem, to be included in the ‘state of ecosystem assets’ section of the report. Each dashboard will be expected to summarise and present up to 15-30 indicators. The supplier should resolve how to present the graphics to cover most/all the indicators for a broad ecosystem in a single A4 format, and present NE with example options for comment and approval.

The draft report will use an NE template (zip file to be supplied by NE). The templates are created in Adobe InDesign. If the supplier uses software other than InDesign (Quark, Freehand etc.), an associated PDF file will be provided within the zip file showing how to set up the artwork. The zip file will also contain an EPS file of the Natural England logo.

The draft report must also meet the following NE requirements:

* NE visual identity guidelines (annex 5)
* NE writing and style guidelines (annex 6)
* NE literature guidelines (annex 7)

Throughout this task, the supplier should present their design options and progress to-date at fortnightly meetings to the NE team for comment.

OUTPUT 2: DEVELOPMENT OF NARRATIVE AND KEY MESSAGES

This output will support NE to develop a compelling storyline throughout the report, with focus on delivering simple, concise messages. The supplier will facilitate an internal workshop to identify the key messages, and link these to different sectors and audiences. This element will draw on outputs from other workstreams on stakeholder mapping and engagement, provided by NE.

**2A – Facilitate internal workshop**

This task will involve facilitation of a ‘key messaging workshop’ with the SONC delivery team, to draw out the key messages in the report. The aims of the workshop include:

* Pulling out key messages in the report, ensuring that the key messages and storyline are consistent and reinforce each other.
* Identifying an *overall* message and/or strap line to convey this message to the audience (as in the [Lawton](https://webarchive.nationalarchives.gov.uk/ukgwa/20130402170324mp_/http:/archive.defra.gov.uk/environment/biodiversity/documents/201009space-for-nature.pdf) report: more, bigger, better, and joined)
* Identifying key messages for general audiences, and specific target audiences.

The supplier should prepare a workshop plan (defining what needs to be achieved, and how this will be achieved), and facilitate the workshop, ensuring all relevant points are recorded.

**2B – Produce key message lists**

This task will involve using the information gathered from task 1a, plus information from prior stakeholder mapping/engagement work carried out by NE, to produce a set of key message lists. These should then be communicated within the report and additional communication materials.

Three lists should be produced:

* Overall key messages
* Key messages for general audiences
* Key messages for sector-specific audiences

NE will provide a list of sector-specific audiences to focus on.

OUTPUT 3: DEVELOPMENT AND DESIGN OF ADDITIONAL COMMUNICATION AND ENGAGEMENT MATERIALS

3A – Scope and mock-up additional comms materials

In this task, the supplier will use the output from task 1a to propose and present mock-ups of options for additional communication materials, for feedback from the NE team.

These materials should be able to stand alone, communicate our key messages and evidence in a dynamic and engaging way, and should be tailored to specific audience(s).

The communication material mock-ups should include as a *minimum*:

* Summary for policymakers.
* Single-page sector-specific infographics (sectors to be specified by NE).
* ‘How to use this report’ guide.
* Slide deck(s) summarising key messages (developed for a general audience, internal NE audience, and sector-specific audiences)
* Storyboard for a high-quality, short (>3 min) explainer video summarising the key messages and evidence of the report, in a striking and engaging way. Examples include [UN Environment Programme on LinkedIn: #generationrestoration | 10 comments](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fposts%2Funep_generationrestoration-activity-7112299763634495488-WFRt%3Futm_source%3Dshare%26utm_medium%3Dmember_ios&data=05%7C01%7CAngharad.Morgan%40naturalengland.org.uk%7C629be12901be459d200708dbc0073918%7C770a245002274c6290c74e38537f1102%7C0%7C0%7C638314909494181508%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9hAv36QdX9jiPgHb2HilT0czUnMhEjFypM%2BVexPwZXo%3D&reserved=0) & [Cable Cars For Paris Commuters To Launch By 2025 | World Economic Forum (weforum.org)](https://www.weforum.org/videos/cable-cars-for-paris-commuters-to-launch-by-2025), but suppliers are encouraged to propose their own ideas for making the video eye-catching and interesting (e.g., animation, stop-motion).

Other ideas include dynamic click-through stories (e.g. [Stephen Curry: The ‘little guy with skinny arms’ who changed the sport of giants (bbc.com)](https://www.bbc.com/sport/extra/zxack0e542/How-Curry-rebuilt-basketball)) to effectively communicate specific messages, and additional infographics (e.g. [Infographic – State of Nature](https://stateofnature.org.uk/wp-content/uploads/2023/09/26076-SoN-infographic-v3-1.pdf.pagespeed.ce.CskHyRL37I.pdf) & [When Sea Levels Attack! — Information is Beautiful](https://informationisbeautiful.net/visualizations/when-sea-levels-attack-2/)) to share on social media and similar platforms. The supplier is encouraged to propose additional communication materials to those suggested above, and they should explain the types of communication and engagement materials with which they are specialist and experienced at proposal stage.

3B – Agree additional comms materials

In this task, the supplier and NE will use the mock-ups to agree on a set of standalone communication materials, to be produced alongside the final report.

An additional meeting may be required to link the materials to the key messages lists produced in task 2b, to ensure that the final set will be able to effectively communicate the key messages to target audience(s).

Once the package of products has been agreed, the supplier will work with NE to determine a schedule for the provision of written content for these materials.

OUTPUT 4: PRODUCTION OF FINAL VERSIONS

4A – Produce final report

This task involves the delivery of a final report which is ready for publication. Comments on the draft structure will be addressed, and the final draft content provided by NE should be transformed into a publication-ready formatted report.

NE will provide updated draft content on 12/12/23, and the final draft content on 22/01/24. The first draft of the final report should be presented to the NE team for comment by 29/01/24. The supplier should provide the final drafts (with amendments made following feedback) by 21/02/24. NE may make small revisions to the final draft content following 22/01; however, any changes at this stage are expected to be minor.

* The final version must meet all requirements listed in the Natural England style guidance (as listed in task 1b). This includes the use of Megano font (we can supply a short-term non-affiliate licence if the supplier requires this).
* The final version must include all checks to ensure accessibility requirements are met according to NE/DEFRA publication standards and guidance.
* All references and annexes should be formatted and proof-read.
* The entire report should be proof-read, including technical annexes.

This task will include provision of the following:

* a print-ready PDF of the publication for the printers.
* a web version PDF.
* a copy of the original artwork (including all high-resolution images, illustrations, and any other graphical elements such as maps, charts etc) in either ‘Quark or InDesign’ formats. This will enable any future amends to be carried out in-house at no cost.

4B – Produce final additional communication and engagement materials

This task involves producing the final communication materials agreed in task 3b.

All content should be provided in both editable formats (e.g., Word documents, Quark or InDesign format for artwork) and publication-ready formats (e.g., PDFs, JPEGs).

The explainer video should be provided in a web-ready file format for YouTube (master sequence(s) in the following format: QuickTime H265 at 20MBS minimum).

Documentation should also be kept of all licensing, credits, and copyright information in the video, and in any other media (e.g., photographs) used during production of the main report and communication materials.

The first drafts of these materials should be presented to the NE team for comment by 17/01/24. The supplier should provide the final drafts (with amendments made based on i) receipt of final draft content, and ii) feedback) by 21/02/24.

**Data Ownership and Intellectual Property Rights**

The Intellectual Property Rights resulting from the work shall belong to Natural England. The cover of all reports or drawings will include a statement © Natural England and the date of creation.

When using existing data or media the supplier should own, or be licensed to use, all Intellectual Property Rights that are necessary to provide the Services. You should seek advice from Natural England on responsibilities for obtaining a data licence for third party data. Note that Natural England requires to know the lineage of your output (i.e., all the datasets that went into the work) and be able to identify what the licence terms for each of the inputs is in order to be able to license the output for use.

The Supplier shall indemnify and keep indemnified Natural England against all actions, claims, demands, losses, damages, costs and expenses and other liabilities Natural England may suffer or incur arising from any infringement or alleged infringement of any third-party Intellectual Property Rights except to the extent that they have been caused by or contributed to by Natural England’s acts or omissions.

Sustainability

Natural England protects and improves the environment and is committed to reducing the sustainability impacts of its activities directly and through its supply chains. We expect the Contractor to share this commitment and adopt a sound, proactive sustainable approach in keeping with the 25 yr environmental plan/our commitments compliant with all applicable legislation. This includes understanding and reducing direct and indirect sustainability impacts and realising opportunities, including but not restricted to; resilience to climate change, reducing greenhouse gas emissions, water use and quality, biosecurity, resource efficiency and waste, reducing the risk of pollution, biodiversity, modern slavery and equality, diversity & inclusion, negative community impacts.

As a delivery partner, the successful contractor is expected to pursue sustainability in their operations, thereby ensuring the Contracting Authority is not contracting with a supplier whose operational outputs run contrary to the Contracting Authority’s objectives. The successful contractor will need to approach the project with a focus on the entire life cycle of the project.

Outputs and Contract Management

This contract shall be managed on behalf of the authority by **Angharad Morgan** [angharad.morgan@naturalengland.org.uk](mailto:angharad.morgan@naturalengland.org.uk) **(07435 655449).**

* This contract will run from 6th November 2023 to 28th February 2024. The final outputs should be received by 21st February 2024.

Draft outputs should be sent to the project team by the dates indicated for each task in the specification. These will be reviewed by the project team and returned for any changes needed in the final versions.

Once the contract has been awarded, an initiation call will be arranged to discuss the proposed method and timeframe for deliverables and tasks. This will be via Microsoft Teams and will take place between 6th and 10th November 2023.

Following the initial meeting, fortnightly meetings will be established to maintain contact throughout the contract to discuss progress and any issues, these will be held virtually. Before each meeting, the supplier should provide an agenda, and a bulleted update on progress on the outputs, highlighting any issues with progress in relation to key tasks and milestones.

Payment

The Authority will raise purchase orders to cover the cost of the services and will issue to the awarded supplier following contract award.

The Authority’s preference is for all invoices to be sent electronically, quoting a valid Purchase Order number. 50% of the payment will be made following completion of outputs 1-3, and the remaining 50% will be made when the final outputs are provided at the end of the contract.

It is anticipated that this contract will be awarded for a period of 4 months to end no later than 28 February 2024. Prices will remain fixed for the duration of the contract award period. We may at our sole discretion extend this contract to include related or further work. Any extension shall be agreed in advance of any work commencing and may be subject to further competition.

Evaluation Methodology

We will award this contract in line with the most economically advantageous tender (MEAT) as set out in the following award criteria:

Technical – 60%

Commercial – 40%

Evaluation Criteria

Evaluation weightings are 60% technical and 40% commercial, the winning tenderer will be the highest scoring combined score.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Award Criteria | Weighting (%) | Evaluation Topic & Weighting | Sub-Criteria | Weighted Question |
| Technical | 60% | Service / Product Proposal | Quality | 1 Question  Q1 (20% of technical score available) |
| Experience and knowledge of key staff | 1 Question  Q2 (30% of technical score available) |
| Methodology and quotation response | 1 Question  Q3 (30% of technical score available) |
| Capability and resource | 1 Question  Q4 (20% of technical score available) |
| Commercial | 40% | Whole life cost of the proposed Contract | Commercial Model | 1 Question  **Q5 Include detailed breakdown of costs to deliver the project in the Commercial Response Form.** (100% of commercial score available) |

Technical (60%)

Technical evaluations will be based on responses to specific questions covering key criteria which are outlined below. Scores for questions will be based on the following:

|  |  |  |
| --- | --- | --- |
| Description | Score | Definition |
| Very good | 100 | Addresses all the Authority’s requirements with all the relevant supporting information set out in the RFQ. There are no weaknesses and therefore the tender response gives the Authority complete confidence that all the requirements will be met to a high standard. |
| Good | 70 | Addresses all the Authority’s requirements with all the relevant supporting information set out in the RFQ. The response contains minor weaknesses and therefore the tender response gives the Authority confidence that all the requirements will be met to a good standard. |
| Moderate | 50 | Addresses most of the requirements with most of the relevant supporting information set out in the RFQ. The response contains moderate weaknesses and therefore the tender response gives the Authority confidence that most of the requirements will be met to a suitable standard. |
| Weak | 20 | Substantially addresses the requirements but not all and provides supporting information that is of limited or no relevance or a methodology containing significant weaknesses and therefore raises concerns for the Authority that the requirements may not all be met. |
| Unacceptable | 0 | No response or provides a response that gives the Authority no confidence that the requirement will be met. |

Technical evaluation is assessed using the evaluation topics and sub-criteria stated in the Evaluation Criteria section above.

Separate submissions for each technical question should be provided and will be evaluated in isolation. Tenderers should provide answers that meet the criteria of each technical question.

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| --- | --- |
| **Quality** | Detailed Evaluation Criteria |
| **Q1** Provide details on the measures that will be put in place to ensure quality is maintained throughout the contract.  **Responses must be a maximum of 2 sides of A4, font size 10.**  **100 points available, minimum score of 50 required.** | Key quality requirements include:   * Appointment of a named contract manager authorised to act on behalf of the supplier. * Key outputs are delivered on time and to the project officer’s satisfaction. * Methods routinely adopted for quality assurance of data and contract outputs. * Keeping the project officer regularly informed of progress and consulting them when opportunities for innovation arise, or deviations from the project specification may be required. * Contractors keeping in regular contact with the project officer – at least fortnightly meetings and regular updates by email. * Clear systems and procedures to ensure quality control is maintained throughout the contract. |

|  |  |
| --- | --- |
| **Experience and knowledge of key staff** | Detailed Evaluation Criteria |
| **Q2** Provide details on the experience and knowledge of key staff identified to work on the contract.  **Examples:** Please provide links to, or PDFs of i) a report, ii) an infographic, iii) a video/animation, iv) a slide deck, and v) any other examples of communication materials designed and produced by key staff.  **Responses must be a maximum of 4 sides of A4, font size 10, excluding the examples.**  **100 points available, minimum score of 50 required.** | The contractor will need significant experience and expertise in developing evidence and communication products, and able to orally and visually communicate evidence that is useful and usable, and able to build engagement with stakeholders to make a difference.  The contractor will bring technical expertise in communication, facilitation, graphic design, digital media production and data visualisation.  The contractor will be expected to build a team with relevant skills able to respond to the different elements of the tasks.  Key staff must demonstrate:   * A clear understanding of the requirements in the specification and the outputs that we are seeking. * Experience of designing visually appealing evidence and communication products. * Experience of data visualisation and infographic creation. * Experience of producing video content to promote publications. * Experience of facilitating meetings or workshops to unpack design briefs and draw out key messages for storytelling. * Experience of synthesising and presenting complex information to a high standard and to a range of audiences. * Experience of using software including Adobe InDesign, Quark and/or Freehand. * (Desirable) Experience of using R for the creation of graphs and figures. * Delivery of previous, relevant good quality products, to time and on budget. * Good project planning and management skills. |

|  |  |
| --- | --- |
| **Methodology and quotation response** | Detailed Evaluation Criteria |
| **Q3** Provide details on how you propose to deliver the project, how this meets our specification, and the main risks and areas of uncertainty.  **Responses must be a maximum of 4 sides of A4, font size 10.**  **100 points available, minimum score of 50 required.** | Responses must include:   * An outline proposal of how you propose to deliver the project, which is clear, practical, achievable, and cost-effective. * A Gantt chart outlining your proposed delivery timeline, including key milestones. * Confirmation that your quotation proposal meets our specification. Please ensure your response is clear and well presented. Clearly state any modifications that you propose to our methodology and specification. * A summary of what you believe to be the main risks and areas of uncertainty, their potential impact on the project and how significant they are, and how you would act to minimise and manage them. This should include contingency plans to cover the unexpected availability of staff. |

|  |  |
| --- | --- |
| **Capability and resource** | Detailed Evaluation Criteria |
| **Q4** Provide details on staff capability and resource, and CVs of named staff who will work on the project.  **Responses must be a maximum of 2 sides of A4, font size 10, excluding the CVs. Each CV must be a maximum of 2 sides of A4, font size 10.**  **100 points available, minimum score of 50 required.** | Responses should provide detail of:   * Adequate staff resources devoted to the project and with appropriate expertise. * Which key staff will be assigned to each of the tasks and outputs of the project and the number of days each will provide. The project will require knowledge and experience of workshop facilitation, report production, graphic design and data visualisation, video design and production, and development and design of communication materials and engagement products. * CVs of named staff who will work on the project. |

Commercial (40%)

The Contract is to be awarded as a fixed price which will be paid according to the completion of the deliverables stated in the Specification of Requirements.

Suppliers are required to submit a total cost to provide the deliverables stated in the Specification of Requirements. In addition to this the Commercial Response template must be completed to provide a breakdown of the whole life costs against each deliverable used in the delivery of this requirement.

Calculation Method

The method for calculating the weighted scores is as follows:

* Commercial

Score = (Lowest Quotation Price / Supplier’s Quotation Price) x 40% (Maximum available marks)

* Technical

Score = (Bidder’s Total Technical Score / Highest Technical Score) x 60% (Maximum available marks)

The total score (weighted) (TWS) is then calculated by adding the total weighted commercial score (WC) to the total weighted technical score (WT): WC + WT = TWS.

Information to be returned:

Please note, the following information requested must be provided. Incomplete tender submissions may be discounted.

Please complete and return the following information:

* Completed Commercial Response template.
* Separate response submission for each technical question (in accordance with the response instructions outlined in pages 24-29)
* Completed Mandatory Requirements (Annex 1)
* Completed Acceptance of Terms and Conditions (Annex 2)

Award

Once the evaluation of the Response(s) is complete all suppliers will be notified of the outcome via email.

The successful supplier will be issued the contract, incorporating their Response, for signature. The Authority will then counter sign.

Annex 1 Mandatory Requirements

Part 1 Potential Supplier Information

Please answer the following self-declaration questions in full and include this Annex in your quotation response.

Part 1.1 Potential Supplier Information:

|  |  |  |
| --- | --- | --- |
| Question no. | Question | Response |
| 1.1(a) | Full name of the potential supplier submitting the information |  |
| 1.1(b) | Registered office address (if applicable) |  |
| 1.1(c) | Company registration number (if applicable) |  |
| 1.1(d) | Charity registration number (if applicable) |  |
| 1.1(e) | Head office DUNS number (if applicable) |  |
| 1.1(f) | Registered VAT number |  |
| 1.1(g) | Are you a Small, Medium or Micro Enterprise (SME)? | (Yes / No) |

Note: See EU definition of SME <https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en>

Part 1.2 Contact details and declaration

By submitting a quotation to this RFQ I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.

I declare that, upon request and without delay you will provide the certificates or documentary evidence referred to in this document.

I understand that the information will be used in the selection process to assess my organisation’s suitability to be invited to participate further in this procurement.

I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.

I am aware of the consequences of serious misrepresentation.

|  |  |  |
| --- | --- | --- |
| Question no. | Question | Response |
| 1.2(a) | Contact name |  |
| 1.2(b) | Name of organisation |  |
| 1.2(c) | Role in organisation |  |
| 1.2(d) | Phone number |  |
| 1.2(e) | E-mail address |  |
| 1.2(f) | Postal address |  |
| 1.2(g) | Signature (electronic is acceptable) |  |
| 1.2(h) | Date |  |

Part 2 Exclusion Grounds

Part 2.1 Grounds for mandatory exclusion

|  |  |  |
| --- | --- | --- |
| Question no. | Question | Response |
| 2.1(a) | Please indicate if, within the past five years you, your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within the summary below. | |
|  | Participation in a criminal organisation. | (Yes / No)  If yes please provide details at 2.1 (b) |
|  | Corruption. | ((Yes / No)  If yes please provide details at 2.1 (b) |
|  | Fraud. | (Yes / No)  If yes please provide details at 2.1 (b) |
|  | Terrorist offences or offences linked to terrorist activities | (Yes / No)  If yes please provide details at 2.1 (b) |
|  | Money laundering or terrorist financing | (Yes / No)  If yes please provide details at 2.1 (b) |
|  | Child labour and other forms of trafficking in human beings | (Yes / No)  If yes please provide details at 2.1 (b) |
| 2.1(b) | If you have answered yes to question 2.1(a), please provide further details.  Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction.  Identity of who has been convicted  If the relevant documentation is available electronically please provide the web address, issuing authority, precise reference of the documents. |  |
| 2.1 (c) | If you have answered Yes to any of the points above have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (i.e. Self-Cleaning) | (Yes / No) |
| 2.1(d) | Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions? | (Yes / No) |
| 2.1(e) | If you have answered yes to question 2.3(a), please provide further details. Please also confirm you have paid or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines. |  |

Part 2.2 Grounds for discretionary exclusion

|  |  |  |
| --- | --- | --- |
| Question no. | Question | Response |
| 2.2(a) | The detailed grounds for discretionary exclusion of an organisation are set out on this [webpage](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551130/List_of_Mandatory_and_Discretionary_Exclusions.pdf), which should be referred to before completing these questions.  Please indicate if, within the past three years, anywhere in the world any of the following situations have applied to you, your organisation or any other person who has powers of representation, decision or control in the organisation | |
| 2.2(b) | Breach of environmental obligations? | (Yes / No)  If yes please provide details at 2.2 (f) |
| 2.2(c) | Breach of social obligations? | (Yes / No)  If yes please provide details at 2.2 (f) |
| 2.2(d) | Breach of labour law obligations? | (Yes / No)  If yes please provide details at 2.2 (f) |
| 2.2(e) | Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions? | (Yes / No)  If yes please provide details at 2.2 (f) |
| 2.2 (f) | If you have answered Yes to any of the above, explain what measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (Self Cleaning) |  |

Annex 2 Acceptance of Terms and Conditions

I/We accept in full the terms and conditions appended to this Request for Quote document.

Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_