

## 1. Introduction

### 1.1 Devon Wildlife Trust: who we are

Devon Wildlife Trust (DWT) is Devon's leading wildlife conservation charity, with 36,000 members, over 400 active volunteers, over 100 staff, and 59 nature reserves.

For 60 years, we have been at the forefront of protecting wildlife and the wild places that make Devon so special and believe, passionately, that a better world is one where nature and people thrive together. We are the only Devon focused charity that exists to protect all wildlife in Devon, on land and at sea.

Over the next ten years, Devon Wildlife Trust wants to double the area of land and sea that is rich in nature. We want all of Devon's soils, rivers, farmland, and urban areas to be managed sustainably so the air we breathe, the water we drink and the fields and streets we walk through make us healthier and happier. We want to bring back wildlife that has been lost and that can help us create a rich natural environment that is helping our fight against climate change. We want at least a quarter of the population to be making nature and action for nature part of their daily lives.

#### **Wildlife is in recovery on at least a third of Devon's landscape.**

We want more, bigger, better protected, and better-connected nature-rich areas where natural processes thrive on a grand scale, insects are in abundance, and formerly native species flourish once again. To restore wildlife on a grand scale, we need to re-naturalise large areas, creating landscapes where natural processes can operate with minimal human intervention. A rewilded zone of 10,000ha is just one of our ambitions.

#### **Marine wildlife is in recovery in at least a third of Devon's seas.**

We want to create a marine network of pollution-free, protected areas where dolphins and whales move freely. We want a coastline that is more resilient to climate change impacts. One of our priority actions is to establish 10% of our seas as protected areas for wildlife.

#### **'Nature Based Solutions' enhance the role nature can play in the fight against climate.**

We want our soils to be healthy, our rivers clean, and our air free of toxic chemicals. Every hectare of Devon's landscape should be playing its part in storing carbon. Working with farmers, partners, businesses, and communities, we will deliver a range of initiatives to restore Devon's rivers. Bringing back beavers is just one way that we are transforming Devon's wetlands.

#### **One-quarter of Devon's population is actively engaged in wildlife.**

We believe that nature is for everyone and everyone has a role to play in its recovery. We want to enable individuals and communities of all backgrounds and abilities to connect with nature, and to take action for wildlife where they live, learn and work.

One priority is establishing a network of wildlife champions across Devon because we cannot do it alone.

# East Dartmoor Landscape Recovery Area Invitation to Tender – Artwork



## 1.2 East Dartmoor Landscape Recovery Area (EDLRA)

The East Dartmoor Landscape Recovery Area has gained funding support from Defra to complete its two-year development phase.

The Landscape Recovery Scheme is the highest tier of England's Environmental Land Management Scheme. It will offer funding for providing bigger areas of land for wildlife that are in better condition and are well connected.

Financial support will be given to groups of landowners and land managers who will work collaboratively to help the recovery of threatened native species across swathes of up to 5,000 hectares of farmland, woodland, and other landholdings during the 20-year implementation phase.

Devon Wildlife Trust is working in partnership with a wide range of conservation land management organisations to deliver our programme, nested within the combined Becka, Bovey, and Wray catchments of East Dartmoor. Landowners and land managers will join with commoners, graziers, conservation land management advisors, and researchers.

East Dartmoor already has some of the best quality, connected wildlife habitats in the South West. Its landscape mosaic encompasses tors, moors, mires, and heaths, together with species-rich grasslands and arguably its greatest wildlife asset of all, the wooded valleys. The UK's temperate rainforest (also known as Atlantic oak woodland) is a rare and threatened habitat of international importance. East Dartmoor's surviving fragments boast extraordinarily lush and diverse mosses and lichens and provide a vital stronghold for a wealth of wildlife species that are threatened with extinction elsewhere.

We envisage future East Dartmoor as a thriving working landscape with outstanding natural diversity and resilience, where natural processes (such as soil and peat formation and natural woodland regeneration) play increasingly important roles. Strong networks of vibrant, dynamic habitats will bring people together with wildlife, and show England's uplands at their very best.

Our project partners include: Devon Wildlife Trust, Dartmoor National Park Authority, Devon Biodiversity Records Centre, The National Trust, Natural England, Oxygen Conservation, RSPB, University of Exeter, The Woodland Trust.

By the end of the East Dartmoor Landscape Recovery Area project development phase in April 2025, the partnership will have produced, for the following 20-year implementation phase:

- A land management plan
- A project management and governance plan
- A monitoring and evaluation plan
- A stakeholder engagement plan
- A site access plan
- A blended finance plan and business model

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## 2. Requirements

### 2.1 Overview

We are seeking a skilled digital artist to create a series of three artworks which will capture the project's vision for the landscapes of East Dartmoor.

The artworks will illustrate the project's plans for changes to the landscape over time brought about by alterations of land management practices. They will aid staff in explaining the project's aims and objectives over the short and long term.

The illustrations will typify the look and feel of East Dartmoor but not be recognisable as a specific place(s).

The illustrations will include the following landscape and habitat features:

- People, their homes and infrastructure
- Farming (especially livestock)
- Wood pasture
- Forestry
- Temperate rainforest
- Commons
- Meadows
- Hedgerows and buffer strips
- Associated wildlife for the above

This is not an exhaustive list.

**Artwork 1** will show the East Dartmoor landscapes as they are today.

**Artwork 2** will show the same landscapes in 20 years' time.

**Artwork 3** will show the same landscapes in 50 years' time.

**Timescale:** The three artworks should be delivered by 1st December 2024.

### 2.2 Aesthetic

We are flexible to different approaches to our proposal. Although a degree of idealism is inevitable, we want the artworks to be realistic enough for the landscape and its features to be instantly recognisable as belonging to East Dartmoor.

### 2.3 Objectives and outputs

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# East Dartmoor Landscape Recovery Area

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### Specific objectives:

- Create engaging works of digital art which will help us raise awareness of the East Dartmoor Landscape Recovery Area project and act as an aid in explaining its work and objectives and stimulating discussion.
- Create content that can easily be repurposed for use across different platforms, including social media, face-to-face presentations, print, and websites.
- Each digital artwork should be layered to allow us to remove and then add specific landscape features—e.g. adding hedgerows which have received different management.

### Scope of Work: activities and outputs:

The project will include but not be limited to the following:

- **Preparation and research:** understand the project scope and aims; understand the place and its unique mix of habitats and their nature.
- **Project management:** the artist is expected to manage this project, with input from the project team. We anticipate initial meeting(s) to scope the artworks (perhaps involving location visits), followed by meetings at which initial concepts and then draft artworks will be presented.

### Deliverables:

- A series of three high-resolution digital artworks which can be used across a wide variety of media.
- Layered versions of each artwork, which allow for the removal and addition of specific landscape features.
- Meetings and progress reports to project staff.
- All output materials must be licensed for use by the project, Devon Wildlife Trust and its partners.

## 2.4 Service Quality Expectations

- Progress reporting: provide regular progress reports including content delivery schedules.
- All materials must be licensed for use by Devon Wildlife Trust and its project partners.

## 2.5 Equipment and materials

The contractor should aim to be independent in the use of their own equipment, transport and materials.

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## **2.6 Contract Management and Monitoring**

This will be through meetings and reviews with the East Dartmoor Landscape Recovery project.

## **3. Proposed contract**

### **3.1 Contract value**

In the order of £4,800 (including VAT and expenses).

### **3.2 Contract terms**

The selected consultancy will be bound by a DWT contract. The contract will begin as soon as possible and run until all the requirements have been met (expected end date: 1<sup>st</sup> December 2024).

## **4. Tender Requirement**

Tenders should include the following information:

- **Methodology** outlining the approach to be taken for this project, drawing on specific examples from your past experience.
- **Evidence** of your ability to deliver successful artwork. Link to a portfolio of your work.
- **Work plan** detailing the proposed timeline, including reviews from the DWT team and feedback.
- **Cost** indicating your total fee and its breakdown. Indicate how many 8-hour days of work you would dedicate to this project.
- **CVs** of lead project team members (appended and in addition to the report).
- **Referees** indicating the project worked upon. Include contact details for each.

**The tender should not exceed 4 pages of A4 (Arial font size 11). This excludes annexes providing case study evidence and CVs of staff involved.**

Shortlisted artists will be invited to an interview with DWT Marketing and Engagement Officer, the East Dartmoor LRA Project Development Officer, the Stakeholder Engagement Plan Project Manager on 7<sup>th</sup> August 2024.

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## 5. Contact details

For further information or clarification, please contact the Stakeholder Engagement Plan Project Manager, Clemence Viel, by email:  
[cviel@devonwildlifetrust.org](mailto:cviel@devonwildlifetrust.org)

## 6. Deadline

The deadline for responses to this tender is **5pm on 28<sup>th</sup> July 2024**.

The Tender Reference should be e-mailed to Clemence Viel, Stakeholder Engagement Plan Project Manager, [cviel@devonwildlifetrust.org](mailto:cviel@devonwildlifetrust.org), with the email title 'EDLRA Artwork Tender – Your name'.

## 7. Assessment of Tenders

Tenders will be assessed on the following criteria:

- Skills/knowledge and proven track record of proposed deliverers – 35%
- Clarity and quality of communication – 10%
- Cost-effectiveness and transparency – 15%
- Evidence of a clear understanding of the specific requirements of the tender – 10%
- Proposed approach to delivery – 15%
- Ability to meet the project timeline – 10%
- Commitment to positive environmental & ethical standards and impacts\* – 5%

\*DWT and our project partners are committed to procurement, which makes continuous improvements in reducing potential environmental impacts. Please provide details of your environmental and carbon reduction policies.

## 8. Additional tender Instructions

All bids are required to be in line with the instructions detailed below. Any bids which do not follow these instructions will be disqualified from the tender. Please contact the responsible person outlined in Section 9 should you have any queries or concerns.

### Consortium Tenders

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Any Lead Bidder for a consortium Tender must ensure that any individual or member organisations of the consortium are not included in any other bid in respect of this ITT.

### **Canvassing**

Bidders must not canvas any member or officer or employee of DWT or the Project Steering Group concerning this or any other ITT.

### **Conflict of Interest**

Bidders, for all goods/services where a conflict of interest may exist or arise, must inform DWT and submit proposals to avoid such conflicts.

### **Acceptance**

DWT does not bind itself to accept the lowest tender or any tender. Instead, DWT shall seek to accept the most advantageous tender in terms of the evaluation criteria set out in Section 8 of this ITT. If there is a discrepancy between words and figures on the submitted tender, the amount in words will prevail.

### **Form of contract**

The ITT and the submission of the Tender shall not in any way bind DWT to enter into a contract with the Bidder or involve DWT in any financial commitment in this respect. A binding commitment shall only occur once DWT has signed a formal contractually binding engagement letter with the preferred Bidder.

DWT reserves the right to terminate any contract awarded if, at any time thereafter, we discover that the bidder has made any material misrepresentation in their tender response.

### **Amendments**

DWT reserves the right to amend or add to this ITT document and any associated documents if we see it appropriate to do so.