

Invitation to tender

A review of progress to date and a strategic framework for the implementation of the 30 by 30 target in Pembrokeshire Coast National Park

Deadline for bids: 30th September 2025

Pembrokeshire Coast National Park Authority,

This tender is offered as part of the Naturally Connected Project and is funded as part of the Nature Networks programme, supported by funding from the Welsh Government and The National Lottery Heritage Fund.

Cronfa
Treftadaeth
Heritage
Fund



Mewn Partneriaeth â
Llywodraeth Cymru
In Partnership with
Welsh Government

Issued: 01/09/2025

1. Invitation to tender

This tender is offered as part of the Naturally Connected Project which is funded by the Nature Networks programme, supported by funding from the Welsh Government and The National Lottery Heritage Fund.

The Naturally Connected Project aims to restore key habitats in Pembrokeshire through landowner collaboration, invasive species control, community engagement, and targeted conservation work. It includes training, infrastructure support, monitoring, and staffing to build long-term ecological resilience and meet national biodiversity goals.

Further information on relevant context for this study within the NNF project is provided in Section 3.

As part of this procurement, we are seeking suppliers who can demonstrate how their work will deliver measurable social value, contribute to the local community, and align with carbon reduction goals.

We wish to invite a tender to provide:

Objective 1: 30 by 30 Land Assessment Framework for the Terrestrial Environment

Deliverable: A proposal outlining a clear, step-by-step system for the **nomination, initial screening, and full evaluation** of land against Welsh and IUCN definitions contributing to the 30x30 conservation target within Pembrokeshire Coast National Park.

Objective 2: Mapped Audit & Progress Narrative

Deliverable: A **GIS-based audit** of land **currently contributing** and **potentially contributing** ("candidate" land) to the 30 by 30 target. Include a **narrative report** that summarises current progress, baseline coverage, and strategic gaps. Apply techniques to resolve overlaps and duplication.

Objective 3: Scoping Additional Candidate Land

Deliverable:

Identify and evaluate **additional land parcels** that may be targeted for inclusion toward the 30x30 goal using a dual approach considering both **land suitability** and **local opportunity**. Provide a **mapped output** of candidate sites along with a **narrative justification** for priority sites to target based on biodiversity value, ecological connectivity, and land-use feasibility.

Objective 4: Strategic Action Plan

Deliverable:

Develop a detailed **action plan** guiding the National Park Authority on actions required to meet the 30x30 target. Include **short-, medium-, and long-term** milestones and recommendations for **monitoring, reporting, and governance**.

Objective 5: Ecological Network Assessment

Deliverable:

- Assess the extent to which implementation of the 30x30 action plan will support the development of **Resilient Ecological Networks (RENs)**. Provide a narrative on the landscape-scale benefits and gaps and suggest refinements to maximise ecological resilience.

Please note: Discussion around the 30 by 30 target both in Wales as whole and in relation to Designated Landscapes is live and on-going and your will need to keep abreast of and incorporate the latest thinking and guidance and adapting the study where necessary.

2. Background

30 by 30 target

The 30 by 30 initiative, introduced at COP15 in 2022, is a global movement urging governments to allocate 30% of land and marine areas for nature conservation by 2030. The goal is to halt and potentially reverse biodiversity loss and contribute to the worldwide effort to fight habitat destruction, species decline, and the climate crisis. Area-based conservation, inclusive of protected areas (PAs) and other effective area-based conservation measures (OECMs), will be an essential tool towards this effort.

Welsh Government (WG) Commitment

The WG has committed to protecting 30% of land, freshwater, and seas by 2030 as part of the Global Biodiversity Framework. A Biodiversity Deep Dive strategy was developed in support of this, which included actions to ensure protected sites are effectively managed and in good condition.

Expert groups were established to develop criteria for recognizing and monitoring conservation areas, including Other Effective Area-based Conservation Measures (OECMs) and Nature Recovery Exemplar Areas (NREAs). These groups are working on recommendations for how land should be assessed and counted towards the 30 by 30 target. *Welsh Government Biodiversity Deep Dive* [Biodiversity deep dive: recommendations \[HTML\] | GOV.WALES](#)

On the 18th of June 2025 the Welsh Government published its 30 by 30 Strategy for Wales confirming the role of protected sites and OECMs in delivering the 30 by 30 target as well as confirming a key role in nature recovery for designated landscapes. The strategy identifies 6 broad criteria to be met for land to qualify as contributing to the 30 by 30 target and securing long term outcomes for people and nature. Welsh Government: 'A 30 by 30 framework for Wales' <https://www.gov.wales/30by30-framework-wales>

Other Effective Area Based Conservation Measures (OECM)

OECM includes land that traditionally falls outside of protected areas, but where conservation outcomes are already being achieved through existing management or governance arrangements. The Welsh Government strategy recognises a range of these sites will be critical in achieving the 30 by 30 target and may include heritage assets, Local Nature Reserves, land owned by non-governmental organisations and private individuals as well as land managed for biodiversity by farmers under the Sustainable Farm Scheme Collaborative layer.

It is Welsh Government's intention that protected areas and OECMs together will form the heart of nationwide Resilient Ecological Networks (RENs) as defined by Natural Resources Wales.

<https://www.biodiversitywales.org.uk/en/our-work/30-by-30-in-wales/other-effective-area-based-conservation-measures-oecms-and-nature-recovery-exemplar-areas-nreas/>

England

The UK government, through DEFRA, has advised that areas contributing towards 30 by 30 in England, either as Protected Areas or OECMs, should be able to demonstrate that they possess specific attributes in relation to three pillars; purpose, protection, and management. UK Government: 30 by 30 on land in England: Confirmed Criteria and Next Steps.

<https://www.gov.uk/government/publications/criteria-for-30by30-on-land-in-england>

3. Context

A recent report from the British Ecological Society (BES) highlights the unique potential for designated landscapes to lead the delivery of the 30 by 30 target using the existing governance frameworks associated with them https://www.britishecologicalsociety.org/wp-content/uploads/2022/04/BES_Protected_Areas_Report.pdf

There is also ongoing work with BES including a workshop with the Welsh Government's Biodiversity Deep Dive, the Designated Landscapes (DLs) Working Group and ecologists to explore the BES' ABCD criteria, and to identify barriers and opportunities for DLs to contribute to 30 by 30.

Pembrokeshire Coast National Park Authority (PCNPA) intends to provide leadership on the delivery of 30 by 30 targets within the National Park area and within the wider county as a member and chair of the Pembrokeshire Nature Partnership. [Pembrokeshire Nature Partnership - Pembrokeshire County Council](#)

Pembrokeshire Coast National Park Partnership Plan 2020-2029 states a commitment to 30 by 30 which is then broken down into mission, results, policies and workstreams.

<https://www.pembrokeshirecoast.wales/wp-content/uploads/2024/08/1-A-Partnership-Plan-for-the-National-Park-5.pdf>

About 60% of the National Park land area is managed for production of food or forage. Around one fifth of the National Park might be said to be managed explicitly for or compatibly with the conservation of the natural environment. To this may be added an unknown amount of land managed privately for conservation.

The 30 by 30 target therefore seems achievable, although management for conservation outcomes does not necessarily equate to conservation outcomes in terms of favourable condition for habitats and species.

Corporate and Resources Plan – Nature Recovery Delivery Plan

One of the Authority's four Well-being Objectives is: Conservation – To deliver nature recovery and connectivity at scale, so nature is flourishing in the Park, contributing to the protection of 30% of our land and seas for nature by 2030.

<https://www.pembrokeshirecoast.wales/corporate-and-resources-plan-2023-24-26-27/>

The Authority has a Delivery Plan on Nature Recovery which supports delivery of the above objective and priority area of focus is

1. Maximise our contribution to 30 by 30 by maintaining and supporting an increase in nature-based interventions in the Park.

Deliverables focus on where our interventions will have the most impact on connectivity, condition, scale/ extent and diversity of ecosystems alongside maintaining and enhancing resilient ecological network. This approach involves working on our own estate and collaboratively with other landowners, farmers, other stakeholders, volunteers and partnerships. Deliverables focus on contribution to 30 by 30 through: Strategy and evidence, land management schemes, nature recovery projects, our contribution through Section 6 Duty, partnership contribution (land) and partnership contribution (marine, foreshore and catchment.) Our nature-based interventions will consider where they can appropriately and positively contribute to carbon sequestration.

The outputs from this project will help inform the creation of a 10 year Nature Recovery Connectivity Strategy. It will influence the Authority's future internal performance monitoring framework in terms of assessing its progress and contribution to the 30 by 30 target.

PCNPA Asset Management Strategy and Policy

The Authority owns and leases less than 1% (circa 0.8%) of land within the National Park boundary. This includes land the strategy has classified as natural. Currently 503.25 hectares of land owned or leased by the Authority is managed for biodiversity. This land is managed by the Nature Recovery Team.

Naturally Connected and working with private landowners to achieve the 30 by 30 target

The Authority has a strong track record of working with private landowners through its Conservation Grant Schemes for example the Conserving the Park Scheme <https://www.pembrokeshirecoast.wales/wp-content/uploads/2019/06/15-years-of-Conserving-the-Park-FINAL-PROOF.pdf>

The Naturally Connected Project, supported by funding from the Welsh Government and The National Lottery Heritage Fund is providing an opportunity to scale up our activities and to further develop our aspirations to enable the recognition of private land in positive conservation management to contribute to the 30 by 30 target.

The aim of the Naturally Connected project is to restore and enhance biodiversity across key habitats in Pembrokeshire, primarily working on private land.

This will be achieved through a series of coordinated actions, beginning with the agreement of conservation objectives through formal management agreements with landowners followed by practical and financial support to promote sustainable conservation management. Finally the project will focus on building capacity among landowners and volunteers to enable the monitoring and recording of conservation outcomes.

Where such schemes are administered by the Authority, we aspire for the process to be sufficiently robust to meet the framework requirements, enabling land managed under these schemes to be formally recognised as contributing to the 30 by 30 target

Land contributing to the 30 by 30 target

Although Designated Landscapes (DL) cover ~25% of Wales and are internationally recognised (IUCN Category V), the entire landscape isn't managed solely for nature conservation.

Therefore, only specific zones within DLs—such as nature reserves, restored habitats, or community-managed conservation areas would be regarded as meeting the definition required to count towards the 30 by 30 target. These areas must be assessed individually and meet the standards for biodiversity outcomes and governance.

Designated Landscapes

National Parks and National Landscapes are collectively termed ‘Designated Landscapes’ in Wales. These designations are recognised internationally as IUCN Category V (<https://portals.iucn.org/library/sites/library/files/documents/PAG-021.pdf>) protected areas for their unique ecological, biological, cultural, and scenic properties

The Convention on Biological Diversity (CBD) defines OECMs (<https://www.cbd.int/doc/decisions/cop-14/cop-14-dec-08-en.pdf>) - “a geographically defined area other than a Protected Area, which is governed and managed in ways that achieve positive and sustained long-term outcomes for the in situ conservation of biodiversity, with associated ecosystem functions and services and, where applicable, cultural, spiritual, socioeconomic, and other locally relevant values

Wales is developing a flexible framework for identifying and evaluating Other Effective Area - Based Conservation Measures (OECMs) as part of its commitment to the global 30x30 biodiversity target.

Core Principles of the Welsh OECM Framework are based on international guidance from the Convention on Biological Diversity (CBD) and IUCN

- ✓ **Voluntary Recognition:** OECMs are not legal designations but are recognised based on existing governance and biodiversity outcomes
- ✓ **Inclusive Governance:** Recognition is based on the consent of those managing the area—landowners, communities, NGOs, or public bodies
- ✓ **Long-Term Outcomes:** Areas must demonstrate sustained biodiversity benefits over time, ideally secured for at least 25 years
- ✓ **Evidence-Based Assessment:** Monitoring and reporting must show positive ecological outcomes using standardised methods

Identifying and mapping existing OECMs, as well as scoping the potential for new OECMs, will be needed. Understanding the diversity and nature of potential OECMs and considering challenges around stakeholder engagement and applying appropriate criteria and governance to enable recognition of land towards the 30 by 30 target will be critical.

Sample Evaluation Criteria for OECMs in Wales.

These evaluation criteria could potentially be useful as an approach to the identification and management of land that contributes to 30x30 in DLs.

- ❖ **Not a Protected Area:** Area must not already be designated (e.g. SSSI, SAC)
- ❖ **Effective Governance:** Clear management structure with biodiversity as a goal
- ❖ **Ecological Value:** Supports priority habitats, species, or ecosystem services
- ❖ **Durability of Management:** Long-term conservation secured through agreements or practice
- ❖ **Monitoring & Reporting:** Evidence of biodiversity outcomes and adaptive management

- ❖ **Community & Stakeholder Support:** Local engagement and co-management where applicable

Designated Sites

Whilst we would expect Natural Resources Wales to provide leadership in achieving the 30 by 30 target for Designated Sites (Special Area for Conservation, Special Protection Area and Site of Special Scientific Interest), both the National Park Authority and other Pembrokeshire Nature Partnership members all play a role through the facilitation and support of management both financially and practically and in some cases as the owners of protected sites.

For designated sites we anticipate the assessment and monitoring of condition and the achieving of favourable or favourable recovering status will provide a significant challenge.

4. Other Relevant Information

The Designated Landscape Biodiversity Deep Dive group is planning to carry out some further scoping work in relation to 30 by 30 in Designated landscapes (detail and timescale not yet available) and this study will need to take account of that approach.

Discussion around the 30 by 30 target both in Wales as whole and in relation to Designated Landscapes is live and on-going and you will need to keep abreast of and incorporate the latest thinking and guidance and, within reason, adapting the study where necessary.

5. Outputs

5.1 Objective 1: 30 by 30 Land Assessment Framework for the Terrestrial Environment

Deliverable: A proposal outlining a clear, step-by-step system for the **nomination, initial screening, and full evaluation** of land against Welsh and IUCN definitions contributing to the 30x30 conservation target within Pembrokeshire Coast National Park.

This will be done in consultation with the client group and based on the IUCN Good Practice Guidelines and the latest Welsh Government Guidance

The system must be able to accommodate a wide range of nominees (e.g Public body, NGO and private landowners) as well a variety of scales from an entire estate to a single field.

Provide a narrative and rationale for the system proposed.

5.2 Objective 2: Mapped Audit & Progress Narrative

Deliverable: A **GIS-based audit** of land **currently contributing** and **potentially contributing** ("candidate" land) to the 30x30 target. Include a **narrative report** that summarises current progress, baseline coverage, and strategic gaps. Apply **spatial analysis techniques** to resolve overlaps and duplication.

This will involve taking nominations from local public bodies including PNCPA and Pembrokeshire County Council, Natural Resources Wales, and NGO's such as the National Trust and Wildlife Trust.

We will also supply information on private land managed under our management agreements and conservation grant schemes to test their eligibility.

The client group will provide leads for a number of willing landowners with private sites which have the potential to fit the criteria. The aim will be to test the procedure using a range of representative sites rather than to exhaustively capture all private land which may potentially contribute. This may include private nature reserves, areas managed by the community, Section 106 planning agreements, church yards, MOD land etc.

Careful design of the data table associated with the layer will be required as this will provide the evidence base for monitoring and reporting on this target.

This layer will need to be easy to maintain and update as it will form part of our management system going forward.

Please ensure you budget sufficient time for this step.

5.3 Objective 3: Scoping Additional Candidate Land

Deliverable:

Identify and evaluate **additional land** that may be targeted for inclusion toward the 30x30 goal. Provide a **mapped output** of priority sites along with a **narrative justification** based on biodiversity value, ecological connectivity, and land-use feasibility.

A dual approach will be needed to identify priority areas:

1. Land Suitability -High-value sites will be identified using key datasets, including: Phase 1 and Phase 2 habitat mapping, NRW Resilient Ecological Networks, Ancient Semi-Natural Woodland records. This will highlight ecologically suitable and strategically important land.
2. Local Opportunity – identify practical opportunities and potential partnerships through engagement with the client group. E.g Estates and major landowners, Industry stakeholders (e.g. energy sector, MOD) and community and religious groups

Land suitability This should be mapped wherever possible. Any suitability models developed using GIS must be delivered in a reusable format to support ongoing updates and refinements

5.4 Objective 4: Strategic Action Plan

Deliverable:

Develop a detailed **action plan** guiding the National Park Authority on how to meet the 30x30 target. Include **short-, medium-, and long-term** milestones and recommendations for **monitoring, reporting, and governance**.

The action plan will consider all aspects of the ‘pipeline’ from securing additional nominations for land as well as moving land from candidate to full qualifying status.

We will need a system to enable us to keep up the integrity of the dataset and allow for confident monitoring and reporting.

5.5 Objective 5: Ecological Network Assessment

Deliverable:

- Assess the extent to which implementation of the 30x30 action plan will support the development of **Resilient Ecological Networks (RENs)**. Provide a narrative on the

landscape-scale benefits and gaps and suggest refinements to maximise ecological resilience.

Please note: Discussion around the 30 by 30 target both in Wales as whole and in relation to Designated Landscapes is live and on-going and you will need to keep abreast of and incorporate the latest thinking and guidance and adapting the study where necessary.

6. Output format

6.1 Outputs will be PDF reports including maps within the document. Editable Electronic copies of the report (Microsoft Word or Publisher) are required to facilitate translation, as well separate copies of included assets such as data, maps, images, etc.

6.2 GIS layers will also be provided to PCNPA (format to be agreed in advance with the client)

7. Timeline

Key Action	Date
2x small client group meetings	Dates to be confirmed at inception meeting
Inception meeting with contractor and client team (online)	Mid Oct
Proposal for 30 x30 Land Assessment Framework agreed	End Oct
Mapped audit and progress narrative	Mid Nov
Draft scope for additional target land	End Novt
<p>In person workshop with client group and selected additional partners to</p> <ul style="list-style-type: none"> • Share and confirm outputs 5.1 and 5.2 (Procedure and mapped audit) • Review draft of output 5.3, add to and refine information with local knowledge from the client group and partners. • Joint workshop on output 5.4 Action Plan <p>You will provide the structure and all materials for the workshop, chair the workshop, and collect and collate outcomes. We can provide a venue and refreshments and a list of invitees.</p> <p>Small group – Likely Max 20 people</p>	End Nov
Scoping of additional target land map and narrative complete.	End Dec
Strategic Action Plan drafted for comment	End Dec
Final report – Draft 1	Mid Jan
Comments by	End Jan

2 nd Draft	Mid Feb
Final comments	End Feb
Final report	Mid March

6. Budget

Indicative budget for the study is £36k inclusive of VAT (£30k). Selection will be in accordance with 'Evaluation of bids' below.

7. Suggested content of bids

It is suggested that bids should demonstrate / include the following (this is for guidance and not necessarily exhaustive): See also 'Evaluation of bids' below.

- a. The relevant strengths and track record of the consultant / team.
- b. An understanding of the brief.
- c. The method / approach the Consultant/s will take to achieve the outputs required.
- d. Outline report structure
- e. Approach to project management.
- f. A breakdown of costs, to include daily rates, allocation of staff time, expenses, travel, equipment, involvement of subcontractors etc.
- g. A specification of the support the Consultant/s would expect from the NPA and information they would require in undertaking the Strategy.
- h. Payment terms.
- i. Evidence of relevant indemnity cover.
- j. The Authority is committed to maximising social value and achieving Net Zero targets. Bidders are required to provide a detailed response explaining:

- i. How your organisation will generate community benefits and wider social value through delivery of this contract.
- ii. How your organisation will contribute to reducing carbon emissions.

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. This shall include, but not be limited to:

- initiatives to support local employment, apprenticeships, skills development, and training opportunities;
- actions to improve diversity, equity, and inclusion within the workforce and supply chain;
- opportunities for engagement with SMEs, VCSEs, or local suppliers;
- other relevant initiatives capable of delivering tangible and reportable benefits to the community.

8. Evaluation of bids

- General 10%
- Project Team, Experience & Capability 10%
- Response to the brief 60%
- Cost, Quality and Added Value 20%

See Appendix 1 - Evaluation Form for more detail

9. Conditions

9.1 The validity of the proposals shall be 90 days from the closing date.

9.2 The appointment will be by exchange of emails.

9.3 The Authority does not bind itself to accept the lowest 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 or fee bid.

9.4 Copyright for all work produced will rest with the Pembrokeshire Coast National Park Authority.

9.5 The appointed contractor 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 appointed contractor.

9.6 The applicant will be required to comply with the principles of the Authority's Welsh Language Standards including promoting and facilitating the use of the Welsh Language.

9.7 The selected applicant may provide all the services required or may sub-contract particular tasks. The lead applicant must be responsible for all of 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.

9.8 Applicants must not discuss their proposal with the National Park Authority Officers or Members or with third parties.

9.9 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.

9.10 The Freedom of Information Act 2000 applies to all the activities of the Authority.

9.11 Payments for services will be agreed on award of contract.

9.12 Applicants must advise in writing of conflicts of interests of company directors and all employees and their families who will undertake work for the Authority or any other Welsh Designated Landscape.

9.13 Any internal documents provided by the Authority are done so for the purposes of this study only, and should not be used in any other context nor shared without express permission. Upon completion of the study and delivery of the final report and accompanying maps/data/appendices, all internal documents provided by the Authority should be deleted. Internal documents include any documents, data, or map layers that have not otherwise been publicly shared.

Appendix 1 Evaluation Form

Introduction

This document should be used by Pembrokeshire Coast National Park Authority for the evaluation of proposals received in connection with the following Invitation to Tender:

- Assessment of progress and outline strategy for the delivery of the 30 by 30 target in Pembrokeshire Coast National Park

Response Evaluation

Suppliers and their responses are to be evaluated by PCNPA, and scores recorded using the format below. Scores are awarded in consideration of the criteria listed in Submission Requirements.

Item	Score
General (up to 10)	
Project Team, Experience & Capability (up to 10)	
Response to the brief (up to 60)	
Cost, Quality and Added Value (up to 20)	
Total	
Feedback and any further clarification questions	

Scoring Methodology

Each item will be scored out of 10, whereby:

0 – Requirements not addressed.

1 to 4 – Response falls short of standards required, in one or more major respects.

5 – Adequate, meets submission requirements in some respects, but lacking or inconsistent in others. This is the minimum acceptable score for any item.

6 to 9 – Response meets submission requirements in most respects to a good standard but may be lacking or inconsistent in some minor respects.

10 – Response meets all the requirements to a high standard.

Submission requirements

In the response to the Invitation to Tender (ITT) suppliers should:

General

- Submit only one proposal document
- Be clear on which sections are being responded to
- Complete the proposal in methodical order for ease of review
- Be concise in how questions are answered, please avoid adding too much unnecessary information
- Soft copies to be sent electronically only, hard copies cannot be accepted
- Attach only relevant documentation that is requested within the ITT, please avoid attachment of large unnecessary documents

Contribution to overall score = 10%

Project Team, Experience & Capability

- Detail the range of services relevant to this tender that your company can provide, and core areas of expertise
- Detail key staff and relevant qualifications, experience, and professional affiliations
- Clearly set out the extent to which key staff will play a leading role
- Provide at least three examples of past work relevant to the scope of this study.

Contribution to overall score = 10%

Response to the brief

- Provide a project plan depicting the key activities, deliverables and milestone dates
- Provide a clear narrative on how you intend to deliver the scope of works, including an outline of the approach taken for each of the five outputs:
 - Objective 1: 30 by 30 Land Assessment Framework;
 - Objective 2: Mapped Audit & Progress Narrative
 - Objective 3: Scoping Additional Candidate Land
 - Objective 4: Strategic Action Plan
 - Objective 5: Ecological Network Assessment

Contribution to overall score = 60%

Cost, Quality and Added Value

- Complete a pricing schedule, ensuring it is clearly itemised and aligned to the timeline and key activities set out in the project brief
- Clearly set out expenses, itemising major expenses
- Provide rates for people involved in the proposal
- Outline any data requirements beyond what is specified in this ITT or publicly available, and associated costs
- Explain any clear 'added value' services included within your proposal that will benefit outcome of this ITT.
- Evidence of maximising social value and achieving Net Zero targets

Contribution to overall score = 20%