



Invitation to Quote: Love Maps

Dorset Area of Outstanding Natural Beauty Partnership

Celebrating 60 years of the Dorset AONB

To deliver parish mapping as part of a wider programme of celebration, interpretation and engagement.

Enquiries: Sue Dampney, Dorset AONB Team

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Closing date for quotes: Thursday 18th March 2021

The Dorset AONB Partnership with support from the National Lottery Heritage Fund is celebrating its 60th anniversary through a creative engagement programme. The Partnership brings together 17 different organisations to oversee and deliver the conservation and enhancement of the landscape and the elements within it which contribute to its natural beauty. The Partnership is hosted by Dorset Council.



Purpose and Scope of Contract

1.1 Introduction

The standard language of environmental engagement is frequently analytical and scientific, appealing to people's intellectual interests. We know from experience that people's connection with place and the objects, ideas and stories within it, is frequently more emotional, and engaging people intellectually doesn't bring out or explore – or deepen – those deeper, meaningful connections. What we want from this contract is artist-led creative facilitation within a community, leading to a **collective expression of what that community loves and values within their place.**

This project builds on the concept of Parish Mapping but is much more about the process than a specific piece of creative product. That product could be a unique physical item of individual or collective creation; it could be 2D, 3D or virtual.

Parish Maps and the creative processes involved are ways of enabling a community to create a collective expression of values, allowing people to assert ideas for involvement; it is about taking the place in their own hands. Inspired by Common Ground's [approach to parish mapping](#), this project will be creative-led and inclusive in its approach to one or two communities within the Dorset AONB area.

This project is considered a pilot for fostering deeper community engagement with place by the AONB Partnership and outputs will help guide future conservation activity.

1.2 This contract:

The contract for this project will be formed of two elements:

- 1.2.1 This briefing document
- 1.2.2 Contract terms and conditions and contract schedules – to be agreed once Contract has been awarded (indicative documents can be seen in)

1.3 Aim:

To create a 'map' or 'maps' in dialogue with the community resident in the chosen location(s), in an engaging and informative manner, providing a rich, inclusive, participative experience. The successful contractor will be familiar with the work of Common Ground on this subject.

1.4 Goal/Outcome(s):

Participants will be more engaged in their local heritage and have developed a greater connection with their place.

An inspirational creative product has been created.

The AONB Team are aware of the priorities and aspirations of the community to inform future programmes of work.

2. Background

2.1 Dorset AONB:

The Dorset Area of Outstanding Natural Beauty was designated in 1959 with the aim of conserving and enhancing the natural beauty of the area and while doing so, take into account the needs of rural communities and industries. It is the 5th largest AONB at around 1100km². As with the other protected landscapes of England, Wales & Northern Ireland (48 other AONBs and 12 National Parks) its aims are implemented through a statutory Management Plan¹. You can find out more about the Dorset AONB, its work and location on the [Dorset AONB website](#).

The natural beauty of the area is described in the AONB's Special Qualities, which can be summarised as:

- 2.1.1 Strikingly varied landscapes, with unique landforms and landmarks
- 2.1.2 Wildlife of national and international importance
- 2.1.3 The landscape as a 'living textbook' from giving clues to 190 million years of earth history and over 8,000 years of human occupation
- 2.1.4 Deep and varied cultural connections with the landscape made by well-known artists (e.g. Hardy, Barnes, Constable, Holst) and a rich and thriving modern cultural sector

The contract will be managed by the Dorset AONB Team. Dorset Council act as host authority and will therefore be the legal and financial body for the contract.

2.2 National Lottery Heritage Fund support:

The National Lottery Heritage Fund (NLHF) was set up by Parliament in 1994 to give grants to a wide range of projects involving the local, regional and national heritage of the United Kingdom. NLHF distribute a share of the money raised by the National Lottery for Good Causes.

In August 2019, the Dorset AONB received financial support from NLHF to implement and coordinate a year of activities to celebrate 60 years since the designation of the Dorset Area of Outstanding Natural Beauty, inspiring a deeper connection between people and place. The programme comprises 9 mini-projects to engage people in different ways:

- Discovery: celebration and interpretation raising awareness of the AONB and its varied heritage.
- Engagement: 'taster sessions' developing the volunteer network
- Dialogue: exploring local people's hopes and ambitions for the landscape over the next 60 years to shape future conservation activity
- Empowerment: a small grant fund to catalyse community-led landscape heritage conservation

¹ https://www.dorsetaonb.org.uk/wp-content/uploads/2019/04/DAONB_Managmentplan.pdf

This Love Maps project is one of the 9 'mini-projects' funded by NLHF, all of which were expected to be completed by Autumn 2020. The Covid-19 pandemic has meant that the timescale for the funding has been extended, however we would like all projects completed by the end of 2021 if it is safe and appropriate to do so. The other projects within the 60th anniversary programme are:

Landscapes for Life Week: A fully subscribed [programme of events](#) to kick off the 60th anniversary celebrations was successfully completed in September 2019, themed around the AONB's Special Qualities to stimulate a deeper connection with the landscape and encourage more frequent time experiencing natural beauty.

Heritage Conservation Volunteering Taster Sessions: Only 4 of the 10 practical sessions for people who haven't volunteered their time and labour for conservation before.

Local Action Fora: 3 open sessions to encourage deeper and more regular engagement between communities and the AONB Partnership were held in Bridport, Blandford and Wareham in Autumn 2019.

The Talking Tent: an artist-led dialogue space, recording conversations about the landscape, its past and future has been postponed until Summer 2021.

The Council of All Beings: an artist-led nature-themed schools programme culminating in a 'council' at which the voices of 'the Beings' will be heard has been postponed until Summer term 2021.

Landscapes for Life photo-competition: an inclusive [photo-competition culminating in exhibitions in Durlston Castle](#) has been achieved, with a further exhibition planned at Dorset County Hospital in Spring 2021.

Fingerpost Restoration: a supported fund to stimulate community-led restoration of Dorset's iconic roadside signposts has started and is ongoing in a limited capacity.

Community Grant Scheme: a small grants scheme managed by the Dorset AONB team to stimulate grassroots delivery of the AONB Management Plan aims, celebration of the designation and the Heritage Fund's desired outcomes has been achieved.

Delivery of the Love Maps project will be dependent on devising Covid-appropriate means of communication and engagement.

2.3 The audience for this project:

This project is designed to reach one or two communities within the Dorset AONB area. The community(ies) targeted will be determined by the contractor selected but advice and some contacts may be available through the AONB Team.

For the 60th anniversary programme as a whole, the target audience are local residents, with particular activities designed for young people (4-20) and older people (60+) and we would like to see the Love Maps project reach out to these age groups as appropriate to the area selected.

The Dorset AONB population is diverse, the area is generally affluent but this generality masks real deprivation in areas of Bridport, Beaminster, Swanage and (on the boundary) Dorchester.

Natural England's MENE study indicates that people from different backgrounds are more or less likely to engage with heritage project dependent on their background.

The most frequent attendee and participant in AONB activities would fall in the [Acorn population segmentation](#) Category 3 (Comfortable Communities) and Group 1C (Mature Money). However, the 60th anniversary programme overall strives to target people within Category 4 (Financially Stretched), particularly 4L (Modest Means), 4M (Striving Families) and 4N (Poorer Pensioners).

It is therefore essential that we use a wide variety of approaches to engage people, if we are to engage a diverse audience in this landscape.

3. Elements of the contract

3.1 Elements:

The contract will include the following elements;

- 3.1.1 Project inception and development of project approach, including arrangements for staying Covid-safe and appropriate
- 3.1.2 Delivery of parish mapping in dialogue with the selected community or communities
- 3.1.3 Providing a short written report describing the process, collating any project material not included in the final creative product.
- 3.1.4 Gathering evaluative feedback from participants.

3.2 Available resources:

The following resources will be made available for the contract;

- 3.2.1 Regular access to AONB team for discussion and guidance
- 3.2.2 Assistance in reaching communities from the Dorset AONB Team if needed
- 3.2.3 Support in promotion if needed via Dorset AONB website and social media channels
- 3.2.4 Access to 60th programme evaluator to agree appropriate means of evaluation

3.3 Budget

A total of £8,000 has been allocated to this project which can be used to cover time, materials, any production costs and expenses.

3.4 Timescale for Implementation:

The period of this contract is from the date of award to completion; this is expected to be December 2021.

4. Contract management

4.1 Contact:

The AONB Team representatives for this contract will be Sue Dampney, Dorset AONB Culture, Community & Learning Officer and Tom Munro, Dorset AONB Manager.

sue.dampney@dorsetcouncil.gov.uk / 01305 228242

tom.munro@dorsetcouncil.gov.uk / 01305 228237

Weekly updates, by telephone or email, will be required, by 10am each Tuesday morning unless agreed otherwise, throughout the duration of the contract.

The contractor will be expected to provide a work plan proposal in response to this document.

4.2 Sharing information and data:

Contractors should be aware of related works being delivered as part of the 60th anniversary celebration programme as detailed above. Contractors will be expected to ensure opportunities for sharing information and data are achieved as instructed by the Contract Manager.

5. Tendering

5.1 What we are looking for:

A competent and confident creative practitioner with experience of working collaboratively with communities.

5.2 Submission:

Please submit a proposal detailing your approach and the number of communities you intend to 'map', your experience and knowledge of the topic to Sue Dampney, Dorset AONB Team via email sue.dampney@dorsetcouncil.gov.uk by **the end of Thursday 18th March 2021.**

5.3 Required information:

- Detail your experience, availability and capability for delivering the work described.
- Outline your approach to this contract, including details of who will be involved in delivering the project and community(ies) targeted if known.
- Outline your proposed timetable and any contingency plans relating to Covid-19.
- Outline what measures you will put in place to make this project as Covid-safe and appropriate as possible.

- Please also include a statement of how you will avoid, minimise or mitigate any negative environmental impacts that may arise from your role in delivery. Please give details of your insurance coverage.
- **NOT REQUIRED:** Model Standard Terms & Conditions of Contract and Award of Contract Forms can be found in ADDITIONAL INFORMATION 1 (separate document) as an *indication* of paperwork relating to this Contract. **NB these forms will only need to be completed by the successful candidate once the Contract has been offered and are NOT required to be completed as part of your submission.**

5.4 Award Criteria and Evaluation of Quotations:

- Understanding the brief (20%)
- Understanding the AONB purposes and aims, the area, the communities (20%)
- Confidence that you can deliver (track record, safety etc) (20%)
- Value for money (30%)
- Environmental statement (10%)

We aim to award the contract within 4 weeks of the deadline for submissions. An online interview may be held as part of the selection process on Thursday 25th March 2021.

Dorset AONB 23.02.2021