

## Invitation to Quote

### Lake District for Everyone – developing actions to remove barriers for disadvantages communities and engage new audiences in the Lake District National Park

#### The challenge

*“We are all paying for national landscapes through our taxes, and yet sometimes on our visits it has felt as if National Parks are an exclusive, mainly white, mainly middle-class club, with rules only members understand and much too little done to encourage first time visitors.”*

**Final report on designated landscapes by Julian Glover**

We are seeking to identify actions that will remove barriers to access and embrace the opportunity of broadening our visitor demographic, enabling everyone to feel that they have a sense of connection with the Lake District National Park.

#### Summary

We are inviting suitable companies or individuals to submit a tender for this Lake District for Everyone commission. This document sets the context for the commission which aims to develop actions for the Lake District National Park Partnership to remove barriers for disadvantage communities and to engage new audiences in the Lake District National Park in order to broaden our visitor profile. The actions will be set out in the next 5 year Lake District National Park Partnership Plan and will support the engagement element of the Partnership’s Heritage Horizon’s bid.

#### What we already know

The Government’s Landscapes Review highlighted that visitors are not always representative of the full spectrum of British society. There is a plethora of evidence nationally and locally on the Lake District that demonstrates the inequity of access to the countryside and nature by particular audiences. The vast majority of visitors to the Lake District National Park are white, affluent and from older demographics<sup>1</sup>.

The Lake District National Park Partnership has identified this issue as a key challenge that requires action in the next 5 year management plan for the Lake District. The recognition of this issue aligns with the issues raised in the Glover ‘Landscapes for Everyone’ theme;

*“We want our nation’s most cherished landscapes to fulfil their original mission for people, providing unrivalled opportunities for enjoyment, spiritual refreshment and in turn supporting the nation’s health and wellbeing.”*

In recent years, research has clearly demonstrated the value of spending time in nature and the outdoors to children, individual and societal health and well-being <sup>2</sup> but the intention of this commission is also grounded in evidence showing that connecting people with nature is not just

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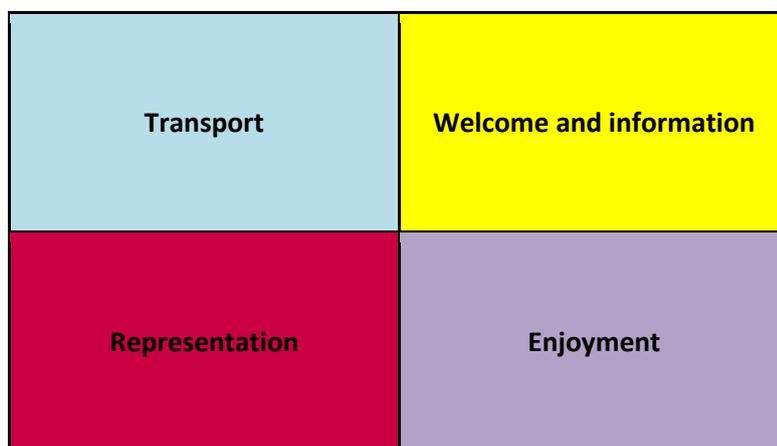
<sup>1</sup> Cumbria Mosaic Report 2016, Lake District National Park Partnership Plan, Key Challenge Paper, Lake District for Everyone 2020

<sup>2</sup> Natural England, 2017/18 MENE Survey, Lake District National Park Authority Rights of Way User Research 2019

important for people, it is also important for nature as it is shown that the more people spend time in the environment and value the positive impact it has on their own lives, the more they'll as individuals want to care for, cherish and protect our environment and wild places <sup>3</sup>

Covid-19 and the experience of lockdown has, at least in the short term, changed the relationship people have with nature. In the Lake District, the combination of the experience of the lifting of the first lockdown restrictions with the good weather meant we had a large increase in domestic visitors and the demographic of visitors has changed; there was an increase in first time visitors, a slight increase in ethnic groups, an increase in visitors from urban areas and there were more young adult groups visiting<sup>4</sup>. We see this change as an opportunity; our ambition is to secure and grow the changed visitor demographic we experienced in 2020.

Through our research and evidence gathering we have identified four key areas where intervention is required to achieve the above objectives.



### What are we trying to achieve?

We want to actively connect all parts of society with the Lake District to support understanding, enjoyment and the nation's health and wellbeing. In removing the barriers to access and embracing the opportunity of broadening our visitor demographic we aim to achieve a 'Lake District for Everyone'. Our aims are to;

- Increase the proportion of visitors from under represented parts of British Society, including people from deprived areas in the North West of England (*intervention: 'representation / Welcome and information'*)
- Encourage existing visitors from under represented audiences to go further, be healthier, have a more rewarding experience (*intervention: 'welcome and information' and 'enjoyment'*)
- Ensure all visitors feel welcome in the English Lake District, and every visitor has the best experience that the English Lake District offers by providing and ensuring opportunities and facilities meet the needs of the full spectrum of British Society. In turn appreciation and

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<sup>3</sup>'Do people who feel connected to nature to more to protect it'? A meta-analysis Mackay and Thomas Schmitt, 2019

<sup>4</sup> Cumbria Visitor Survey Research Findings October 2020

understanding of the English Lake District is enhanced (*intervention: 'welcome and information' and 'enjoyment'*)

- Improve visitors understanding of how to care for the Lake District and its communities in order to reduce the environmental impacts of litter, fly camping, fly parking and, to contribute towards net-zero ambitions by reducing cars and the reliance on the car when travelling within the Lake District through encouraging people to make the decision not to drive some of the time and to take part in more active travel. The National Park Partnership is exploring commissioning distinct research on the littering aspects of this aim (*intervention: 'welcome and information' and 'transport'*)
- Capture and sustain the benefits of broadening our 'staycation' visitor demographic in our visitor economy through identifying infrastructure and visitor products to meet their demand, to secure repeat visits and a longer stay (*intervention: 'welcome and information' and 'enjoyment'*)

### **Why now?**

National Parks were founded in the same post war social reforms that saw the creation of the NHS in order to support the health of the nation. With half of the country's population within an hour's travel of a National Park<sup>5</sup>, the opportunities for National Parks to play a role in the recovery of the nation's physical and mental wellbeing post Covid-19 are immense. By broadening our visitor demographic, encouraging more first time visitors and encouraging visitors from under represented audiences to go further, be healthier and have a more rewarding experience, we also believe we have an opportunity to improve the health of those more disproportionately impacted by COVID-19<sup>6</sup>.

Furthermore, our working assumption for the 2021 tourism season in the Lake District is that many of the pandemic's impacts on tourism in 2020 will be apparent; there will be little international flights, a continued increase in domestic day visitors, a desire for outdoor activity and an increase in domestic holidays. In line with our developing Partnership Plan's 'Vibrant Communities and Prosperous Economy' key challenge, we believe there is an economic opportunity in capturing the benefits of opening new markets, which will help create a legacy for the results of this commission.

We are now seeking progress to move the Partnership to a position of intervention and action to address this challenge over the next 5 years and beyond. To achieve this ambition however, we recognise that the Partnership is not well placed to produce an action plan for intervention as we are not represented by the audiences we are seeking to grow. Through this commission we aim to appoint a suitable company or individual who can demonstrate they can genuinely reach and engage with underrepresented visitor audiences to meaningfully input to and help shape effective action over the next 5 years.

### **Heritage Horizons**

The Partnership, led by the Lake District Foundation are creating a development bid for the National Lottery Heritage Fund 'Heritage Horizons' Programme. This is a great opportunity to take forward aspirations from this challenge. To be successful the bid will need to be based on effective engagement itself, to set out how engagement will be core to the funded development stage, and how engagement with the landscape will be increase through delivery of the bid. It will need to offer transformative results.

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<sup>5</sup> National Parks UK

<sup>6</sup> Disparities in the risk and outcomes of COVID-19, Public Health England, August 2020

## Outputs required from the commission

Through this commission we aim to appoint an authentic and suitable company or individual who can demonstrate they can genuinely reach and engage with underrepresented visitor audiences to meaningfully shape our action over the next 5 years. The methodology must be robust and reliable. We are open to a variety of methods to successfully deliver the commission for example e.g. hosting a weekend of deep engagement with audiences or creating a citizen panel. We ask that you identify the methods you would use to meet reach and engage with underrepresented audiences and demonstrate how this is a strong and robust method would return reliable findings that we can confidently use to shape effective action.

The main outputs of this commission are;

- 1) To understand the Partnership and the collective services we deliver in the Lake District that have relevance to actively connecting with all parts of society. For example, our visitor centres, welcome volunteers, car parks, the John Muir Award, education and Tourist Information Centres.
- 2) To understand and sense-check identified evidence and intervention themes.
- 3) Identify and recommend actions for the Lake District National Park Partnership Plan to achieve our intervention themes, aims and to develop engagement to support the Heritage Horizons bid.

We recognise that the findings of this commission may recommend areas that we are not currently getting right and where we might need to improve. We see this commission as a starting point to have an on-going, healthy conversation with under-represented groups to support the design of our future projects/services and governance improvements.

We need this commission to recognise resource implications of the recommendations; we recognise more can be done to achieve our aims objectives within our own Partnership resources but we could do more with external funding and/or investment or, with future policy change. The commission findings should be grounded in this context and ambition.

We would like the findings to be supplied in a written report but would also welcome supporting imagery and video footage to demonstrate findings.

## Timescales

Quote submission	10 <sup>th</sup> December
Notification	14 <sup>th</sup> December
Pre-contract and award meeting	9.30-11am 16 <sup>th</sup> December
Contract awarded	17 <sup>th</sup> December
Mid-contract meeting	11/12 <sup>th</sup> February 2021
Submit report	31 <sup>st</sup> March 2021

## Invitation to Quote

All submissions must be submitted by 5pm on the 10<sup>th</sup> December.

The following information should be provided:

- The qualifications, title and position of the person or persons submitting a quote to carry out the work;
- The relevant experience of the person or persons submitting a quote to carry out the work, including specific examples of past work;
- The overall amount charged for the work (exclusive of V.A.T.). The price must include any assumed amounts for travel and subsistence requirements;
- The anticipated amount of time (in hours) that the bidder expects the work to be completed in;
- Confirmation that the company or individual is of good financial standing;
- References from organisations or companies that you have undertaken similar work with;
- Where more than one individual is proposed to carry out work a separate breakdown of the expected time each individual will spend completing the work;
- Any additional anticipated costs not covered in the hourly rate costs should be made explicit, for example travel and subsistence costs;
- Confirmation that the proposed timescale can be met or proposals for any amendments to the timetable;
- Contact details for a referee from one current or recent relevant projects.
- Anyone offering a quote for the work will be disqualified if:
  - There is a conflict of interest arising from the carrying out of this work – for example where the bidder has business or financial interests which could be affected by the outcome of the plan, or where they are representing other parties with an interest in the plan; or
  - They canvas any member or officer of the Authority, whether directly or indirectly, relating to the award of this work; or
  - They fix or adjust the amount of the quote by arrangement of any other person; or
  - They communicate to any person other than the Authority the amount of the quote (unless the disclosure is made for insurance purposes, for example); or
  - They agree with any other person that s/he will agree not to quote or as to the amount of any other quote to be submitted; or
  - They offer or pay any sum of money to any person to induce such a person to accept the quote.

All questions regarding this Invitation to Quote should be made to Hanna Latty at [hanna.latty@lakedistrict.gov.uk](mailto:hanna.latty@lakedistrict.gov.uk) or 01539 724555. We would be open to a telephone conversation around any specific queries.

The Authority reserves the right to withdraw this contract opportunity without notice and will not be liable for any costs incurred by suppliers during any stage of the process. Quotes received later than the time and date specified will not be accepted.

**Criteria for selecting the winning bid**

All tenders received will be considered based on the information they have submitted in their tender. The tenders will be evaluated upon the following criteria;

Criteria	Potential Score	Weighting	Max Score
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Compliance with tender brief	1-5	5	15
Price	1-5	1	70
Previous experience in this or related field - this should include experience of genuinely reaching and engaging with underrepresented visitor audiences to secure intelligence that we can use to confidently shape future interventions in part demonstrated by references from organisations or companies that you have undertaken similar work with	1-5	2	15
Overall quality of the submission (detail; presentation; clarity; quality of relevant project work)	1-5	5	15
Outline of proposed methodology and demonstration that your approach is robust and reliable and could stand up to challenge	1-5	2	15
Ability to meet the deadline	1-5	3	10
<b>Maximum Possible Score</b>			<b>140</b>

The Authority will decide to whom the contract shall be awarded based on the factors outlined above. The Authority does not bind itself to accept the lowest or any tender/quotation and reserves the right to accept the whole or parts of tenders/quotations. The Authority will notify acceptance of the tender to the successful tenderer as soon as is reasonably practicable. A contract will then be issued in line with the work required to be signed by both parties.

#### **General Terms**

The client for this work is the Lake District National Park Authority.

The project will be undertaken by the contractor acting on an independent basis. Staff working on the project will not be deemed employees of the National Park Authority. Quotations should reflect this fact and more specifically the Contractor will take sole responsibility for the payment of tax, National Insurance contributions, etc. If VAT is payable, this too should be indicated in the bid.

#### **Payment**

Payment will be on completion and delivery of the final report.