

Invitation to quote

This document

This document contains important information on how you can quote for this opportunity. Please read it fully and use it when preparing your quote.

About us

At Forestry England we care for more land and trees than any other organisation in England. From small woodlands on the fringes of towns and cities, to vast areas like the ancient New Forest, for over 100 years we have been growing, shaping and caring for the nation's forests.

The scale of what we do puts us in a unique position to tackle some of today's big issues.

We are at the forefront of the climate crisis, using the latest scientific research to plan and plant forests which will survive in a changing climate.

We are the largest provider of outdoor recreation in the country - we welcomed 363 million visits last year - providing vital spaces for people to boost their health and wellbeing.

We supply England's largest amount of sustainably-sourced timber, and we conserve thousands of plant and animal species, increasing the biodiversity and richness of our landscapes.

Since 2020, we have worked with a range of corporate partners to diversify our income streams and help our brand reach a wider audience. We are relaunching our membership scheme to include a national offer, and are developing an individual giving campaign for people who wish to support our tree planting, wildlife conservation and wellbeing work.

As part of this area of work, we are now looking to work with a consultant to understand the scale of the opportunity for Forestry England around brand licensing partnerships and merchandising.

If you have specialist experience of developing a merchandising and licensing strategy for rights holding organisations like Forestry England, we'd like to hear from you.

What we need

We launched the Forestry England brand in 2019, but in reality we've been around for over a century. As part of the Forestry Commission, we have been managing the nation's forests since 1919.

We welcome millions of visits to our forests each year, and our estate spans every corner of the country - 99% of people live within an hours' drive of one of our forests. As well as a thriving health and wellbeing programme, we have ambitious national woodland creation and biodiversity action plans.

As part of our journey towards diversifying our income streams, and in increasing awareness of, and engagement with, our brand we have been working with [corporate partners](#) since 2020. Since then, we have secured a seven-figure income for the next five

years and we have worked with our partners to talk about Forestry England and the work we do to their audiences via their channels. We have explored on-pack branding campaigns and customer-led fund-raising initiatives within the partnership models we have developed.

Simultaneously, we have taken a fresh look at our supporter messaging, including developing an [individual giving campaign](#) to support our forest creation ambitions, and a platform for [legacy donations](#).

Our membership programme is also being overhauled. Having grown organically as a [membership scheme](#) for local forests, we are set to launch a national membership scheme later this year.

We also run a number of events across our estate - such as the 5k and 10k running series, Forest Runner - which may present further sales opportunities. In particular, we run a commercial events programme that includes a summer live music series, Forest Live, as well as winter lights trails and Luna Cinema - all of which may present opportunities for merchandise ranges.

Although our forest centres attract a large volume of visitors, most of them do not have dedicated retail spaces - and those we do have are often managed by our site partners, not directly by Forestry England. We have not fully explored online retail, but are currently trialling this for our [Forest Rider](#) family cycling campaign.

Our supporter development work is as much about audience development and brand engagement as it is about income. As the next step for this area of work, we would like to understand the scale of the opportunity for us around brand licensing partnerships and merchandising - we are aware that many of our competitors already work successfully in this space (such as the National Trust, Natural History Museum, V&A, Kew Gardens and English Heritage).

We are yet to explore a fee-paying partnership for the licensing of our brand, but would like to understand more about the opportunities there are for us in this space, what the dependencies/ challenges are and the income generation and audience reach potential in the short and mid-term future.

Similarly, whilst our onsite retail spaces are likely to be limited in the near future, we would like to explore opportunities for merchandising using our existing retail spaces, online retail and external retail networks. We are currently in the process of transitioning to a new, organisation-wide CRM system, which will likely provide better opportunities for online retail.

Outputs

To help us achieve these objectives, we are looking for a consultant to write a business plan with a 5-year outlook, around brand licencing and merchandising opportunities, that sets out:

- The scale of the opportunity over the next five years, within our existing infrastructure;

- The key dependencies to achieving this potential;
- Risks, and
- Recommendations for resource and costs to take the plan forward

This strategy development will require:

- Visits to some of our most popular forest centres to view and assess our existing infrastructure;
- Internal consultation with a range of colleagues from different departments (e.g. Digital, Operations, Brand), and
- Online/ desk-based research for benchmarking and market research

Important dates

The table below sets out the key dates you should be aware of for this quotation. We will keep you updated of any changes to these dates. We reserve the right to cancel or withdraw from the quote process at any stage.

What is happening	When
Closing date for your questions	Friday 21 October 2022
Closing date and time for quote returns	Friday 4 November 2022
Results issued	Friday 18 November 2022
Expected contract start date	Monday 5 December 2022
Final strategy submission	Tuesday 31 March 2023

Budget

£12,500

Your questions

You are encouraged to ask any questions you have about the contract and the quotation process. All questions need to be emailed to insert Meera Hindocha - meera.hindocha@forestryengland.uk. Please send your questions by the closing date given in the important dates table above.

We send out the questions we have received and our answers to all those that have been invited to quote. We will not identify who has asked the question. Please clearly mark any commercially sensitive questions that you do not want us to share.

The Contract

The final contract with the successful contractor will be subject to the latest version of our Terms and conditions (available on request). The successful contractor's own Terms and conditions will not be accepted.

General instructions

Your completed quotation and all accompanying documents are to be in English

All prices must be in sterling and exclusive of VAT.

We do not have to accept the lowest priced quotation, or part, or all of any quotation.

We may reject any quotation that is non-compliant with our requirements or specification.

All information supplied to you by the us must be treated in confidence and not disclosed to third parties

All details of your quotation, including prices and rates, must be valid for our acceptance for a period of 30 days.

Once the contract has been awarded, any additional costs incurred which are not reflected in the quotation will not be accepted for payment.

Offering an inducement of any kind in relation to obtaining this or any other contract with Forestry England will disqualify your quotation from being considered and may constitute a criminal offence.

What to send to us and how it will be scored

Send your completed quotation to Meera Hindocha - meera.hindocha@forestryengland.uk

In your quotation you must answer the following award questions. How we will score each part your quotation is shown in the table below.

Award Questions	Weighting %	Scoring
Please explain how your specialist knowledge and experience in securing brand licensing partnerships and merchandising deals for similar rights holding organisations will be utilised in writing this strategy for Forestry England.	50	0 Unacceptable - Unanswered or the evaluators do not have any confidence in the bidder's proposed delivery of the requirement. 1 Poor - The information submitted is very limited or not relevant or contains significant weaknesses; and/or no supporting documentation has been provided; and/or the evaluators have significant reservations regarding the bidder's proposed delivery of the requirement.
Please outline how you would approach scoping, researching and writing this strategy, including how long expect this process to take.	40%	2 Limited - The information submitted is limited or contains many minor weaknesses; and/or insufficient supporting documentation has been provided; and/or the evaluators have limited confidence in the bidder's proposed delivery of the requirement.
		3 Satisfactory - The information submitted addresses most aspects of the requirement; and/or provides acceptable methodology and supporting information that contains no more than moderate weaknesses; and the evaluators have moderate confidence in the bidder's proposed delivery of the requirement.

		<p>4 Good - The information submitted addresses all aspects of the requirement; and/or provides a clear methodology and relevant supporting information, containing only very minor weaknesses; and the evaluators have confidence in the delivery of the requirement, with no more than very minor reservations.</p> <p>5 Excellent - The information submitted addresses all aspects of the requirement in detail; and/or provides a clear and complete methodology and relevant supporting information which does not contain any weaknesses; and the evaluators have complete confidence in the delivery of the requirement.</p>
<p>Pricing Please include as accurate as possible a quote for writing this five-year strategy based on this information in this document.</p>	10%	<p>The lowest total quoted price will receive the maximum score available for this section. We then calculate the other scores by dividing the lowest price by your quoted price and then multiplying by the weighting available.</p> <p>Lowest price/actual quoted price x 10 = Score</p> <p>Example:</p> <p>Lowest quote = £1,000 Actual quoted price = £2,000</p> <p>So £1000/£1000 x 10 = 10% And £1000/£2000 x 10 = 5%</p>