

Tender for the supply of an Interpretation Plan for the Reconnecting Bernwood, Otmoor and the Ray Initiative

18 March 2025

Introduction

Dear all

Period: 9 June 2025 to 30 July 2026

You are invited to tender in competition with others to provide the goods and/or services specified above to the Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust (BBOWT).

Your tender response should be emailed to rbor@bbowt.org.uk by **23 May 2025 at 17:00**.

Only tenders submitted in accordance with BBOWT's Terms and Conditions will be considered. Any tenders that are incomplete or received after the time indicated may be disregarded.

If you wish to discuss any aspect of this tender prior to tendering, please email rbor@bbowt.org.uk. All questions regarding this process will be anonymised and circulated to all tenderers to ensure a fair and transparent procurement process.

Yours faithfully

Eliza Ader, RBOR Programme Lead

BBOWT

Instructions and Timetable

1. Timetable

MILESTONE	DATE
ITT published	8 May 2025
Deadline submission	23 May 2025
Short-listing	26-28 May 2025

Presentations by tenderers (tbc) *** <i>please keep date free</i>	29 May 2025
Award of contract	By 4 June 2025
Work commences	9 June 2025
Interim milestones *** <i>to be established based on submissions and methods</i>	TBC
Contract completion	30 July 2026

BBOWT does not bind itself to accept the lowest or any Tender and reserves the right to accept part only of a Tender. BBOWT reserves the right to procure individual elements of the required solution from one or more supplier as appropriate.

Whilst BBOWT aims to provide feedback on failed submissions this may not always be possible, and BBOWT is under no obligation to do so.

2. Tender Evaluation Process

Tenders that fail to meet essential requirements may be excluded from consideration.

Tenders that fulfil essential requirements will be evaluated on the basis of the most economically advantageous tender, weightings as detailed below.

Criterion	Weighting
Service Delivery and conformity with specification	55%
Relevant experience	20%
Price & Price Related	25%

About Berkshire, Buckinghamshire and Oxfordshire Wildlife (BBOWT)

BBOWT is one of 46 Wildlife Trusts across the UK working to achieve the shared aim of securing a better future for wildlife. BBOWT has a wilder vision of more nature everywhere and aims to put nature into recovery on 30% of land across the three counties by 2030. BBOWT has over 52,000 members. BBOWT brings people and nature together to protect our environment. Our experts work with more than 1,800 volunteers to look after over 80

nature reserves, four education centres and run hundreds of amazing events. We rely on the generosity of individuals, charitable trusts and businesses.

The Bernwood, Otmoor and Ray landscape

The 300km² Bernwood, Otmoor, Ray (BOR) landscape lies across the Oxfordshire and Buckinghamshire borders. The landscape boundary was first identified by the Doubling Nature Environmental Opportunities Mapping project led by the Buckinghamshire and Milton Keynes Natural Environment Partnership (the “NEP”) as one of 35 priority strategic-scale landscapes for nature recovery within the Oxford-Cambridge strategic region. It is defined by a number of important habitats and features. These include: a variety of ancient woodlands, several of which are former Royal hunting forests; ancient hedgerows; freshwater; and nationally rare floodplain meadows. The low-lying River Ray provides an ecological corridor connecting the entire landscape. Key species include hairstreak butterflies, Bechstein’s bats, breeding waders (curlew, lapwing and redshank) and great crested newts.

The RBOR Initiative – background and summary

A range of organisations are united in recognising the value and importance of this region and have highlighted its importance in response to numerous damaging developments. Helpfully, the BOR region will form an integral part of the forthcoming statutory Local Nature Recovery Strategies (LNRS) of Buckinghamshire and Oxfordshire County Councils. These strategies, together with the UK Environment Act (2021), and a range of local plans, policies and strategies, create an enabling framework for managing the UK’s natural resources collaboratively and at scale.

Against this backdrop, BBOWT led a feasibility study funded by Buckinghamshire Council and consulted over 200 stakeholders to draw out the most immediate priorities and opportunities for nature and people in this region which could be initiated within five years. This process identified core priority project concepts which together form a landscape-scale programme of work to ensure vitally important BOR sites and priority habitats are protected, restored, extended and connected up as part of the Nature Recovery Network for England. A vision for the BOR landscape was created with stakeholders and is summarised in project reports which can be found [here](#).

BBOWT has decided to move forward with a £5 million application to the National Lottery Heritage Fund (NLHF) to take forward the key elements of the vision articulated by

stakeholders and turn this vision into action. If successful, the programme would be delivered in two phases –initially a two-year development phase followed by a five-year delivery phase.

The RBOR initiative will bring together the collective expertise of a diverse range of people, to help raise the profile of the region with planners, funders, investors and decision-makers. It is an ambitious landscape-scale project to rediscover, restore and enhance the fascinating but threatened BOR landscape and secure a more sustainable future for its wildlife and people.

What needs does the RBOR Initiative address?

Bisected by HS2 to the North and sitting within the strategic Oxford to Cambridge Pan Regional Partnership, the BOR landscape has been under enormous pressure from major and incremental developments for housing, industry and transport infrastructure. This has resulted in many important habitats being fragmented and isolated, inhibiting the ability of key species to move through the landscape and making it vulnerable to threats from climate change and disease. Historic agricultural intensification, drainage and poor water quality have also had profound impacts on the ecology and hydrology of the River Ray and the surrounding floodplain.

The BOR landscape encompasses BBOWT's Bernwood Forest and Ray Valley Living Landscape, and an impressive number of nature reserves and protected sites. This includes 24 Sites of Special Scientific Interest (SSSIs), with a 25th currently in the process of notification, and 83 Local Wildlife Sites. There are also a number of Conservation Target Areas (CTA) (Oxfordshire) Biodiversity Opportunity Areas (BOA) (Buckinghamshire)¹. These have been identified by partners as the most important areas for biodiversity in the two counties to focus nature conservation effort. They call in particular for actions to manage and restore important habitats such as floodplain grazing marsh, lowland deciduous woodland, meadows and dry acid grasslands, as well as features such as hedgerows and ponds.

The BOR landscape has long been recognised as having outstanding natural value by local organisations and statutory bodies due to significant concentrations of nationally important species and diverse habitats. However, many important habitats including species-rich grasslands lack adequate protection and the BOR landscape as a whole is not recognised or designated in the planning system. The lack of a legislative framework and a coordinated

approach to nature recovery has meant the majority of efforts have been relatively small, short-term and isolated to date.

The demographics of the BOR are a complex mix of more affluent areas alongside areas of relatively higher deprivation. Oxfordshire is one of the most affluent areas of the country. This hides the astonishing fact that there are 10 wards in Oxfordshire classed as within the 20% most deprived areas in England. One of these, Barton and Sandhill lies wholly within the BOR boundary with a further four of these wards sitting partly within, or immediately adjacent the boundary (Littlemore, Blackbird Leys, Rose Hill and Iffley and Northfield Brook).

Other areas within the BOR boundary with relatively higher levels of deprivation² include:

- Piddington, Lower Arccott and Upper Arccott – all are within the 4th most deprived decile,
- Bicester West Parish Ward - several neighbourhoods are within the 3rd most deprived decile
- Bicester South Parish Ward and East Parish Ward - several neighbourhoods are among the 5th most deprived.

The Oxfordshire Director for Public Health reports that inequalities are getting worse and that identifying and tackling these inequalities will require a collaborative approach with a broad range of partners. To date, BBOWT has had little contact with residents and community groups in these areas so we are starting from a fairly low base in terms of current engagement. However, BBOWT and several programme partners have made strong strategic commitments to increase the participation in nature recovery by more diverse groups.

Development proposed to the North-East of Oxford (Thornhill) and North of Oxford (north of Bayswater Brook) will increase the demand for access to natural spaces, including in places that are currently relatively isolated (i.e. Barton). This would be spreading out from Risinghurst and Shotover towards Bernwood, and from Marston/Barton towards Sydlings Copse. In addition, the development north of Bayswater Brook will be large (around 1400 houses) and could potentially sever links to nature from Oxford or create new ones. With these new communities come new pressures and opportunities that need to be considered if the incoming people are to benefit and contribute to the surrounding landscape.

RBOR initiative – key objectives

The overarching aim of the RBOR Initiative is: to build the foundations with key stakeholders, landowners, land managers, businesses and communities to enable landscape and species recovery in Bernwood, Otmoor and the Ray over the long-term for the benefit of wildlife and people.

The final list of Initiative objectives will be refined and extended over the course of the Development Phase in discussion with key stakeholders, communities and partners.

Draft objectives for the RBOR Initiative include:

- to coordinate nature and landscape recovery action in BOR in line with local, regional and national policies for nature recovery.
- To enhance the BOR landscape for wildlife and contribute to the National Nature Recovery Network by restoring and connecting up key habitats (species-rich grassland, floodplain meadow, woodland, hedgerows and freshwater) across the landscape.
- To encourage, advise and support landowners, land managers and farmers to manage their land more effectively for nature and landscape recovery alongside commercial farming operations.
- To explore how different communities interact with the BOR landscape and heritage and co-create projects to nurture, strengthen and repair a sense of connection with nature and the local environment.
- To enthuse and empower a diverse range of people who live, work or study in BOR to enjoy and contribute to nature recovery in this landscape.
- To deliver opportunities for public engagement with the landscape throughout the Green Infrastructure network
- To reduce recreational impacts on key wildlife sites
- To enable communities to enhance their greenspaces for wildlife

We are currently working up a series of projects and intervention logic alongside a diverse range of organisations and partners which meet the programme need and will deliver scheme objectives (see Appendix 1 for details of draft projects).

Following completion of the Development Phase, it is the intention that partners will then submit a Round 2 application to NLHF which would unlock a further 5 years of delivery

funding (up to £4.2 million). The Delivery Phase activities and commitments to be made in the Round 2 application will not form part of this contract for services.

Interpretation Plan

BBOWT is looking to contract a consultant or agency to build on work already undertaken by the RBOR Initiative partners to deliver a plan for interpretation throughout the delivery phase. This will be submitted as part of the application for delivery phase funding to the National Lottery Heritage Fund.

Scope of Services required

The purpose of this contract is to create an Interpretation Plan to set out how we will communicate across the RBOR programme to a range of diverse audiences.

Specifically, we anticipate the consultants will:

- Set out the aims of interpretation and key messages for individual project strands and the programme as a whole,
- Identify existing and new audiences,
- Set out feedback checkpoints for interpretation where target audiences can help refine outputs,
- Work with the Community Organising and Engagement Officer to understand the needs of communities,
- Analyse potential methods of interpretation and work with the RBOR Partnership to define those that will be used across the programme,
- Create a framework for all interpretation that takes into account branding, funding and crucially accessibility
- Cost and resource requirements for planned interpretation

Outputs and deliverables

- Interpretation plan
- Budget and Schedule

There is up to £15,000 inclusive of VAT is available for this contract.

Payments will be agreed according to a set of milestones achieved.

This contract is to be completed by 30 July 2026.

Available materials

- General information about the RBOR Initiative
- All draft project plans, application documents and information on target audiences, including anticipated outputs and outcomes
- The Draft RBOR Area Appraisal
- NLHF guidance on Interpretation and Inclusion
- NLHF strategic plan and NLHF application guidance for Heritage Grants

Contract management

This contract will be managed by the RBOR Programme Lead, BBOWT. This contract will involve working closely with other members of the RBOR delivery team and project partners, building on their strong understanding of the projects, experience of interpretation, and ideas for what will and won't work. It is critical that the plan developed is realistic in its scope and resource requirements, and is owned by the RBOR delivery Team and wider partnership.

The work will take place between June 9th 2025 and July 30th 2026.

Experience

It is expected that the successful tender will meet the following criteria and experience.

Mandatory

- Experience developing strategic communications for large projects covering multiple audience groups.
- Experience successfully reaching different audience groups.
- Experience co-designing communications with target audiences.

Desirable

- Experience working with local communities.
- Knowledge of the RBOR area.