

**REQUEST FOR QUOTE FOR THE PROVISION OF CONSULTANCY TO  
PRODUCE A TEN YEAR GREEN ECONOMIC DEVELOPMENT STRATEGY FOR  
WINCHESTER DISTRICT TO TRANSITION TO A CARBON NEUTRAL, INCLUSIVE  
ECONOMY**

## **SECTION 1**

### **1.1 Introduction**

1.1.1 At this crucial time it is vital the council develops an economic development strategy that is shared and backed by its many different communities and provides a clear road map for how the Winchester district economy can adapt and grow over the next 10 years. It must clearly capture the opportunities to transform to a carbon neutral, sustainable, inclusive, digital economy with insight into how we will transition our economy and the scale of the change needed.

1.1.2 The council is seeking a specialist external consultancy to develop a new ten year economic strategy that:

- Sets an ambitious, bold and dynamic future direction for Winchester district's economy to play a significant role in the district being carbon neutral by 2030.
- Supports a green recovery from the Covid-19 pandemic.
- Presents a compelling proposition of Winchester district as carbon neutral, sustainable place in which to live, work, study and visit.
- Builds on our existing sector, business and skills strengths, using them to springboard to a greener, more technologically driven, creative economy.
- Ensures growth is shared by all, reducing inequalities with high quality job opportunities for all demographics across the district.
- Is built on a collaborative consensus of those who live, work and study here now and in the future.

It is important to stress the Green Economic Development Strategy needs to encompass all of Winchester district's economy from its creative businesses to its many land based businesses. Opportunities for all sectors need to be identified so they can seize the potential to become greener and more sustainable, harnessing new technology, embracing creativity and ensuring all communities are able to benefit from these advancements.

1.1.3 The Council understands the nature of the challenges our economy and society is facing and also recognise these present opportunities too which the strategy will need to articulate. They include:

- climate change and move to carbon neutrality,
- the changing nature of our urban centres and high streets and future economic structural changes,

- the need to respond, and recover from, COVID-19 embracing the opportunities for a green recovery,
- how to embrace SMART technology,
- skills needs and demands and new ways of working by business sectors currently here and those that will be attracted here in the future,
- local procurement and retaining access to goods and services within local communities and supply chains to drive economic value.

## 1.2 Context

1.2.1 Winchester district is a vibrant mix of historic city, busy urban centres and vibrant market towns, rolling south-downs and unspoilt nature. This quality of life has made it a successful and attractive place by many measures. However, this masks a number of inequalities and imbalances; these include the mix and affordability of housing, a gap in the resident population of people aged between 25-35, the viability and consequent lack of commercial development, congestion, and limited travel choices across a rural district.

1.2.2 So the economy, businesses and places of Winchester district will need to evolve and respond to the challenges ahead in order to remain competitive. However this transition needs to stem from what is already here and our key sector strengths in:

- professional and technical businesses, including financial services
- creative, digital design and architecture businesses
- a wide based visitor economy that includes:
  - independent retail,
  - food and drink,
  - heritage and culture,
  - festivals and the performing arts, and
  - countryside pursuits.

1.2.3 The district is mix of places and communities with differing levels of employment opportunity, self-containment, and access to services including transport, broadband and mobile connectivity. The district can be categorised in three ways:

- Urban centres – City and Whiteley.
- District centres – market towns.
- Rural – South Downs National Park, countryside, agricultural land.

## 1.3 Influences and linkages

### 1.3.1 Carbon Neutrality

The council declared a Climate emergency in June 2019 and places carbon neutrality at the heart of all it does. The Carbon Neutrality Action Plan 2020-2030 identifies the following priorities for actions: transport, energy, property/housing and mitigation whilst acknowledging the important contributing factors of biodiversity; recycling and waste; planning and development; and commerce and economy.

### 1.3.2 COVID-19 Impact

The economic strategy must clearly address and quantify the economic impact of COVID-19 across the district and the various sectors of our economy. It needs to identify the district's potential (or not) to respond to the changes in working practices and lifestyle choices that have been precipitated and accelerated by COVID-19 and to make the most of the potential for a green recovery.

### 1.3.3 Council Plan 2020-2025 Objectives

The Council Plan objectives of; homes for all, living well, vibrant local economy and your service-your voice set out what the council wants to achieve and the economic development strategy needs to consider how it impacts across each of these. The Plan states "Winchester district is home to a host of successful businesses and enterprises with high levels of employment in our urban and rural areas. In the face of tough competition, our high streets, towns, business centres and rural areas must attract new investment particularly in low carbon offices, workspace and transport links." The Plan's priority for a vibrant local economy seeks to achieve the following outcomes:

- Grow opportunities for high-quality, well-paid employment across the district.
- New offices and workspace are located in areas with sustainable transport links or where they reduce the need to travel to work.
- More younger people choose to live and work here.
- Businesses grasp opportunities for green growth.
- The city, market towns and rural communities across our district have a compelling and competitive visitor offer.

### 1.3.4 Connections to other work

The council is engaged in a number of related activities that need to be articulated in the economic development strategy, ensuring there is a coherence in relation to common / shared activities and outcomes. They include:

- major regeneration projects such as Central Winchester Regeneration,
- the Local Plan review with its emerging evidence base,
- University partnerships development, market town partnerships, city centre partnership,
- linkages with other work such as Hampshire 2050 and the Enterprise M3 Local Industrial Strategy.

### 1.3.5 Consensus and Collaboration

Engagement and stakeholder participation in developing the economic development strategy priorities is critical and from as wide an audience as possible to ensure the strategy is built from an outward looking, collaborative approach. Such approaches can include reference groups and strategic conversations with community leaders and key public and private sector stakeholders. There needs to be a feedback loop on what is proposed to those who have engaged to test the ideas and actions so as to secure consensus and ownership. Discussions may include, but are not limited to:

- Business leaders in key sectors e.g. creative sector, professional services, healthcare, digital, renewable energy/carbon reduction.
- Education sector.
- Large employers and strategically important businesses.

- Landlords and land agents and landowners.
- The non-profit and voluntary sector.
- Students and young people.
- Business groups and networks.

## 1.4 The Specification

1.4.1 The appointed consultancy needs to demonstrate an innovative approach to developing visions and strategies in this discipline with expertise in developing a route map that is transformational yet grounded in reality and supported by our communities.

### 1.4.2 Details of services required

The council has proposed five strands of activity:

Work strand	Services	Comment
1. A robust, sound, evidence base	Research and analysis of economic data and trends, especially in emerging and developing issues, and the response to economic impact of COVID-19 on different business sectors.	Existing data sources should be used where ever possible and up-dated as necessary.
	A district-wide baseline of economic strengths and weaknesses, that provides the geographical distribution of: a) businesses by sector, size and value, b) commercial property by type, size, nature of use and density.	
	Maps the economic influencers and drivers to include central Government, regional (LEPs and PfSH) and local (County and neighbouring) authority.	
	Competitor analysis and league table to visually place where we are against others as an illustration of the task ahead.	
	Identification of gaps in the existing economic mix and infrastructure (e.g. transport housing, land) needed to transition to a carbon neutral inclusive economy.	
2. Engagement and Consensus	A representative cross section of stakeholders, partnerships and agencies are to be engaged in a meaningful and purposeful way as part of the development of the strategy, and push beyond these groups to include a wider range of voices and opinions.	Use of reference groups and strategic conversations.
	Feedback loop to test the initial conclusions and findings to build consensus.	

Work strand	Services	Comment
3. Vision and transformation	Sets a bold and ambitious strategy that utilises our existing strengths and qualities but shows where the economy of Winchester district could to be in 10 years' time if we transitioned to a carbon neutral and inclusive economy.	
	Presents a compelling competitive proposition for business investment, either expansion or new inward investment, and makes the case for why Winchester.	
	Identifies how the strategy can remain current and resilient over a ten year period, with approaches and review mechanisms to give the council the ability to respond and adapt to future economic shocks and change from whatever source.	
4. Strategy and Action Outcomes	Identify a set of strategic economic priorities for the district that will, in the short term, reflect the changes needed to adapt and recover from the economic impacts of COVID-19, and, in the longer term, support the delivery of the Council Plan (2020 – 2025) and help achieve other relevant council strategy objectives e.g. the Local Plan, Carbon Neutrality Action Plan, Housing Strategy, City of Winchester Movement Strategy.	<p>Conclusion must be based on evidence and the specific challenges and opportunities facing the Winchester District.</p> <p>Recommendations must:</p> <ul style="list-style-type: none"> <li>• Include the actions, interventions and investments from both public and private sector.</li> <li>• Recognise the limited financial contribution possible from local authorities.</li> </ul>
	Provide a list of projects with defined outcomes that will meet the economic strategic priorities identified and facilitate the shift to a carbon neutral economy, and provide quality employment opportunities for residents across the district, in particular good quality jobs for young people.	
5. Collateral Output	<p>A strategy document that is clear, concise and demonstrates it has been generated in partnership with key stakeholders.</p> <p>A persuasive proposition document / brochure to promote Winchester district as a location for inward investment in new and emerging sectors.</p> <p>An executive summary that succinctly sets out the strategy to use as a promotional and influencing piece of collateral.</p> <p>A GIS base map containing the outcomes and conclusions recommended for the Strategy.</p> <p>A presentation deck to support the Council take the strategy forward for approval.</p> <p>A route map for how the Council can launch the strategy, building on stakeholder engagement, to trigger the mobilisation of the recommended actions, interventions and investments.</p>	<p>Wherever possible information and analysis is to be visually / geographically illustrated showing distribution across the district.</p> <p>It must be legible and accessible to a range of audiences and usable in different formats; presentations, web, and stakeholder engagements.</p> <p>The council will benefit from the copyright of all material which will be used in any way that it chooses.</p>

## Additional Service - Local plan

- 1.4.3 It is imperative that the new Green Economic Development Strategy is developed to consider the work the City Council is undertaking in respect of the Local Plan. A new Local Plan is being prepared which will cover the period up to 2038. In line with the Government's proposals that are contained in the White Paper 'Planning for the future' <https://www.gov.uk/government/consultations/planning-for-the-future> the Strategic Planning Team is keen to make information more readily available in the form of GIS data.
- 1.4.4 Work has now commenced on creating a stand-alone WordPress website for the new Local Plan. The website is being based around an interactive GIS based map of the district that would have the ability to zoom in by postcode and provide information about an area. Companies tendering for this commission are, therefore, being asked to provide the additional cost of producing the outcome and conclusions recommended for the Strategy on GIS base map which allows people to access this data in a more interactive and readily accessible way. Bidders should provide a clear breakdown of the costs of providing this additional work on GIS and any examples, of where this has been successfully undertaken before.
- 1.4.5 Delivery Stages

In order to ensure that the council receives the intended outcomes, the commission has been broken down into strands of work and an interim report is required for each stage. These will form the basis from which the full strategy document will be built.

## SECTION 2: General Information for Suppliers

### 2.1 Contact details for this Quotation

Officer name: Andrew Gostelow  
Contact email address: [agostelow@winchester.gov.uk](mailto:agostelow@winchester.gov.uk)

Contact telephone number: 07980 732149

- 2.1.1 Suppliers should raise any clarification questions about this quote, to the above email address by **noon on Friday 12<sup>th</sup> February 2021**. If the Council considers a query may have a material effect on quotation responses, all suppliers will be notified without delay via email.

## 2.2 Submission of Quotations

- 2.2.1 All quotation response documents must be returned to the contact email address above by no later than **10am Monday 1<sup>st</sup> March 2021**. Bids received after this time will only be accepted in exceptional circumstances. When emailing your completed quotation to the Council you are strongly advised to request a “Delivery Receipt” as evidence of safe delivery.
- 2.2.2 Following evaluation up to three bidders with the highest scoring submissions may be invited to an interview. Bidders who will be invited to interview will be notified 5<sup>th</sup> March 2021. **The interview date is Thursday 11<sup>th</sup> March 2021.**
- 2.2.3 The successful bidder must be able to commence the contract on **Monday 29<sup>th</sup> March 2021**

### 2.2.4 Proposed Timeframe of activity

Activity	Deadline date	
Notification of successful bid	19 March	
Contact clarifications / signing	22 March to 26 March	1 week
Contract commencement date	29 March 2021	
• Delivery period	29 March to 4 June	10 weeks
• Review and revise draft reports	7 June to 2 July	4 weeks
• Final report and collateral produced and provide the Council	5 July to 9 July	1 week
Contract completion date	9 July 2021	

## 2.3 Council action on receipt of Quotations

- 2.3.1 If there appears to be an error or omission in a quotation the council shall invite the Supplier to confirm the submitted price, including errors/omissions, or amend the submitted price to correct these errors/omissions. All amendments or confirmation of quotation must be confirmed in writing by the Supplier.
- 2.3.2 The council reserves the right to disregard any quotation where:
- in the opinion of the council, there is sufficient doubt as to the Supplier’s ability to perform the contract for the submitted price; or
  - it does not fulfil a mandatory or pass / fail requirement; or
  - it contains qualifications that conflict with the Request for Quotation instructions.
- 2.3.3 Quotations and supporting documents shall be in English and any contract subsequently entered into and its formation, interpretation and performance shall be subject to and in accordance with the law of England.

## **2.4 Freedom of Information**

- 2.4.1 The Supplier acknowledges that suppliers are subject to the requirements of the Freedom of Information Act 2000 ('FOIA') and the Environmental Information Regulations 2004 and shall assist and cooperate with the council to enable the council to comply with its information disclosure obligations.
- 2.4.2 The Supplier acknowledges that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of this quotation is not Confidential Information. The council shall be responsible for determining in its absolute discretion whether any of the content of this quotation is exempt from disclosure in accordance with the provisions of the FOIA.
- 2.4.3 For the purposes of the requirement set out above, "Confidential Information" means any information which ought reasonably be considered to be confidential however it is conveyed, including information that relates to the business, affairs, developments, trade secrets, know-how, personnel and suppliers of the Supplier, including IPRs, together with all information derived from the above, and any other information clearly designated as being confidential (whether or not it is marked as "confidential") or which ought reasonably to be considered to be confidential.
- 2.4.4 By submitting a quotation response the Supplier hereby gives their consent for the council to publish this quotation in its entirety (but with any information which is exempt from disclosure having been redacted in accordance with the provisions of the FOIA).

## **2.5 Local Government Transparency Code**

- 2.5.1 We are required to comply with the Local Government Transparency Code, details of which can be found on our website: <https://www.winchester.gov.uk/about/access-to-data>.

## **2.6 Privacy Policy**

- 2.6.1 Please refer to the Council's [Privacy Policy](#) on our website to see how the council will use any personal data that you provide us with.

## SECTION 3

### 3.1 Evaluation and Award

3.1.1 The evaluation of submission will be based on the most economically advantageous and the split between cost and quality will be 60%: 40%

<b>Cost</b> The lowest priced quotation will be awarded maximum points and all other quotations awarded points in proportion.	<b>60%</b>
<b>Quality</b> This will be assessed based upon 'Response to Specification' and allocated as follows:	<b>40% of which</b>
• Mandatory requirements	<b>Pass/Fail</b>
• Method statement and Approach	<b>16%</b>
• Experience and skills	<b>10%</b>
• Sustainability	<b>10%</b>
• Innovation and added value	<b>4%</b>

3.12 Following evaluation up to three bidders with the highest scoring submissions may be invited for interview. Following the interview, submission evaluation scores may be ratcheted by +1 or -1 to produce the final evaluation score.

Each of the quality sections within this submission will be scored based on the method detailed below:	
Exceptional demonstration by the supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate.	5 – Excellent
Good demonstration by the Supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate.	4 – Good
Satisfactory demonstration by the Supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate.	3 – Satisfactory
Contains minor shortcomings in the demonstration by the Supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate and/or is inconsistent or in conflict with other proposals with little or no evidence to support the response.	2 – Minor Reservations

Satisfies the requirement but with considerable reservations of the supplier's relevant ability, understanding, skills, facilities and quality measures required to provide the services, with little or no evidence to support the response.	1 – Serious Reservations  Submissions which receive a '1 – serious reservations' will not be considered further (Fail)
No response or irrelevant response provided.	0 – no score – Fail  Submissions that 'Fail' will not be considered further

### 3.2 Award Process

- 3.2.1 Suppliers will be notified via email as soon as possible of any decision made by the Council during the quotation process, including notifying suppliers of the intended award.
- 3.2.2 Suppliers must not undertake work without first having received an Official Purchase Order as written notification that they have been awarded the contract and are required to start work.
- 3.2.3 As part of the notification of award process, suppliers will be provided with details of the points awarded for their submitted responses in line with the evaluation criteria above.

### 3.3 Terms and Conditions

- 3.3.1 Winchester City Council will require the successful bidder to enter into a contract between both parties. A template which outlines the typical conditions is attached for guidance.

### 3.4 Supplier's Response

- 3.1.1 The Suppliers submission must include:
- Suppliers Details
  - Pricing Schedule
  - Suppliers Response to Specification

### 3.4.1 Supplier's Details

#### QUOTATION FOR THE PROVISION OF CONSULTANCY FOR SCOPING AND PRODUCTION FO A TEN YEAR GREEN ECONOMIC DEVELOPMENT STRATEGY FOR WINCHESTER DISTRICT

Please complete the following and sign to confirm that your quotation is fully compliant with the Specification, and all Terms and Conditions as stated within this documentation:

Company Name: .....

Company Number:.....

Address: .....

.....

.....

Telephone No: .....

Fax No: .....

E-mail: .....

Signed: .....

Print Name: .....

Position in Company: .....

Date: .....

### 3.5 Pricing Schedule

- 3.5.1 The budget for the completion of scoping and production of a ten year Green Economic Development Strategy is in the region of £40,000. A supplementary piece of work outlined under the heading Additional Service - Local plan, within the section Scope of Services Required has an additional budget of £5,000 to £7,000 for completion. If the bidder feels the indicative budget is insufficient the bid should clearly indicate what can be achieved and would be additional in this regard. Please complete the following pricing schedule in full (exclusive of VAT) showing any economies of scale that can be bought about by completing the strategy and the additional service requirement at the same time. Your summary should include a cost per 'service' and a lump sum fixed fee figure, to be inclusive of all expenses and disbursements. Please refer specifically to the stages outlined in Scope of Services required when setting out your pricing structure.
- 3.5.2 The council accepts there may be a requirement for stage payments. Please indicate where these might be required as part of the Methodology and include in your Pricing Schedule – Final balance on completion of the project.

Phase of work *	Activity	Personnel/ Discipline	Number of Hours (please state assumptions)	Day/charge rate per consultant for each stage	Cost (Whole cost fee, inclusive of all expenses and disbursements)
				£	£
				£	£
				£	£
				£	£
Whole cost for Supply of Consultancy Service				£	(This figure will be used for the Cost evaluation)

\* Please add additional lines to the pricing schedule as required

- 3.5.3 There is a possibility that additional work may arise that is not included within the scope detailed in this document. As a consequence, the above rates will be used to agree the fees for carrying out additional instructions (on either a fixed fee or time related basis, as appropriate).

### 3.6 Supplier's Response to Specification

#### 3.6.1 Mandatory Requirements

3.6.2 The following questions will be assessed on a pass/fail basis. Bidders who self - certify that they meet the mandatory requirements will be required to provide evidence of this if they are successful at contract award stage. If the relevant documentary evidence referred to in the mandatory question is not provided upon request and without delay we reserve the right to amend the contract award decision and award to the next compliant Bidder.

#### 3.7 Insurance

3.7.1 The Council's required insurance levels for this contract are specified below:

INSURANCE	
Does your organisation hold Employer's Liability of not less than £5 Million:	Yes/No
Does your organisation hold Public Liability of not less than £5 Million:	Yes/No
Does your organisation hold Professional Indemnity Insurance of not less than £2 Million:	Yes/No
If the answer is "No" to any of the above please confirm whether you would be willing to take out the appropriate level of insurance cover as set out above if you are successful in winning the contract? *	Yes/No

#### 3.8 Qualitative Requirements

3.8.1 This section carries 40% of the weighting and will be scored in accordance with the scoring regime described in the Evaluation and Award Section. The quality aspects of your submission will be evaluated on your response to the following questions, each of which is weighted according to its relative importance.

#### 3.9 Method Statement & Approach (16%)

3.9.1 Please supply a comprehensive method statement outlining your approach to meeting each of our requirements as listed in the specification; demonstrating your understanding of the council's requirements and issues relevant to the Winchester district. Include how you will address and deliver the Strategy aims:

- Sets an ambitious, bold and dynamic future direction for Winchester district's economy to play a significant role in the district being carbon neutral by 2030.
- Supports a green recovery from the Covid-19 pandemic.

- Presents a compelling proposition of Winchester district as carbon neutral, sustainable place in which to live, work, study and visit.
- Builds on our existing sector, business and skills strengths, using them to springboard to a greener, more technologically driven, creative economy.
- Ensures growth is shared by all, reducing inequalities with high quality job opportunities for all demographics across the district.
- Is built on a collaborative consensus of those who live, work and study here now and in the future.

3.9.2 Please ensure you provide an indicative project plan, including timescales, for the delivery of the assignment including interim reports for each strand of work.

1. A robust, sound, evidence based
2. Engagement and Consensus
3. Vision and transformation
4. Strategy and Action
5. Collateral Output

### 3.10 Experience & Skills (10%)

3.10.1 Please outline the experience and skills you will draw together within the delivery team you will deploy in order to complete the specification required. Please ensure you:

- Provide examples of similar consultancy assignments you have undertaken.
- Provide details of proposed team members and the contribution you anticipate each person making include copies of their respective CV's setting out their relevant experience, qualifications and track record.
- Include contact details of those clients the council can approach to gain references/feedback.
- Include details relating to any requirements for a sub-contract resource in order to meet any specific areas set out in the specification.

### 3.11 Sustainability – Support Climate Change (10%)

3.11.1 Describe how your organisation's environmental policy is supportive of the council's climate change objectives and supports the council's net carbon zero targets of 2024 and 2030. Explain how environmental impacts will be reduced in the provision of service on this contract.

3.11.2 Outline how you will embed sustainability in the strategy and the overall need for effective planning to ensure: sustainable developments, safeguarding of people and places and protecting and enhancing the natural environment.

3.12 Innovation and Added value (4%)

3.12.1 Outline added value and nil-cost innovations you can bring to this contract.

3.12.2 Describe any innovative or newly adapted techniques you propose to use to deliver this commission's within the operating restrictions of COVID-19. Provide any examples of where you may have already carried out similar work under the COVID restrictions.