**Pembrokeshire Coast National Park Authority**

**Sustainable Landscapes, Sustainable Places 2025-2027**

**Project/Programme**

**Designated Landscapes Wales Learning Resources Project**

**(Digital Media and Design Services)**

**PRODUCER – Education Resources**

**Invitation to Tender**

**Deadline for bids: 1700hr Tuesday September 2nd 2025**

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### About this work

1. Pembrokeshire Coast National Park Authority (*PCNPA/the client*) wish to commission a ‘*Producer*’ to continue the development of learning resources for the Designated Landscapes of Wales ([Working together delivering for Wales | Landscapes Wales](https://landscapeswales.org.uk/)). The first phase of the [Tirlun](https://tirlun.wales/) project was completed earlier this year, the second phase runs between April 2025 and March 2027.
2. PCNPA is the *Project Lead* for the Wales Designated Landscapes Learning Resources Project ([Home | Tirlun)](https://tirlun.wales/), a collaboration funded through the Welsh Government’s Sustainable Landscapes, Sustainable Places fund.

Our project partners are:

* Tirweddau Cymru Landscapes Wales
* Anglesey National Landscape
* Clwydian Range & Dee Valley National Landscape
* Gower National Landscape
* Llyn Peninsula National Landscape
* Wye Valley National Landscape
* Brecon Beacons National Park
* Eryri (Snowdonia) National Park
1. The project’s delivery requires:
2. The development of new learning resources to be integrated into the existing [Tirlun](https://tirlun.wales/) portal
3. Digital and design inputs both in terms of the production of resources and in the way the resources are presented and accessed on the digital platform.
4. And, throughout the lifetime of the project, ongoing promotion of the resources and engagement with the audience of teachers and learners.
5. The resources should be relevant to the requirements of the Curriculum for Wales, be accessible to the learning community and support learning / promote understanding, appreciation and stewardship of Designated Landscapes (DLs).
6. The resources produced also need to reflect a commitment to outdoor learning as embodied in the existing activities on the portal.
7. A co-productive approach is to be taken to delivering the work, facilitating the involvement of range of stakeholders (see Sections 16-19 below) including representatives from each of the Designated Landscape (DL) areas as listed above.
8. The resources need to be distinct and make best use of what is available from other organisations and national networks by linking and reference.
9. The work needs to be produced and published in Welsh and English and, furthermore, promote and facilitate the use of Welsh language. Some of the co-production work highlighted will need to be conducted in Welsh.
10. The contracted Producer will provide a creative overview of the project, demonstrating a clear ability to deliver a wide range of learning resources using digital media to a very high standard.
11. In undertaking the work, the *Producer* will be a central point of contact and co-ordination for the Project Leads. The *Producer* will draw on its own and any subcontracted capacity (if required and agreed by the Project Leads) to deliver specific skilled elements.
12. The Producer should take account of the existing ‘feel and look’ of the Tirlun portal and will be expected to provide an input into the ‘recognisable identity’ of the resources/ platform on which they are hosted.
13. Up to £132,000, inclusive of VAT, is available for the work.
14. The project is due to be completed by the end of March 2027, with the work programme spread across the delivery period to an agreed timescale.
15. Proposals should only be submitted via Sell 2 Wales: [Sell2Wales](https://www.sell2wales.gov.wales/)

### Scope and definitions

1. The learning resources produced should be linked to the Curriculum for Wales and where possible be differentiated to suit the requirements of different learners. Whilst the existing Tirlun resources target Progression Steps 3 and 4, the development of content for Tirlun 2 may need to consider the requirements of older and younger learners.
2. Designated Landscapes in Wales include both National Landscapes (formerly Areas of Outstanding Natural Beauty) and National Parks. Together they cover around 25% of the land area of the country and so represent a significant resource for Outdoor Learning. A review of these protected areas undertaken by Welsh Government identified opportunities for partnership working and collaboration which should be reflected in this project.
3. The contract entails working with each of the designated landscape partners and with identified groups of teachers/educators in these localities. This may necessitate travel across Wales which should be factored into any proposals.
4. The project should be delivered collaboratively, working with groups of stakeholders including teachers, outdoor learning practitioners and Designated Landscape representatives.

1. Co-production of resources will reflect and build on communities of practice that already exist between DLs and education networks. However, the contracted Producer will be required to bring together and co-ordinate working groups of teachers to support the project (this is a continuation of the approach adopted in the initial phase of the Tirlun project).
2. The contracted Producer will be expected to work alongside the project delivery team, the wider Designated Landscapes Wales partnership (as identified above), together with a ‘stakeholder group’, made up of outdoor learning practitioners and educators from the Designated Landscapes and more widely from across Wales.
3. A ‘collective identity’ is important for the Tirlun resources. The *Producer* will need to work with the partners identified above to maintain and develop the look and feel of the content produced.

### Context

1. The work is funded through a ‘collaborative fund’ as part of the Sustainable Landscapes, Sustainable Places programme, set-up by Welsh Government to ‘deliver a large range of projects improving biodiversity, reducing carbon consumption, promoting more sustainable tourism and enhancing community resilience’. The work of the fund is overseen by Tirweddau Cymru Landscapes Wales ([Hafan - Landscapes Wales),](https://tirweddaucymru.org.uk/) a partnership of the Designated Landscapes of Wales. Pembrokeshire Coast National Park Authority’s Learning Team is developing the Tirlun resource on behalf of the partnership with a brief to ensure all partners and other key stakeholders are engaged in the work.
2. As the Curriculum for Wales continues to be embedded in schools this is an opportunity to develop and create new educational resources that support the curriculum, which are accessible to all educators and learners in Wales, whilst providing opportunities to increase ‘learning about’ and ‘time spent in’ Wales’s DLs.
3. National Parks and National Landscapes can play an important role as a learning resource to support teaching/learning across a range of topic areas including habitats and biodiversity, sustainable land management, farming and food, climate change/resilience, heritage and culture and health and wellbeing.
4. The topics, themes and learning opportunities in the Designated Landscapes link to all Areas of Learning and to all of the Cross Curricular Skills Framework; literacy, numeracy and digital competence.
5. National Parks and National Landscapes may already engage with schools and provide learners with resources to explore and increase their understanding of local designated landscapes. These activities and resources can be built upon in delivering the identified outputs and outcomes for this project.
6. The learning resources presented in Tirlun employ constructive pedagogy to explore a wide range of topic areas that relate and link to Designated Landscapes. As such they are well respected by educational practitioners and sit comfortably alongside resources presented by local consortia, HWB and WG (for example). Future resources will retain equivalent pedagogical integrity.
7. The project will build on the work completed as part of Tirlun 1, providing a coherent, bilingual resource focussing on the Designated Landscapes and available to all schools in Wales.

### Outputs

We are seeking to engage the services of a *Producer* to deliver the development and support the widespread use of the Tirlun learning resources.

1. The project’s delivery requires:
2. The development of new learning resources to be integrated into the existing [Tirlun](https://tirlun.wales/) portal.
3. Digital and design inputs both in terms of the production of resources and in the way the resources are presented and accessed on the digital platform.
4. And, throughout the lifetime of the project, ongoing promotion of the resources and engagement with the audience of teachers and learners.
5. The *Producer* will coordinate the development and presentation of new content for the portal. This work will necessitate liaison with key stakeholders and co-production with groups of educators. Topic areas could include (but are not limited to) decarbonisation and climate change, nature recovery, Welsh language in the landscape, a resource relating to the National Eisteddfod (delivery early 2026), agriculture and food production, art and creativity, health and wellbeing, careers in Designated Landscapes. The co-productive group will need to be co-ordinated by the Producer.
6. The original brief suggested an interactive digital map (of the Designated Landscapes of Wales) to be included as a key feature of the Tirlun portal. This is one of the areas of development we will want the contracted *Producer* to explore.
7. The *Producer* will oversee the design and portal development elements of the project as they relate to incorporating new content and ensuring that the portal maintains its functionality, identity and accessibility as a learning resource designed for teachers and learners and to coordinate the delivery and presentation of new content.
8. The *Producer* will work with the client and key stakeholders to take forward the promotion of the Tirlun learning portal as a significant resource for both outdoor learning and wider curriculum linked learning opportunities. This role will include:
9. Delivering targeted promotional campaigns to an agreed timescale throughout the project
10. Delivering workshops and training to enable groups of educators to effectively access the portal and make best use of its contents. This work will be delivered alongside the Project Delivery Team
11. Possibly attend at key events such as education shows in Wales.
12. The contracted *Producer* (and sub-contractors as appropriate) will need to attend regular meetings with the *Project Lead* team (these meetings can be on-line) together with occasional meetings of the Stakeholders Group and Designated Landscapes lead Group to discuss and present aspects of the work being undertaken.
13. Networking and Distribution. Facilitate the dissemination and embedding of the Tirlun resources via a range of appropriate platforms – for example but not limited to: HWB, Tirweddau Cymru, individual designated landscape websites.
14. Work with the project partners to enable content to be available following the period of funding by contributing to an exit strategy.

### Budget

1. A budget of between £100,000 to £110,000 is available for the work. With the project set to end on the 31st of March 2027, the contracted *Producer* will be expected to budget for delivery accordingly.
2. Tender selection will be in accordance with ‘Evaluation of bids’ below.
3. We would like the proposals to include a breakdown of the budget to highlight the cost of specific elements (see three key areas of outputs) of the project, recognising there are limitations in providing accurate costing and the budget is limited

# Timescales

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| --- | --- |
| **Event** | **Timing** |
| Deadline for receipt of bids via Sell 2 Wales: [Sell2Wales](https://www.sell2wales.gov.wales/)**Bids to be returned to the Sell to Wales post-box** | 1700hrs Tuesday 2nd September 2025 |
| Notification to bidders whether successful / unsuccessful  | By Tuesday 9th September 2025 |
| Inception meeting.  | Week commencing 22nd September |
| Producer to submit draft delivery plan | Agree at inception meeting |
| Virtual workshop with Designated Landscapes partnership set-up | Agree at inception meeting |
| Attend regular meetings with project lead team and stake holder group | Frequency to be agreed with stakeholders, but with more frequent meetings at start of the process  |
| Support for collaborative workshops (with teachers and other stakeholders) and development of digital content for educational resources | September 2025 to January 2027 |
| Design and learning resource completion (draft) | September to December 2026 |
| Final agreed resources to be placed on host sites Launch of resources | By March 2027 |

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### Client group

1. The project will be led by officers from Pembrokeshire Coast National Park Authority (the *Client*) with a steer provided by the Designated Landscapes group which includes representatives from the 8 designated landscapes (3 National Parks and 5 National Landscapes).
2. It is envisaged that *Client / Producer* meetings will be a mix of virtual and in person meetings.

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### Suggested content of bids

1. It is suggested that bids should demonstrate / include the following (this is for guidance and not necessarily exhaustive):
* The relevant strengths and track record of the *Producer* / team.
* An understanding of the brief.
* The method / approach the *Producer* will take to achieve the outputs required.
* An ability to bring a variety of skillsets to the delivery of the work.
* Approach to project management.
* A breakdown of costs, to include daily rates, allocation of staff time, expenses, travel, equipment, involvement of subcontractors etc.
* Details of how social value and net carbon reduction will be delivered.
* A specification of the support the Producer/s would expect from the NPA
* Payment terms.
* Evidence of relevant indemnity cover.

1. See also ‘Evaluation of bids’ below.
2. Questions can be submitted via the Sell2Wales portal

### Evaluation of bids

1. Proposals will be evaluated as follows:
* General experience and reputation 10%
* Project team 10%
* Response to the brief 40%
* Value for money and added value,

including social value and net carbon reduction40%

### Conditions

1. Applicants must not discuss their proposal with the National Park Authority Officers or Members or with third parties.
2. It will be a condition of the appointment that the applicant will hold the Authority indemnified against any claims arising from the agreement whether caused by negligence or otherwise. The applicant will be required to carry professional indemnity cover of at least £5,000,000.
3. The appointment will be by exchange of emails.
4. The Authority does not bind itself to accept the lowest price or any proposal nor will it be responsible for or pay any expenses or losses which may be incurred by the applicants in the preparation of their proposal.
5. Copyright for all work produced will rest with the Pembrokeshire Coast National Park Authority.
6. The contracted *Producer* will at all times comply with the requirements of the relevant legislation, general law and the Authority’s Standing Orders and Financial Regulations. Appropriate codes of practice must be observed, with the applicant indemnifying the Authority against all actions, claims, demands, proceedings, damages, costs, charges and expenses whatsoever in respect of any breach by the contracted *Producer*.

1. The Authority is committed to maximising social value and achieving Net Zero targets. [Report-41-24-Procurement.pdf](https://www.pembrokeshirecoast.wales/wp-content/uploads/2024/10/Report-41-24-Procurement.pdf) Bidders are required to provide a detailed response explaining:
* How your organisation will generate community benefits and wider social value through delivery of this contract.
* How your organisation will contribute to reducing carbon emissions, supported by a formal Carbon Reduction Plan. Responses will be evaluated on clarity, credibility, and measurable impact.

Please provide verifiable examples, data, or case studies showing how you have previously delivered social value and carbon reduction outcomes.

1. The applicant will be required to comply with the principles of the Authority’s Welsh Language Standards.
2. The selected applicant may provide all the service required or may sub-contract particular tasks. The lead applicant must be responsible for all the work of the whole team. All professional services must be provided by persons who are appropriately trained and hold the relevant qualifications and experience.
3. The Freedom of Information Act 2000 applies to all the activities of the Authority.
4. Payments for services will be agreed on award of contract.
5. Applicants must advise in writing of conflicts of interests of company directors and all employees and their families who will undertake work for the Pembrokeshire Coast National Park Authority or any other Welsh Designated Landscape.

### Example resources

Tirlun – Learning Resources for the Designated Landscapes of Wales ([Home | Tirlun)](https://tirlun.wales/)

Pembrokeshire Outdoor Schools website and in particular the Learning Resources section ([Pembrokeshire Outdoor Schools](https://pembrokeshireoutdoorschools.co.uk/))

Natural Resources Wales – Resources for Educators and Teachers ( [Natural Resources Wales / Resources for educators and teachers](https://naturalresources.wales/guidance-and-advice/business-sectors/education-learning-and-skills/looking-for-learning-resources/?lang=en))

Curriculum for Wales Digital Competence Framework ([Digital Competence Framework - Hwb (gov.wales)](https://hwb.gov.wales/curriculum-for-wales/cross-curricular-skills-frameworks/digital-competence-framework/)