Invitation to Tender

**Audience Consultancy by Wild Isles Community Fund**

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| **Background and Context** | The Wild Isles project, built around a landmark natural history TV series to be broadcasting Spring 2023, is a unique partnership between WWF and the RSPB. The project aims to inspire people in the UK to value and protect nature. It will encompass a full programme of activity incorporating public engagement, mobilisation, supporter growth, campaigns, and advocacy. We are developing a first of its kind mobilisation programme built around the documentary series to inspire and activate audiences to take the urgent action needed to save the nature of our wild isles. It will also play a crucial enabling role in creating the nature-positive society so crucial to the political, economic and systems change needed to save nature and keep the world below 1.5C. To kick start this mobilisation programme, the partnership is convening and running a participatory process in the run up to the broadcast of Wild Isles in 2023. This programme of work is called the People’s Plan for Nature (PPFN). Through a mass participatory campaign and associated citizens’ assembly, PPFN will produce a set of publicly mandated recommendations for nature-positive actions.**Wild Isles Community Fund**Building off the momentum of the Wild Isles documentary and the People’s Plan for Nature, RSPB, WWF, and our corporate partner are partnering to create a Community Fund that aims to catalyse action for nature in diverse communities across the UK.This micro-grant programme will equip community groups with the funds and support to protect and restore nature at a local level. The project will benefit a predicted 20,000-50,000 people, significantly growing support for communities that have been underserved by the environment sector to-date.  The project has the following aims: * To catalyse action for nature in diverse communities across the UK
* Develop a network of communities to drive forward a nature-positive UK
* Bring in new supporters to the existing nature-positive movement amongst the UK public who have been traditionally excluded

The long-term vision of the Wild Isles campaign is to make it socially, economically, and politically unacceptable todestroy nature and inspire action which brings UK nature back to life. |
| **Scope & Objectives** | **Scope** WWF and RSPB partner recognize that while we have significant audiences for the Community Fund there is significant gaps in terms of who we cater to. We are looking to work with implementation partners that work with these missing communities to understand how we can remove barriers to entry and provide support for them throughout their project. Specifically, we are looking for partners who work with:* Lower socio-economic groups (LSEG) /communities (IMD 1-3)
* Across all x4 UK nations

Implementation support will cover the full project implementation period, from January 2023 until its expected finalisation in June 2024.**Objectives**Regional hub implementation partners will work with our team to consult on the fund’s barriers to entry for communities they work with and draw on their networks to promote the fund and provide additional support throughout their projects. Some of the key components include:1. Consult on barriers to entry for underserved groups and solutions for addressing these barriers, in particular within LSEG communities.
2. Consult on the development of a capacity building and training programme, led by WWF-UK and RSPB.
3. Co-develop, with the partners, a suite of resources designed to support community groups that face barriers to successfully deliver their project and sustain action in the long-term.
4. Co-develop, with the partners, a suite of resources designed to support community groups to lead activities are accessible and inclusive to a diverse range of audiences and beneficiaries.
5. Draw on networks to identify community groups of interest and promote the fund and its resources to them.
6. Assist in identifying case studies that will be integrated into the wider Wild Isles communications campaign
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| **Timeline** | Supplier chosen: 05/12/2022Research/monitoring framework designed: Nov 2022 – Jan 2023 Community Fund Hero Campaign soft launch: Feb 2023Community Fund Public Launch: Mar 2023 (subject to BBC documentary going live)Community Fund application window: Mar 2023 – funds depleted Community Fund live/training/workshops: Mar 2023 – Jun 2024End date of consultancy 31/06/2024\* |
|  | \*These are initial timelines; we will work with the successful consultant to establish the exact timeframe to assess what is realistic.  |
| Budget | £37,500 (inclusive of all expenses and VAT) |

**Proposals and consultant selection**

Proposals should be maximum 5 pages (or 10 slides) in length and include:

* Your approach and proposed method to address the Project Objectives and Outputs.
* A project plan detailing proposed scope and timeframes for deliverables.
* Details of relevant experience and networks of community groups in LSEG areas.
* A fee proposal including total days and day rates for each member of staff who will work on the project, and any non-staff/travel/ancillary costs, including any applicable charity discounts
* Names and CVs of all staff who will work on the project, and proposed roles (can be beyond the 5 pages).
* Indication of acceptance of WWF-UK’s standard terms and conditions (available on request), or submission of your own for review by our legal team.
* Completion of the WWF Sustainable Procurement Questionnaire
* Completion of the WWF Supplier Security Assessment

**Response to specification**

**Response to requirements**

The information below is a statement of minimum requirements and is not intended to limit creative or original thinking in the preparation of proposals. WWF and RSPB will assess proposal based on the following criteria:

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| **Relevant experience** | Please describe your previous experience of delivering similar projects and importantly, your network and connection to local communities in LSEG areas.  |
| **Approach to the Project** | What would be your approach to this project (including methods, any management and control procedures, quality assurance, resources, sustainability considerations etc.)? |
| **Risks and Issues** | Please highlight any issues (risks or opportunities) you anticipate in delivery of this scope of work, and how you would mitigate these.  |
| **Diversity, Equity, and Inclusion** | Please highlight how you will embed Diversity, Equity, and Inclusion into delivery of the project and your experience of doing so. |
| **Management**  | The supplier shall be required to provide regular management information to WWF and the RSPB. Suppliers are therefore required to submit within their Tender offer examples of management information available to the RSPB, and specifically how you will monitor progress against our project objectives. |
| **Proposed Project Team** | Please indicate personnel expected to carry out management and delivery of this contract with the RSPB and WWF and their areas of responsibility. |
| **Cost/Budget** | Please indicate the full cost and budget breakdown of your proposal. All costs should be inclusive of VAT, expenses, and staff costs.  |
| **Added Value** | You are welcome to indicate any added value that you see your organisation(s) providing that would further success of this project.  |

**Responding as a joint venture or consortium**

We welcome collaboration and are open to joint proposals on this project. Respondents to this Expression of Interest may take the form of sole legal entities or may wish to combine to form consortia, joint ventures, unincorporated associations, or partnerships. This may, for example, apply to entities who feel that alone they do not have the experience, capacity or capability to address the size and scale of the requirements.

The following additional instructions apply to Bidders who put forward a joint approach:

* A Lead Party must be identified that shall submit a response on behalf of all Parties to the JV/consortium;
* The Lead Party shall be responsible for all communication during the procurement process;
* Joint respondents must submit a structure diagram identifying the roles and relationships between the Parties including all relevant companies, their respective parent or ultimate holding companies. The structure should ensure that, as a minimum, legal obligations and liabilities are borne by an entity or entities which satisfy the financial and economic requirements;
* The declaration statements enclosed below should be completed and signed by all Parties together with written confirmation from each Party that they authorise the Lead Party organisation to act on their behalf in relation to this procurement exercise;
* If awarded a Contract, each of the Parties shall be jointly and severally responsible for the due Planning of any contract.

**Partial Response**

If you feel your organisation is best suited to deliver a portion of this work, for example, the management and delivery of one regional hub in a specific location, you are welcome to submit a partial proposal. Please indicate this and how you would look to work with partners to deliver this programme.

**Additional documentation**

As part of your application, please also share any relevant document detailing your organisational policies on the following:

* Safeguarding
* Data protection
* Diversity, Equity, and Inclusion

Interested parties should send their letter of intent with the relevant documents as detailed above to the contact below by email not later than **November 25, 2022, at 23.00 GMT**. Applications received after that will not be considered.

Successful proposals will be alerted with their invitation to pitch no later than **November 29, 2022.**

Pitches will take place **December 1, 2022.**

**Contact:**

If you would like any further information to support your application, please do not hesitate to contact

Alison Enchelmaier, Community Engagement Manager.

Final submissions should also be submitted to Alison Enchelmaier.

Email : aenchelmaier@wwf.org.uk

Email subject : WILD ISLES COMMUNITY FUND AUDIENCE CONSULTANCY