

Forestry Commission
620 Bristol Business Park
Bristol
BS16 1EJ

Education Development Manager
Rachel Giles
rachel.giles@forestryengland.uk

INVITATION TO QUOTE FOR:

Consultancy Opportunity – Development of the Forestry Commission / Forestry England education offer

We are passionate about connecting people with the nation's forests. Through our learning strategy, thousands of learners benefit from activities and experiences in our forests every year, led mostly by our learning partners or by teachers using our lesson plans and activity packs.

In April 2019, we will become Forestry England, and the rebrand provides an exciting opportunity for us to re-think our education strategy and offer, to make it more ambitious and innovative, and to ensure that we remain relevant to schools and other formal education groups.

We are looking for a consultant to advise us on how we could shape the education offer of Forestry England.

A brief of the work is included below. Please send your completed proposal and quotation and any enquires about this invitation to: Rachel Giles – rachel.giles@forestryengland.uk

I must receive your proposal by **Tuesday 2nd April 2019 at midday**.

All submissions will be evaluated objectively, as detailed in the evaluation matrix below.

All the best

Rachel Giles

Rachel Giles
Education Development Manager

Background

The Forestry Commission

Forestry Commission England's mission is to protect and expand Britain's forests and woodlands and increase their value to society and the environment.

• Our work

- Forest Enterprise England (FEE) will be renamed Forestry England in April 2019, and is the part of the Forestry Commission responsible for the management of the nation's forests, for people, nature and the green economy.
- We look after hundreds of public sites, where millions of visitors per year ride bikes, walk, picnic and play.
- Our land management teams oversee the production of thousands of tonnes of timber every year, and our forests provide habitats for a variety of wildlife.
- We work in partnership with other organisations to deliver groundbreaking projects.
- Our forests host live music concerts, holiday cabin sites, high ropes courses and a variety of sports events.

• Our staff

- FEE has around 1100 staff, working in a diverse variety of roles, including rangers, ecologists, foresters, civil engineers and office and finance staff.
- We rely on hundreds of volunteers who support many of the above roles.

• Where we are

- We manage more than 1500 woods and forests, with visitor centres across the country, from Kielder in the northeast to Cardinham in Cornwall, and Whinlatter in the Lake District to Thetford Forest in Suffolk.
- We are responsible for internationally important tree collections including the National Arboretum at Westonbirt and Bedgebury Pinetum in Kent, and many hundreds of local and community woodlands.
- 99% of the population live within a one hour drive of one of our sites.

Our learning offer

In the past, we delivered ranger-led education sessions to schools and other groups, but changes in policy over the years led to our offer becoming less 'led' and more 'facilitated'.

We have developed two main strands of an offer to education groups:

- self-led resources (Ranger in a Bag and downloads), and
- partner-led learning (encouraging self-employed providers and partner organisations to work with visiting school groups in FC woodlands).

We also offer limited FC-led sessions, mainly at Westonbirt and Bedgebury – specialised activities that cannot be effectively delivered by a partner or a self-led offer.

At the heart of our learning strategy and offer is a message, summed up as 'your forest is cared for by the FC for timber, people and wildlife'. As long as an activity conveys this message as a main priority, then it is classed as 'learning'.

Learning staff also work with other areas of the business, in order to get our 'learning message' into interpretation, marketing campaigns and other engagement programmes.

Current learning strategy objectives

1. to have a well-used, relevant curriculum-linked learning offer for all levels of educational group across the country
2. to see an increase in the level of awareness, understanding and knowledge of our messages, among educational groups using the FE learning offer
3. to incorporate learning goals and messages into every FE strategy and plan that relates to people using the forest; and to consider learning in every relevant project application and tender, and every product and campaign
4. to see an increase in the level of awareness, understanding and knowledge of our messages, among forest visitors and users

Consultancy details and deliverables

We would like the consultant to focus on our future offer to formal education groups of all levels, although s/he should keep in mind that we intend to continue to provide learning opportunities for all of our visitors, and that there may be areas of overlap.

We want to set a clear direction for our education offer, which delivers curriculum and people's needs, and raises awareness of the importance of forests and the natural environment, so that they are understood and protected for the future.

When considering our potential future offer to education groups, there are a number of specific questions that we would like the consultant to focus on:

1. **Niche** – Where do we fit amongst other organisations with an environmental education offer? What is our USP? What makes us different?
2. **Objectives** – How can we define the objectives of our education offer (in the context of who we are, and what we want to achieve as an organisation)? We are interested in short-term objectives (benefits to learners, reacting to current curriculum requirements or government initiatives) and long-term objectives (how our offer might encourage learners to make career choices or to develop lifelong links with forests).
3. **Audience** – Who is our educational audience? Ideally, we would like to have an offer for all levels of educational group, from pre-school to PhD, but need to know whether we should be more focussed. Currently, older groups (KS3 and above) are under-represented, and we would like to address this.
4. **Offer** – What is the ideal offer that we could make to our audience? Consider products, delivery mechanisms, curriculum opportunities etc.
5. **Location** – Our current learning offer takes place predominantly in our forests. We are keen to hear suggestions about an education offer that extends visits with pre- and post- visit school-based or web-based activities, but the consultant must remember that the main aim is to bring learners to the forest for hands-on, experiential activities.
6. **Scalability** – We are interested in innovative ideas, and quality is very important. However, the education offer must be scalable – we should aim to provide for large numbers of education groups across the country.
7. **Resources** – What resources will we need in order to deliver this ideal offer?
8. **Marketing** – How should we promote our offer to our educational audience?

9. **Evaluation** – How can we effectively measure the success of our offer against the short- and long- term objectives? We will also need to monitor our position in the marketplace, and whether we continue to fill our agreed niche and USP.

The consultant should note that:

- we are excited and enthusiastic about new ways of working;
- we want to be innovative and adventurous in developing our offer;
- we are keen to work in partnership with other organisations if it is mutually beneficial and helps us to achieve our agreed objectives;
- we are in this for the long haul – our future is not dependent on successful funding applications – so we can make long term plans; having said this, we are interested in funding or sponsorship opportunities if they help us to achieve our objectives, and if they create something that is sustainable in the long term;
- we'd like to make better use of volunteers, maybe as learners, or delivering education activities on our behalf.

Out of scope for this consultancy work

The consultant doesn't need to audit / review what we offer at the moment – we know our offer, and can share as much detail as is needed with the consultant.

We don't need the consultant to tell us how forest education activities link with the subjects of the curriculum. We are, however, less confident about how to 'sell' the wider benefits of a visit to schools and teachers.

This consultancy work doesn't include development of our learning offer to non-education audiences, although we know that there will be areas of overlap.

Outputs of this consultancy work

We are open to suggestions as to how this piece of consultancy work is carried out, but at the end, the consultant will need to do the following:

1. Provide a written report with recommendations;
2. Present their findings to a team of relevant FC colleagues via a presentation and Q&A session;
3. Spend some time informally with members of the learning team, talking through the findings and discussing potential opportunities for the future learning offer.

Timetable

We hope to adhere to the following timetable, but reserve the right to alter it if necessary.

March 2019	Advertise consultancy opportunity – closing date Tuesday 2 nd April at midday
Early April 2019	Interviews – week commencing 8 th April or 15 th April
Mid-April 2019	Appoint consultant
End of April 2019	Consultant to provide detailed plan of approach and timeline for the project and list of resources required
May / June 2019	Consultant carries out work and writes up findings
Mid-June 2019	Consultant presents findings and recommendations

Evaluation of applications

Applications will be scored based on the following criteria (see below for more detail):

- Contact details (pass / fail)
- Experience (worth 35% of the total score)
- Project plan (worth 45% of the total score)
- Price (worth 20% of the total score)
- References (pass / fail)

using the following scoring system:

0 – No response or totally inadequate – no response or an inadequate response.

10 – Major Reservations / Constraints – applicant appears to meet some of the requirements, but does not give sufficient information or detail.

20 – Some Reservations/Constraints – applicant appears to meet most of the requirements, but we still have some doubt as to their suitability.

30 – Fully Compliant – applicant appears to meet all of the requirements, giving full confidence in their ability to deliver this piece of consultancy work.

40 – Exceeds Requirements – applicant appears to meet all of the requirements and exceeds some or all of them, which will lead to added value.

Evaluation criteria in detail

Category	Your answer	What we are looking for
Contact details	Please include a page with your contact details, including:	
	<ul style="list-style-type: none"> - Name - Postal address - Email address - Phone number - Details of who will carry out the work (if it is someone instead of, or in addition to, you) 	

Category	Your answer	What we are looking for
Experience	<p>Please tell us about any relevant experience that makes you (or the person who will carry out the work) the right person to deliver this project</p> <p>Your answer should be no longer than two sides of A4</p>	<p>The person carrying out the work:</p> <ul style="list-style-type: none"> - must have experience of successful delivery of similar projects within the formal education and / or environmental education sector - will have worked with / for the Forestry Commission and / or other organisations in our sector eg RSPB, Woodland Trust, Natural England or in a similar LOTC (learning outside the classroom) sector eg museums, zoos
Project plan	<p>Please tell us how you intend to carry out this project</p> <p>Your answer should include details such as:</p> <ul style="list-style-type: none"> - who you plan to speak to - where you plan to go - how you plan to find out the answers to the questions we have asked - a clear timeline to illustrate the different stages of your work <p>Your answer should be no longer than two sides of A4</p>	<p>Your answer will demonstrate that:</p> <ul style="list-style-type: none"> - you understand what we are trying to find out - you have a clear plan as to how you will deliver the project and the outputs - you have the capacity and availability to deliver the project and the required outputs in the timeframe set out above
<p>Price</p> <p>The maximum budget for this project is £8000</p> <p>Applications priced in excess of this maximum budget will not be considered</p>	<p>Please tell us how much you will charge to deliver this project</p> <p>Please include a breakdown of how this has been calculated, including:</p> <ul style="list-style-type: none"> - your daily rate (and how many days you expect to spend working on the project) - your travel and accommodation expense rates (and how much travel you expect to do for this project) - other expenses (what they are and why they are needed) <p>Your answer should be no longer than two sides of A4</p>	<p>Your pricing structure provides good value for money, in terms of the amount of work you plan to do to deliver the project</p>
References	<p>Please include contact details for two people who can provide a reference as to your suitability for this project</p>	

Appendix 1 – conditions

Please note the following conditions:

- Any contract concluded as a result of this invitation shall be governed by English Law and the Forestry Commission's Standard Terms and Conditions of Contract will apply. Your terms will not apply.
- The completed quotation and all accompanying documents are to be in English
- All prices must be in sterling and exclusive of VAT.
- The FC reserves the right to cancel or withdraw from the process at any stage.
- The FC does not undertake to accept the lowest priced quotation, or part, or all of any quotation.
- All information supplied to you by the FC 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 the FC will disqualify your quotation from being considered and may constitute a criminal offence.

Additional requirements

If the consultant plans to make contact with members of the public (for example school teachers), they must explain clearly that they are working for the Forestry Commission on a consultancy basis, and not as a member of Forestry Commission staff.

If the consultant will have contact with children or young people through their work for this project, they must comply with DBS regulations.

If the consultant plans to work alone, they must have a robust lone-working policy.

The consultant must provide a risk assessment in advance of any work to be carried out on the public forest estate.

If the consultant intends for the work to be carried out by someone other than, or in addition to themselves, then all must abide by the same rules and standards as the consultant.