



National Memorial Arboretum (NMA)

Request for Proposal (RFP)

for

Lockdown Landscapes Evaluation

27/05/2022

Section 'A' Introduction and Guidance

I. Introduction

I.1 Purpose of this document

This Request for Quotation (RFP) been issued by the National Memorial Arboretum ("the NMA") and invites you to submit a proposal for the Lockdown Landscapes Nationwide Project.

I.2 Project Purpose and Background

The National Memorial Arboretum, part of the Royal British Legion, is the UK's place to remember, an inspirational landscape freely open to all. Situated at the corner of the National Forest in Staffordshire, the Arboretum is home to over 25,000 trees and 400 memorials dedicated to military, civilian and voluntary organisations who have served our nation. It is a place where all can celebrate lives lived and remember lives lost.

The Covid-19 pandemic impacted all aspects of our lives and fundamentally changed how we engaged with our local area and its history and experienced our local heritage landscapes. Throughout the darkest moments of the pandemic, people found solace and joy in their local public parks, historic gardens, and natural landscapes, and engaged with heritage in new ways.

In partnership with the National Forest Company and Westminster Abbey, the National Memorial Arboretum is producing a nationwide community engagement programme exploring communities' experience of the pandemic and their engagement with local heritage landscapes. The programme, being supported by the National Lottery Heritage Fund, will include four localised artist-led community engagement projects and a nationwide community engagement project. It will enable meaningful engagement with diverse communities, through which we will; inspire remembrance; enable learning; support those living with the impacts of the pandemic; encourage sustained engagement with local outdoor heritage; and create a nationally significant archive of community stories. Lockdown Landscapes will inform Remembrance in the wake of the pandemic, and will shape the Arboretum's ambition to cultivate a new memorial woodland where the service given, sacrifices made and lives lost during the pandemic can be remembered and where people can make new memories and look towards a hopeful future.

Advisors on mental health and wellbeing, diversity and inclusion, and oral history collection will be appointed to advise on the programme.

I.3 Guidance

- a. Please keep responses in numeric order and concise.
- b. Suppliers are requested to include a single point of contact in their organisation for their response to the RFP. The NMA will not be responsible for contacting Suppliers through any route other than the nominated contact. Should this contact change, it is the responsibility of the Supplier to notify the NMA of this fact.
- c. **The NMA** may request a Supplier to provide additional information, supplementing or clarifying any of the information provided in response to the requests set out in this RFP. Conversely **the NMA** is not obliged to seek clarification where information is missing or conflicting.
- d. If any information is found to be untrue, falsified or misrepresented now or at a later date, **the NMA** has the right to exclude the Supplier from further proceedings. In the case where an agreement or contract has been formed, **the NMA** has the right to immediately cancel the contract and seek damages under applicable law.

- e. **The NMA** will not reimburse any costs incurred by Suppliers in connection with the preparation of their responses to this RFP or any other Supplier documentation.
- f. Any potential conflict of interest must be disclosed to **the NMA** in writing. Any conflict of interest identified will be considered and evaluated by **the NMA**. **The NMA** has the sole discretion to take the steps they deem necessary to resolve the conflict.
- g. Though **the NMA** fully intends to proceed through this RFP process **the NMA** is under no obligation to proceed to purchase or any other stage.

I.4 Clarifications

- a. Please email any clarification questions on this RFP to **ARossi@thenma.org.uk**. The deadline for the submission of clarification questions is at **12:00 noon GMT on 8 June 2022**.
- b. It is the NMA's intention to manage this process fairly and transparently. Please assist us with this by communicating only with the given email addresses (above), until any Contract has been awarded or you are notified otherwise.

I.5 Timings

Activity	Date / Period / Target
RFP Issue Date	27/05/22
Clarification Submission Deadline	08/06/22
RFP Submission Deadline	13/06/22
Target Decision Date	18/06/22
Evaluation approach development	18/6/22 – 20/7/22
Evaluation period	20/07/22 - 01/10/23
Final evaluation presented	20/10/23

I.6 Format

The RFP shall be submitted in electronic format (this document – completed by the Supplier) via email to **ARossi@thenma.org.uk** to be received before **12:00 noon GMT on 13 June 2022**. Proposals may be submitted at any time before this. The submission shall be in English and in a format that can be read by Adobe Acrobat or Microsoft Word. Suppliers must not submit marketing material or any other documents in addition to the documents requested as part of the Quotation.

The words '**Lockdown Landscapes Evaluation**' must be included in the email header and, where you need to send more than one email, include which number/of how many emails is being submitted. For example, Email number 1 of 3.

Should you need to submit a proposal in a different format because of access requirements please contact ARossi@thenma.org.uk

I.7 The NMA reserves the right to:

- a. Amend the terms and conditions of the RFP process.
- b. Correct any omissions or inaccuracies in the RFP documents and to clarify and/or amend any of the requirements.
- c. Advise any Supplier exceeding the page size/word count limit that its Quotation is non-compliant and will not be evaluated.
- d. Offer more than one contract should it so wish.
- e. Cancel the RFP at any stage.
- f. Not select the lowest cost bid, or any bid, for Contract Award.
- g. Call for new proposals should it consider this course desirable.

I.8 Receipt of RFP Responses

Any RFP that is received after the deadline may be rejected and not considered for evaluation.

In the event that a Supplier has submitted a Quotation which does not comply with the RFP requirements, the NMA may exclude the Supplier from further participation in the process.
Offers must remain open for 120 days, and prices fixed for 12 months from date of submission.

I.9 Selection

The technical and commercial responses will be scored and a supplier selected based on the suitability of their proposal.

Section 'B' Requirements

2. Requirements

2.1 Objectives

To produce an evaluation of Lockdown Landscapes which:

- Evaluates the extent to which Lockdown Landscapes achieved project objectives (see 2.2. Brief) and pathways through which these were achieved
- Summarises communities' experiences of local heritage landscapes during the pandemic, to inform Remembrance in the wake of the pandemic
- Summarises learnings from the programme to shape best practice.

2.2 Brief

Project Structure

Lockdown Landscapes includes four localised, artist-led community engagement projects and a nationwide engagement project.

Each of the localised, artist-led projects will be developed in collaboration with one of the project partners. An artist will be appointed to facilitate engagement with a community in a specific geographic area. Through creative participation, artists and supporting volunteers will encourage conversation, collect testimonies and stories, and document the community's experience of the pandemic and local outdoor heritage. Engagement will take place in community settings in Coventry, Westminster, Staffordshire and a final location TBC.

Each artist will then produce an artwork in response to community engagement. All artworks will be exhibited in the grounds of the Arboretum in summer 2023.

To engage communities nationwide, we will produce workshop resources and enable community leaders across the nation to facilitate workshops with their community. Workshops will inspire creative participation and engagement with local heritage, and encourage community groups to discuss their experience of the pandemic and local outdoor heritage. Following the workshop, community leaders will submit a summary of their community's experience and supporting visual material via the Arboretum's website.

The stories collected through localised, artist-led projects and the nationwide engagement project will be compiled into a publicly accessible archive.

Project Schedule

July 2022 – March 2023	Localised, artist-led engagement projects to take place
Sept 2022 – Sept 2023	Nationwide engagement project
April 2023 – Sept 2023	Artwork exhibited at the Arboretum
18 Sept 2023 – 29 Oct 2023	End-point evaluation

Project Objectives

1. Engage diverse communities to collect stories and understand people's experience of the pandemic and of their local outdoor heritage, to:

- Inform the development and design of the Memorial Woodland to ensure that it is inclusive and representative
 - Create a publicly accessible archive
 - Inspire and inform ongoing cultural programming and educational activity at the National Memorial Arboretum and Memorial Woodland
2. Have a positive impact on the wellbeing of volunteers and participants by enabling creative participation, providing opportunities to develop skills and social networks, inspiring remembrance and encouraging connectiveness with nature.
3. Support sustained engagement with outdoor heritage landscapes as we move beyond the pandemic, encouraging engagement in volunteering, visitation and learning.
4. Inspire remembrance of those who served through the pandemic or lost their life as a result of it, and create opportunities for reflection and hope.

Evaluator Brief

The appointed evaluation consultant or agency will ensure ongoing evaluation of Lockdown Landscapes activity and produce a thorough evaluation report at the end of the project.

Evaluation will capture the extent to which community engagement achieves the project objectives and other relevant outcomes. Evaluation methods may include taking observations of the activities, surveying participants, leading focus groups, and interviewing artists and project team members.

The evaluation consultant or agency will report on reach of online activity and evaluate the impact of online engagement in line with project objectives, in consultation with project marketing teams.

They will evaluate the value and impact of artwork exhibited at the Arboretum and other forms of onsite interpretation created as part of the project to understand the extent to which it achieves project objectives, enables learning and encourages visitation.

Finally, the appointed evaluation consultant or agency will evaluate the quality of the archive created as a result of the project.

2.3 Deliverables / Outputs

The evaluator will be responsible for delivering the following services.

- An evaluation methodology and methods
- All research and data collection and sourcing required to evaluate the project
- Sourcing and producing all resources required to undertake the evaluation
- A mid-point evaluation with recommendations
- A comprehensive end-point evaluation in a document and presentation to the project board.

2.4 Challenges and Considerations

- Lockdown Landscapes will take place over a geographically dispersed area
- The evaluation needs to meet the expected standards of the National Lottery Heritage Fund.

2.5 Advisors and resources

The evaluator will be supported by two advisors and four artists, all of whom will contribute to the evaluation process. The advisors include a Mental Health and Wellbeing Advisor and an Oral History and Archiving Advisor.

2.6 Experience/Qualifications

- Experience evaluating projects funded by the National Lottery Heritage Fund.
- Ability to produce a comprehensive evaluation that meets the requirements of the Heritage Fund.
- Ability to manage project budgets and timelines.

2.7 Pricing

There is a maximum fee of £23,000 net VAT.

This fee needs to cover all expenses.

Section 'C' Responses

Proposal

Please provide a short brief of your services (no promotional material) and how you intend to meet the requirements including a statement on each of the following:

No	Technical Response
1	Overview of your business and services*
2	Supplier experience with examples of where you have delivered similar services in the past (referenced examples)*
4	Proposal to deliver services as outlined within this brief, including an initial design concept*
5	Timetable (light touch project plan) to deliver the services*

*Maximum of 500 words

Pricing

Please provide a quotation for the services.

No	Commercial Response
1	Breakdown of cost per deliverable / output (as per section 2.3 of this RFP)
2	Total cost for your proposal (ex VAT)
3	Confirmation of acceptance of our standard terms without amendment

Please note:

- That all materials, travel and subsistence, and all other expenses should be included in the costs quoted.
- V.A.T. should be separately indicated.
- Payment will be made upon satisfactory completion, in the NMA's opinion (not to be unreasonably withheld), of the work delivered.
- Please ensure you notify us of any perceived conflicts of interests when quoting for this requirement.

Thank you for your proposal

Appendix 1: Projects

Project	Overview	Anticipated number of participants
Nationwide project	<p>We will commission the production of resources to enable schools and community groups across the country to participate in activities facilitated by teachers and group leaders.</p> <p>Activities will enable and empower communities to come together, share their experience of the pandemic, and maintain engagement with local heritage landscapes. Following the workshop, group leaders will be encouraged to summarise their community's experience and share it via a webform.</p> <p>The resource will be hosted on the Arboretum's website, alongside guidance for facilitated (including mental health guidance), a webform, and a selection of case studies.</p> <p>The Heritage Engagement Coordinator will encourage and enable widespread participation.</p>	24,010
NMA artist-led project*	The Arboretum will work with Citizen housing and a spoken-word artist to engage communities living in social housing in Coventry.	36
NMA artist-led project*	The Arboretum will work with an arts and/or heritage organisation to engage minority ethnic groups living in the Midlands.	25
NFC artist-led project*	National Forest Company will work with an artist and Support Staffordshire to engage people living with a mental health condition in the National Forest.	15
WA artist-led project*	Westminster Abbey will work with artist Alix Smith and St Andrew's Youth Club to engage young people living in and around Westminster.	[TBC]

*Through artist-led project, we will collect stories of communities disproportionately impacted by the pandemic. All artist-led projects will result in the production of a new artwork to be exhibited in the grounds of the Arboretum. Participants will visit the Arboretum during their project.

