

Quotation for Angles Way Heritage Interpretation  
Content Consultant  
Water, Mills and Marshes: the Broads Landscape  
Partnership Scheme



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## 1.0 Brief for Angles Way Heritage Interpretation Content Consultant

### 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 quotation 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 more 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 research and create content for an interactive experience for a section of the Angles Way walk from Nicholas Everitt Park in Lowestoft to Great Yarmouth and Geldeston.

Key locations are\*:

- Mutford Lock – Oulton Broad
- Oulton Marshes
- Somerleyton Estate
- Fritton Decoy
- Burgh Castle
- Breydon Water (turn-tide jetty)
- Carlton Marshes
- Peto's Marsh

- North Cove Reserve
- Beccles – Marshes and Quay
- Geldeston (including lock)

\*This list may be subject to change as the project progresses.

Each of these sites has its own story to tell, and in addition to visible points of interest, the walk passes through an environment rich in biodiversity.

Students at the Norwich University of Arts (NUA) will begin a design project in January 2020 which 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, follow-up projects for Wherryman’s Way, and the new Mills and Pilgrim Trails are expected.

This brief will support the work of NUA, researching existing sources and writing content in a range of formats (AR, film, audio, text) for use on the website and information boards.

### 2.3 Key deliverables

- Identify existing resources related to each site area
- Identify places of historical significance in and around each site, including both natural and built heritage
- Identify people and activities associated with each site
- Identify any tales/myths/fables/legends associated with each site
- Keep detailed and accurate records of all source content
- Work closely with the Norfolk Museum Service (Gressenhall) and the Norfolk Archive Service to archive any new source material identified
- Work closely with the WMM Project Officer and Course Leaders at NUA to evaluate and select content
- Work closely with Course Leaders at NUA to write interpretation content for use on-line and on-site
- Report on progress to the Interpretation Working Group (quarterly).

Throughout this process, the consultant will consider accessibility for all, including those with visual, hearing, mobility issues as well as those with dementia.

## 3.0 Submission

### 3.1 Content required

Your quotation should include:

- 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
- 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. Electronic submissions should be sent by email to:

Anna Collingbourne – Project Officer, Water, Mills and Marshes

[Anna.collingbourne@broads-authority.gov.uk](mailto:Anna.collingbourne@broads-authority.gov.uk)

### 3.3 Time-line

<b>ACTION</b>	<b>Date</b>
Release of brief	4 <sup>th</sup> December
Clarification questions period ends	11 <sup>th</sup> December
Return of an electronic version of the proposal material	18 <sup>th</sup> December
Contract Award	20 <sup>th</sup> December

### 3.4 Award criteria

The decision to identify the preferred contractor will be based on our assessment of the most economically advantageous quotation.

The evaluation will be based upon the following criteria:

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

\* Price =  $(\text{Lowest Quotation Price} / \text{Quotation Price}) \times 50$  (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.

### 3.5 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 quotation figure.

### 3.6 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.

### 3.7 Right to cancel or vary the quotation

The Authority reserves the right:

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

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

### 3.8 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 Quotation 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 the project.

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](mailto:anna.collingbourne@broads-authority.gov.uk)

