Tender for Angles Way Interpretation Design

Water, Mills and Marshes: the Broads Landscape Partnership Scheme
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1.0 Brief for Angles Way Interpretation Design

1.1 Background
Water, Mills and Marshes: the Broads Landscape Partnership Scheme was awarded an earmarked grant of £2.6 million by the Heritage Lottery Fund in November 2015. The content of the scheme was worked up during the Development Phase which ran from January 2016 to June 2017, at which point a second round bid was submitted and subsequently approved (copy available on request).

The scheme commenced delivery in January 2018, and will run for five years, finishing in December 2022.

Full details of the scheme, its underpinning philosophy, its ambitions and its component projects are presented in our Landscape Conservation Action Plan (LCAP) which should be viewed to inform the tender response, links below.

- LCAP Part 1: Landscape history, statement of significance, vision for the future.
- LCAP Part 2: Project plan summaries

2.0 Angles Way Interpretation

2.1 Current position
The Broads are the result of human intervention, shaped over time to support agriculture and industry. Yet, the current population have become increasingly detached from the landscape, no longer relying on it to make a living, and often unaware of its full value as a place of cultural and ecological significance.

Water Mills and Marshes (WMM) aims to re-engage the populations living within and around this environment with the Broads landscape, as well as tourists from outside areas, in an accessible and inclusive way.

2.2 Scope of work
The aim of this project is to design and deliver an interactive experience for a section of the Angles Way long distance footpath from Nicholas Everitt Park in Lowestoft to Great Yarmouth.

Key locations are:

- Mutford Lock - Qulton Broad and Nicholas Everitt Park
- Carlton Marshes Nature Reserve
- Petor’s Marsh
- North Cove Nature Reserve
- Somerleyton Estate
- Fritton Decoy
- Burgh Castle
- Caldecott drainage mill
- Breydon Water including Turntide Jetty
- Beccles - Marshes & Quay
- Geldeston (including lock)
Each of these sites has its own story to tell, and in addition to visible points of interest, the route passes through an environment rich in biodiversity.

This project seeks to interpret the trail for people of all ages, abilities and interests, using a combination of reliable contemporary technology and static signage to bring it to life without interrupting enjoyment of the natural environment.

Angles Way will be the first Broads trail to be interpreted in this way and will be launched at a festival event in 2020. Using this model there will be follow-up projects for Wherryman’s Way, and the new Mills and Pilgrim Trails.

2.3 Key deliverables

Stage 1

Understanding the audience – interests, expectations, ideal outcomes.

- Define and understand key target audiences through formative user research processes
- Audit existing content, resources and expertise. Content will be divided into 3 themes
  - Cultural heritage
  - Landscape heritage
  - Biodiversity and ecology
- In liaison with the Heritage Interpretation officer identify areas of user interest.
- Develop proposals for mobile phone locative experiences based on sample content, technical, usability and other stakeholder considerations. This will include audio and video.
- Develop information architecture for the project website aimed at servicing all identified themes and user groups so users can tailor the experience to their interests and abilities.

On completion, Stage 1 will be shared with the client with an opportunity to build in qualitative research with potential users to check for appeal and appropriateness. The client will select 1 -2 proposals to progress into Stage 2.

Stage 2

- Develop selected ideas as prototypes
- Test proposals with potential users to evaluate appeal, level of interest and usability.
- Develop the website prototype and conduct user testing
- Feedback and discussion with the client
- Develop ideas for static signage and information boards.

Stage 3

- Advance 1 mobile locative experiences to ‘production ready’
- Develop the website blueprint to production
- Develop a coherent visual design for digital and physical elements

Throughout this process, the consultant will consider:

- Available daylight and the impact on functionality
• Reliability of technology to deliver the concept
• Accessibility for all. This includes those with visual, hearing, mobility issues as well as those with dementia.

3.0 Submission

3.1 Content required
You are asked to submit the following:

• Name of organisation.
• Name of lead individual.
• Contact details.
• Names, positions, details of relevant experience and expertise of all staff to be involved.
• A fixed cost for all work detailed in stages 1 to 2
• An estimated cost for stage 3
• Price exclusive of VAT – including breakdown of day-rates.
• Legal status of the organisation/business, VAT registration status.
• Insurance cover as set out in 3.6.

3.2 Form of content
We would prefer your submission in an electronic format submitted as per criteria set out in section 3.4. If this is not possible one hard copy of everything could be submitted instead though you will have to notify us in advance that this will be the situation.

3.3 Time-line

<table>
<thead>
<tr>
<th>ACTION</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release of tender brief</td>
<td>9th November</td>
</tr>
<tr>
<td>Clarification questions period ends</td>
<td>21st November 2018</td>
</tr>
<tr>
<td>Return of an electronic version of the all the tender proposal material (or through submission by post)</td>
<td>By 5pm on 23rd November 2018</td>
</tr>
<tr>
<td>Assessment of submission including follow-up conversations if needed</td>
<td>24th to 27th November 2018</td>
</tr>
<tr>
<td>Preferred Contractor award notification</td>
<td>Wednesday 28th November</td>
</tr>
<tr>
<td>Standstill period ends</td>
<td>8th December 2018</td>
</tr>
<tr>
<td>Exchange of letters of understanding and agreement</td>
<td>By 15th December 2018</td>
</tr>
</tbody>
</table>

3.4 Submission framework
Electronic Tender submissions should be sent to:
tenders@broads-authority.gov.uk with ‘Tender for WMM/A’ only in the subject line.
If material is too big for emailing it can be put onto a disk and sent to:
Chief Executive, Broads Authority, Yare House, 62-64 Thorpe Road, NORWICH NR1 1RY marked ‘Tender for WMM/A’ but with no other identifying marks that could identify the sender.

A tender envelope template is provided in appendix 3. The same details apply if it has been agreed a hard copy can be submitted instead.

Along with your original material please ensure you have completed and include copies of the following:

- Tender submission form
- Collusive Tendering: Certificate and Undertaking by Contractor
- Copies of relevant insurance cover or policies

### 3.5 Award criteria

The decision to identify the preferred contractor will be based on our assessment of the most economically advantageous tender. The evaluation will be based upon the following criteria:

<table>
<thead>
<tr>
<th>Award Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price *</td>
<td>50%</td>
</tr>
<tr>
<td>Contractors approach, methodology, ideas</td>
<td>25%</td>
</tr>
<tr>
<td>Evidence of experience and ability in undertaking similar approaches as defined in the brief</td>
<td>25%</td>
</tr>
<tr>
<td>Total – 100 points would equal maximum score</td>
<td>100%</td>
</tr>
</tbody>
</table>

* Price = (Lowest Tender Price/Tender Price) x 50 (maximum mark available)

The appointed consultant will:

- Show that they fully understand our requirements in letting this contract, and are prepared to work with us in a flexible way over the contract period to best meet our needs;
- Be able to justify costs and provide demonstrable value for money.

### 3.6 Insurance

The Broads Authority would expect appropriate company insurance that covered public liability, employee liability and professional indemnity insurance with a guide figure of £5M cover. If this is more than you currently possess, the cost of the cover can be included in the tender figure.

### 3.7 Intellectual Property

The intellectual property rights (including copyright and design) of all work, documentation, data, and materials and of any copies thereof (“Materials”) produced for the scheme and/or partnership by or on behalf of the appointed consultant under or in connection with the Contract are hereby assigned to and shall vest in HLF and the delivery partners free from any encumbrance and with full title guarantee. The appointed consultant shall not make or permit others to make any copies of materials without the Authority’s consent. Copyrights attached to the source data must be strictly adhered to. The appointed consultant shall maintain adequate security measures during the term of
the contract to safeguard materials from unauthorised access use or copying, and shall notify the Authority immediately if the consultant becomes aware of any unauthorised access to, use or copying of any materials by any person.

3.8 Right to cancel or vary the tender
The Authority reserves the right:

i. to amend, clarify, add to or withdraw all or any part of the Tender Invitation at any time during the process;
ii. to vary any timetable or deadlines set out in the Tender Invitation;
iii. not to conclude a contract for some or all of the goods and/or services (as applicable) for which Tenders are invited; and
iv. to cancel all or part of the Tender Invitation at any stage at any time.

The Potential Provider accepts and acknowledges that by issuing the Tender document, the Authority is not bound to accept a Tender or obliged to conclude a contract with the Potential Provider at all.

3.9 Contract awarding
The Potential Provider that achieves the highest total score will be awarded the Contract.

If two or more Potential Providers obtain the highest total score, the Potential Provider with the highest score for the price element will be deemed the winner and awarded the Contract.

If the Authority receives only one Tender in relation to this brief, the Potential Provider will be awarded the Contract provided that they meet the Minimum Total Score of 65

4.0 Project Management and contacts

The key contact for this work will be Anna Collingbourne, Project Officer for Water, Mills and Marshes.

For all queries relating to this brief, please contact:
Anna Collingbourne, Project Officer, Water, Mills and Marshes: the Broads Landscape Partnership Scheme
Tel: 01603 756037 or 07771 617210
Email: anna.collingbourne@broads-authority.gov.uk

5.0 Appendices
Appendix 1: Form of Tender

To: Chief Executive
   Yare House,
   62-64 Thorpe Road,
   Norwich,
   NR1 1RY

Tender for provision of Angles Way Interpretation Design

Having studied the specification and terms of invitation regarding the above project I/we offer to undertake and complete the work in the time period stated for the sum of:-

£…………………………..… (exc VAT)
(in figures)

£……………………………………………………………………..……………. (exc VAT)
(in words)

We agree that this tender shall remain open to be accepted or not by you and shall not be withdrawn for a period of 6 months from the date for return of this tender.

I/we understand that you are not bound to accept the lowest or any tender you may receive.

We have completed the attached undertaking re Collusive Tendering.

Yours sincerely,

Signature ………………………………………………………………………………

Address ………………………………………………………………………………….

…………………………………………………………………………………………...

…………………………………………………………………………………………...

Tel No …………………………………………………

Fax No …………………………………………………

Email address……………………………………………

Name of company ………………………………………………………………. 
Appendix 2: Collusive Tendering

Certificate and Undertaking by Contractor

The essence of tendering is that the client shall receive bona fide competitive tenders from those tendering. In recognition of this principle, I/we certify that this is a bona fide tender, intended to be competitive, and that we have not fixed or adjusted the amount of our tender by, under or in accordance with any agreement or arrangement with any other person. I/we also certify that we have not done and we undertake that we will not do at any time before the hour and date specified for the return of this tender any of the following acts:-

1. Communicating to a person other than the person calling for the tenders the amount or approximate amount of the proposed tender, except where the disclosure, in confidence, of the approximate amount of the tender was necessary to obtain insurance premium quotations required for the preparation of the tender;

2. Offering or paying or giving or agreeing to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done work in relation to this or any other Broads Authority tender.

Signed

Date

On behalf of (organisation)

Certificate as to Canvassing

I/we certify that I/we have not canvassed or solicited any member, officer or employee of the Broads Authority, in connection with the award of the tender or any other tender or proposed tender for the goods and services and that no person employed by me/us or acting on my/our behalf has done any such act.

I/we further hereby undertake that I/we will not in future canvass or solicit any member, officer or employee of the Authority in connection with the award of this tender or any other tender or proposed tender for the goods and services and that no person employed by me/us or acting on my/our behalf will do any such act.

Signed

Date

On behalf of (organisation)
Appendix 3: Tender envelope template
<table>
<thead>
<tr>
<th>Tender For</th>
<th>WMM/A</th>
</tr>
</thead>
</table>

Envelope not to be opened until after:

<table>
<thead>
<tr>
<th>Date</th>
<th>23/11/2018</th>
<th>Time</th>
<th>5 pm</th>
</tr>
</thead>
</table>

For administration purposes only

Date Tender Returned___________________________

Time Tender Returned___________________________

Signature_____________________________________

Print Name___________________________________

Job Title_____________________________________

Chief Executive
Broads Authority
Yare House
62-64 Thorpe Road
Norwich
NR1 1RY

Tender

Pass returned envelopes to Finance Officer