Invitation to Tender:

Provision of ongoing support to the People’s Plan for Nature Assembly Members

January 2023 – June 2024

Contents

[1. Background Information 2](#_Toc152339679)

[People’s Plan for Nature 2](#_Toc152339680)

[Save our Wild Isles Campaign 2](#_Toc152339681)

[2. Contract Scope and deliverables 4](#_Toc152339682)

[3. Principles of Approach 7](#_Toc152339683)

[4. Key documents 7](#_Toc152339684)

[5. Tender Process 8](#_Toc152339685)

[Response to Brief 8](#_Toc152339686)

[Selection Process 8](#_Toc152339687)

[Budget 8](#_Toc152339688)

[Contracting with WWF-UK: 8](#_Toc152339689)

[Timeline Summary 9](#_Toc152339690)

[Key contacts 9](#_Toc152339691)

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# Background Information

## People’s Plan for Nature

The People’s Plan for Nature is a world-first. It’s a plan created by the people, for the people – a vision for the future of nature, and the actions we must all take to protect and renew it. It was created through a cutting-edge participatory process – an adaptation of the New Citizenship Project’s RAPID democracy model - where 30,000 members of the public participated in the National Conversation, followed by a People’s Assembly for Nature comprising of 103 citizens. The [People’s Plan for Nature](http://www.peoplesplanfornature.org/).was published on 23rd March 2023.

## Save our Wild Isles Campaign

Also launched in Spring 2023, was the [Save our Wild Isles Campaign](https://www.saveourwildisles.org.uk) - a joint initiative between the RSPB, National Trust and WWF-UK. It is the first time that we as three charity partners have joined together to address the UK nature crisis through a collaborative engagement and advocacy campaign. The campaign is focused on raising awareness, inspiring action and galvanising support across the public, business and political spectrum, in order to drive the systemic and sustainable changes we need to see to protect and restore nature. The Save Our Wild Isles Campaign operates as a programme of work, made up of multiple workstreams and projects focused on engaging different target audiences through various methods. It has been delivered both on and offline. In addition to achieving our goals for nature, the campaign has also been an opportunity for us as three large nature NGOs to increase our organisational capacities to work in partnership to achieve share nature-goals, and to increase brand perception of us as charities that act for nature.

While the People’s Plan for Nature is independent of the Save Our Wild Isles (SOWI) campaign, there is an important relationship between the two initiatives: The Save Our Wild Isles campaign provides a mass public platform for promoting the People’s Plan for Nature, while the People’s Plan provides public legitimacy to the asks of the Save Our Wild Isles campaign.  Since launch, the Plan has achieved a media reach of 138.3 million and more than 20,000 people have emailed their MP to support the Plan. The Plan has gained support from politicians; business leaders and communities and continues to build momentum.

People’s Assembly Members

Since the launch of the People’s Plan for Nature, the Assembly Members have stepped into their power in a wide range of ways. Some have taken part in national and regional media interviews, podcasts or have written articles.

Assembly Members have actively engaged every political party via sharing copies of the Plan and letter writing; and Assembly Members and people they have inspired have been active in engaging local authorities and other local decision makers. A Westminster reception for the Save Our Wild Isles campaign was supported by several Assembly Members who spoke directly to MPs. Assembly Member representatives met with the previous Minister for Environment Trudy Harrison at DEFRA; others spoke to the Peers for the Planet forum in the House of Lords.

Some Assembly Members are actively campaigning and taking other forms of action on the issues most important to them; these preferences range from river restoration and campaigning via an action group; reducing food waste and encouraging their families and wider community to consider food and farming issues; engaging in discussion on nature positive finance and investment opportunities; taking increased practical action for nature locally – and more.

The Assembly Members are a diverse group of people with busy lives and their actions to take forward the Plan they created reflect that individuality, and the demands on their lives in other ways. Not all Members of the Assembly have actively participated in the monthly calls and/or training opportunities; but information, development and advocacy opportunities have been open to all.

# Contract Scope and deliverables

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| 1. **Work plan** | **Date** |
| The first step for the partner will be to create a clear work plan outlining how you will fulfil the requirements outlined in section 4.  The workplan to include how those Assembly Members who wish to be connected to the most appropriate ‘home’ as they take forward their experience and enthusiasm are connected to the most appropriate org/opportunity for them from March 2024 onwards.  An overview of this will be provided to funders. | January 2024 |
| 1. **Ongoing support to Assembly Members** |  |
| **2.1 Advocacy support including building agency, confidence, and capability** |  |
| It is crucial that the Assembly Members are supported in their advocacy for the Plan which they created.  A number of the Assembly Members value the opportunity to hear from each other (online via Zoom) and share experiences and ideas. One of the partner’s roles is to co-ordinate a monthly session with the Assembly Members – the format for which should be determined by their needs and preferences.  Upskilling / Training / Resources:Some Assembly Members have identified areas of development/training/info and/or support which would assist them in their advocacy.  One of the roles of the third-party partner support will be to connect Assembly Members to relevant content/opportunities. Some of this resource or opportunities may come from NT, WWF or the RSPB – or may well be found in the wider movement for nature. The role of the partner is to sensibly navigate this, collate and share (see below re: shared areas/email etc).  NB. This should not be limited to PDFs / links etc but consideration given to bringing experts by profession or experience onto the calls – with opportunities for direct learning, Q&As etc.  As a minimum this will include:   * a continuation of the existing online monthly sessions * Workshop(s) to co-create the one-year on event alongside the Event Planner/Team   Regular email, telephone and workshop support aimed at building agency, confidence and capability to achieve identified advocacy goals. | January - June 2024 |
| **2.2 Facilitation of sectoral engagement opportunities targeting key system actors** |  |
| The Assembly Members have identified key system actors to respond to the Plan i.e. commit to actions included in and inspired by the Plan. These system actors are: Local Authorities; Business; Several National Civic Society Organisations.  The partner will need to maximize quality opportunities for Assembly Members to engage key system actors in opportunity to respond to the Plan. In order to achieve results in the time available, the steer is to focus in on finding opportunities with collective organisations/coalitions that represent the above sectors – in particular making the most existing events/meetings/platforms/channels rather than creating new ones.  This is likely to include opportunities for PPfN and/or PAN members to be represented at/in:  Conferences  Working group meetings or equivalent  Newsletters  Forums  Blog opportunities  Briefings  This *does not* preclude opportunities with individual organisations – especially those which are either suggested by Assembly Members / and/or have indicated their interest in learning more and taking action in response to the Plan.  But should shape the *balance* between those individual organisations/businesses and the reach/impacts that could be achieved by an approach focused on collective/representative orgs. | January - June 2024 |
| **2.3 Supporting the Assembly Members to continue their journeys in the ways that are right for them** |  |
| Part of the role of the partner will be to support the Assembly Members (who wish it) into the right space/setting/org or activity that fits with their ambitions for future advocacy or activism – or a sense of belonging with like-minded people.  Each members’ ‘home’ may be different.  Some will wish to be a volunteer for a nature/environmental org and explore practical or campaigning actions or citizen science etc. Others may wish to connect with activists on particular themes of interest. Others may wish to take further independent action such as writing to decision makers; or craftivism / arts or cultural connections to nature campaigning.  All are valid. Connecting to opportunities should be facilitated (where that is needed/helpful to an individual) on a neutral basis I.e., the best ‘fit’ for the person based on interests, location, experience, preferences etc.  The convening charities eoach have onward options for the Assembly Members; the choices are theirs. | January - June 2024 |
| 1. **Supporting the PPfN dimensions of an Impact Event** |  |
| Consideration is being given to a possible Impact event for March 2024. It is envisaged that the People’s Plan for Nature will be central to this event, as an opportunity for reflection on what actions and change have occurred in the 12 months since, looking across different system actors and organisations. The exact scope of this event is tbc, and we will require this partner to support the Assembly Members to work with the event team leading on the planning and delivery of that event. It would not be the role of this partner to plan and deliver the event, but to support the Assembly Member’s role in it.  This may include (but is not limited to) ideation sessions with the Assembly Members and Event team regarding the scope and objectives of the event, co-ordinating presentation/s; liaising with the event team, supporting the Assembly Members to attend either in-person or online (travel, honorariums, technical support etc); support to those Assembly Members who many chose to get involved in comms/media opportunities around the event.  The Assembly Members may wish to co-create a galvanising message/letter or similar during the event. In the months leading to the event, the partner should facilitate this discussion with Assembly Members. | March 2024 |
| 1. **Communications** |  |
| **4.1 Case Studies** |  |
| Following briefing from convening charity teams, the partner will produce a minimum of five case studies which capture the range and impact of the Assembly Members’ advocacy. | January - April 2024 |
| **4.2 Reporting** |  |
| Initial meeting with PPfN leads and administrator to understand the project and assignment.  Regular updates as required (minimum fortnightly)  Monthly highlight report | December 2023 – June 2024 |
| 1. **Evaluation Input** |  |
| In 2024 there will be an external evaluation which includes, but is not limited to, the Citizen’s Assembly Model (which resulted in the PPfN), and the Save our Wild Isles campaign delivery. One specific focus area will be about the use of the onward journey of Assembly Members involved in this participatory mode (of rapid democracy), and to what extent this has built agency among the Assembly Members to take and galvanise others to take nature positive action.  The role of this partner will be to work with the consultant evaluator to facilitate Assembly Members to contribute to the evaluation. Additionally, we expect this partner to contribute based on their own experience in this role. | January - June 2024 |

# Principles of Approach

The approach taken should align with the values of the funders, convening charities, Assembly Members and the process that led to the PPfN:

* Centring the Assembly Members in advocacy for the Plan they created
* Being generous with opportunities to engage with the Plan – it is a Plan created by people, for people
* Respecting the independence and political neutrality of the Plan – its greatest strengths further information will be provided)
* Being coherent (understanding alignments, synergies and compatibility of responses and interventions)
* Efficiency – delivering targeted opportunities – not scatter gun
* Effective – being outcomes focused
* Aiming for impact (against the targets of the Plan)
* Sustainability - of progress, benefits, and impact realised
* Adaptive – learning from what works
* Positive and enthusiastic energy – the Plan is a people-powered mandate – with recommendations aimed at creating, improving and fostering positive change to help restore and renew nature in the UK.
* Everything done to convene the Assembly, to support the Assembly Members in their advocacy, to respond to and to share the Plan has been done with positive intent.

# Key documents

WWF Supplier Terms

WWF 3rd Party Expenses

WWF Supplier Code of Conduct

WWF Supplier Sustainable Procurement Questionnaire

Access will be given to the following once appointed:

* PPFN Impact framework
* Results of polling around Assembly
* Input phase evaluation
* Assembly evaluation in People’s Plan report
* Save Our Wild Isles Logical Framework

# Tender Process

## Response to Brief

**In their response, the Applicant must be able to demonstrate and evidence:**

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| --- | --- | --- |
| 1 | Understanding of the brief and propose options for the approach. | Please outline possible time frames and requirements of us in a high-level project plan. |
| 2 | Depth and breadth of expertise in this field in the charity /not for profit / NGO and commercial / private sectors. | Please include names of recent clients for who you have delivered similar work. |
| 3 | A strong alignment with WWF’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working. | Please provide a short statement on this and how you evidence your values in your work. |
| 4 | Value for money; competitive pricing for expertise.  We need fees to be clear and structured in a flexible way. | Please state day / hourly rates and price per project element, ideally with capped fees. |
| 5 | Confidentiality and Data protection | Please provide your confidentiality statement and GDPR principles. |
| 6 | References | Please provide two referee clients. (We would not approach without your permission). |
| 7 | Please complete the WWF-UK Sustainable Procurement Questionnaire |  |

 Please send your proposals to Kathryn Machin[Kmachin@wwf.org.uk](mailto:Kmachin@wwf.org.uk)

With cc:

April Matthews [AMatthews@wwf.org.uk](mailto:AMatthews@wwf.org.uk)

Vanessa Targett [vanessa.targett@nationaltrust.org.uk](mailto:vanessa.targett@nationaltrust.org.uk)

Jodie Palmer [jodie.palmer@rspb.org.uk](mailto:jodie.palmer@rspb.org.uk)

## Selection Process

A panel comprising of staff from WWF-UK, the RSPB and the National Trust will consider the responses against the following criteria:

1. **30%: The Applicant’s proposed approach**
2. **20%: Depth and breadth of expertise as evidenced by recent client work**
3. **10%: Values, partnership, inclusivity – alignment**
4. **10%: Sustainable Procurement Questionnaire**
5. **30%: Price – value for money**

## Budget

The budget available for this is in the region of £40,000, inclusive of VAT and expenses.

Please include in your application a budget breakdown which clearly links budget to activity/output and meets the requirements listed in this Invitation to Tender.

## Contracting with WWF-UK:

PPfN and Save our Wild Isles have been delivered in partnership by WWF, RSPB and the National Trust. For the purposes of this evaluation, it will be contracted through WWF. It is requirement that an appointed external partner adopts WWF’s standards terms and conditions for engaging with us.  These are included within the tender documents.  *Please confirm you are willing to accept these terms. Should you have any amends you wish to make, these will need to be discussed with the WWF-UK legal team.*

WWF-UK asks all suppliers to comply with the Supplier Code of Conduct and WWF-UK 3rd Party Expenses Policy. Both documents are enclosed within the tender pack. *Please confirm your acceptance of both.*

All contracted suppliers are required to register on Panda Purchasing (WWF-UK’s PO and invoice system). *Should you be successful in your bid, please confirm you will be willing to register on the system.*

## Timeline Summary

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| Up to 11th January 2024 | Applicants’ opportunity to speak with relevant staff members (see contacts below) |
| 11th January 2024 | Deadline for applications |
| W/C 15th January 2024 | Interviews |
| 19th January 2024 | Appointment of Partner |
| W/C 22nd January 2024 | Initial meetings between Appointed Partner and PPfN Team |
| 2nd February 2024 | Work Plan submitted |
| January – June 2024 | Delivery of contract |
| June 2024 | Support concludes - end of contract |

## Key contacts

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| --- | --- |
| People’s Plan for Nature Leads | Kat Machin, WWF (kmachin@wwf.org.uk)  Alex Hunt, National Trust (alex.hunt@nationaltrust.org.uk)  Sarah-Jane Gray, RSPB (SarahJane.Gray@rspb.org.uk) |
| Programme Managers | April Matthew, WWF (amatthews@wwf.org.uk)  Vanessa Targett, National Trust (vanessa.targett@nationaltrust.org.uk)  Jodie Palmer, RSPB (jodie.palmer@rspb.org.uk) |