



# **NORTH WESSEX DOWNS AREA OF OUTSTANDING NATURAL BEAUTY (AONB)**

---

## **Development of Fundraising and Marketing Opportunities for AONB Unit**

### **Brief for Consultants and Invitation to Tender**

North Wessex Downs AONB  
Units 3 & 4,  
Denford Manor  
Lower Denford  
Hungerford  
Berkshire  
RG17 0UN

## **Background**

The North Wessex Downs Area of Outstanding Natural Beauty (AONB) is one of 46 AONBs in Britain. It covers parts of Oxfordshire, Wiltshire and Hampshire. AONBs are designated in recognition of their national importance and to ensure that their character and qualities are protected.

The North Wessex Downs (AONB) Partnership is seeking support to develop its fund raising and marketing opportunities.

The core statutory activities of all AONBs have been funded largely from the public purse. Government and local authorities have been cutting back on these funds progressively and increasingly now expect AONBs to raise their own resources to sustain their operations into the future. The Council of Partners established a Resources Committee in the autumn of 2017 with the aim of raising funds to supplement the normal contributions to core funding provided by DEFRA and Local Councils, commensurate with the agreed aims and objectives of the AONB Partnership.

---

### **1. Project aims and specifications**

#### **Project aims:**

The purpose of this project is to support the Resources Committee by developing fund raising and marketing opportunities

### **2. Tasks and Outputs**

The principal tasks are the following:-

- 1) To identify funding opportunities for the Annual Forum to be held in October 2018, aiming to cover the costs of the Forum. . It is expected to have an agricultural (farming) theme and it is intended that an exhibition can be staged adjacent to the Forum presentations. This will enable relevant companies/organisations to pay for exhibition space. These need to be identified. There is also a plan to produce a short report of the presentations at the Forum, which would enable sponsors to be included.
- 2) The AONB Unit produces a "Discover" brochure which is distributed widely to outlets both within and adjacent to the AONB. The last print run was 60,000 and the task will be to identify fee paying companies/organisations who could feature in the brochure planned for 2019 or be included as key sponsors.
- 3) The AONB Unit produces an Annual report. The opportunity to advertise within this needs to be explored.
- 4) The Unit produces an e-bulletin on its web site each quarter. There is the opportunity to advertise within this, which needs to be investigated.
- 5) An analysis and evaluation of the funding opportunities identified with recommendations on how these can be taken forward

It is expected that the Consultant will work the equivalent of 2 days per week for the first month and one day per week for the following two months. There will be the opportunity to extend the contract for a period of up to three months, depending on performance.

### 3. The Tender

The tender must include the following.

3.1. A covering letter that includes:

- Who will undertake the work and how their relevant training, accreditation and experience of working within the fund raising, events marketing, communications, projects, meets the requirements of the contract.
- a statement of methodology of approach to be employed in each part/of the work programme and in particular how the consultants will address the different requirements of the brief.
- Assessment of risks associated with the project and any identified plans for mitigation of these risks.
- A curriculum vitae for each of the staff to be employed on the project, showing her/his intended role and relevant experience to be submitted before finalising the work programme as outlined in para 2.
- A total budget for the first three months of work,

3.2. Tenders should be returned no later than 12 noon on 11th May 2018 to:

The Manager (Marketing project)  
c/o North Wessex Downs AONB  
Denford Manor  
Lower Denford  
Hungerford  
Berkshire  
RG17 0UN

info@northwessexdowns.org.uk

### 5. Evaluation of tenders

Acceptable tenders will be assessed against the criteria set out below:

- i. Quality and extent of consultants' relevant existing marketing and fund raising experience
- ii. Proven previous experience and success with similar or related projects.
- iii. Price.
- iv. Evidence of knowledge and understanding of the purposes of protected landscapes and the North Wessex Downs in particular.
- v. Whether the AONB judges that the methodology proposed by the consultant and the expected outputs will meet the aims.
- vi. Whether the methodology to be employed is transparent and robust.

The AONB Partnership does not bind itself to accept the most financially favourable tender or, indeed, any tender.

#### 4. Programme

##### 4.1. Milestones

| Activity                                                                                                                  | By Date (all 2018)                       |
|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| Start meeting                                                                                                             | Week beginning 4 <sup>th</sup> June      |
| First progress meeting, with brief written report                                                                         | Week beginning 18 <sup>th</sup> June     |
| Second progress meeting, with brief written report                                                                        | Week beginning 8 <sup>th</sup> July      |
| Third progress meeting, with brief written report                                                                         | Week beginning 29 <sup>th</sup> July     |
| Fourth progress meeting, with brief written report                                                                        | Week beginning 12 <sup>th</sup> August   |
| Final progress meeting, with final written report and evaluation of requirement to extend project for a further 3 months" | Week beginning 4 <sup>th</sup> September |

#### 5. Contract Management and Steering arrangements

5.1. The AONB will provide the following support for the successful consultant:

- i. The Manager who will be the prime contact for queries but may direct the consultant to the Director or another member of the Unit as most appropriate
- ii. Introductions to AONB Unit staff and members of the Resources Committee.
- iii. Feedback on draft progress reports where required, including approval of proposed companies for fund raising etc
- iv. Signposting to potentially useful sources information and advice.
- v. Supply of information and materials such as AONB leaflets, display banners and logos.
- vi. Use of AONB premises as required and considered necessary
- vii. Meeting, hosted at the AONB's Denford Manor offices as required.
- viii. Attendance of Resources Committee members and relevant AONB staff at project meetings as agreed.

5.2. The Manager will be:

AONB Resources Committee, (Chair Dr. J.V.. Sharp,  
(J.V.Sharp@btinternet.com)  
North Wessex Downs AONB

c/o Units 3 and 4  
Denford Manor  
Lower Denford  
Hungerford  
Berkshire  
RG17 0UN

5.3. Management of the contract will be carried out in line with AONB good practice and Wiltshire Council Consultancy Agreement.

## **6. Contract review and release periods**

6.1. The Manager will periodically review progress against the aims agreed at the commencement. Should the project fail to meet these targets, the AONB reserves the right to terminate the contract according to termination clauses set out in the consultancy agreement.

## **7. Invoicing arrangements**

7.1. The contract will be with Wiltshire Council as set out in the consultancy agreement attached.

7.2. Invoices should be addressed to North Wessex Downs AONB - Wiltshire Council.

## **APPENDIX A: BIBLIOGRAPHY** (key documents only)

*Discover North Wessex Downs* introductory leaflet/guide

See [www.northwessexdowns.org.uk/visitor-information/](http://www.northwessexdowns.org.uk/visitor-information/)

Annual Review- see <http://www.northwessexdowns.org.uk/publications-resources/annual-review.html>

North Wessex Downs AONB Management Plan 2014-19

See [www.northwessexdowns.org.uk/publications-resources.html](http://www.northwessexdowns.org.uk/publications-resources.html)

**e-bulletin – see** <http://www.northwessexdowns.org.uk/news-events/e-bulletin>