



# Invitation to Tender

Specialist support to develop the  
Strategic Development Plan (SDP)  
Evidence Base for the North Wales  
Corporate Joint Committee

Evidence tasks 1 & 2

Reference: CJC-SDP-SS-AR01

Budget: £120,000 including VAT



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## Section 1

### Background

#### The North Wales Corporate Joint Committee and Ambition North Wales

The North Wales Economic Ambition Board partnership was established in 2012 to develop a regional approach to economic growth and to address the challenges and barriers facing the North Wales economy and operated under the Ambition North Wales brand name.

The partnership covered the six local authority areas of North Wales comprising the councils of Gwynedd, Anglesey, Conwy, Denbighshire, Wrexham and Flintshire. The partnership also included Bangor University, Wrexham University, Coleg Cambria and Grŵp Llandrillo Menai.

The North Wales Growth Deal is a tri-party agreement, signed in December 2020 between Ambition North Wales, UK Government and Welsh Government and has secured funding of £240million from Governments to invest in the North Wales economy as part of the £1bn deal.

The Portfolio Management Office, established to deliver the Growth Deal, delivers the strategic and operational activity of Ambition North Wales with a team of Programme and Project Managers delivering projects across a diverse portfolio, supported by a wider team of officers / staff.

In April 2024, the Economic Ambition Board became a Corporate Joint Committee, with new responsibilities for regional transport and strategic planning as well as a responsibility to enhance and promote the economic well-being of North Wales. The Corporate Joint Committee comprises of the six local authorities and the Snowdonia National Park Authority. The Corporate Joint Committee agreed to adopt the brand of Ambition North Wales.

On 1st April 2025 the Portfolio Management Office and the North Wales Growth Deal were transferred into the North Wales Corporate Joint Committee now known as Ambition North Wales.

More information about Ambition North Wales, the CJC and the North Wales Growth Deal is available on the website - [Ambition North Wales | Home](#).

The contracting authority on behalf of Ambition North Wales will be The North Wales Corporate Joint Committee.

#### North Wales Strategic Development Plan

The Corporate Joint Committee (CJC) has prepared a Delivery Agreement (DA) that defines how it will produce a Strategic Development Plan (SDP) for North Wales. This will be submitted to Welsh Government for formal approval later this financial year. To make the most efficient use of time whilst waiting for the DA to be approved, the CJC wishes to commence

preliminary work to assess the requirements for an evidence base to support SDP preparation.

## Section 2

### Project Objective

Ambition North Wales is seeking to procure a supplier to begin the work of preparing and reviewing the evidence base required to support SDP preparation. A six stage scoping brief has been prepared that identifies six sequential stages in evidence preparation where support is likely to be required, but at present this commission focusses in on the first two stages as these essentially involve building on preliminary work already carried out to support SDP and Regional Transport Plan (RTP) work, and to review the evidence that already exists with Local Planning Authorities and where there are potential gaps. The CJC has discussed this phase of work with Welsh Government who are comfortable that it is sufficient preliminary that it can take place in advance of formal approval of the DA.

### Scope of Work

The scope of this commission relates to stages 1 & 2 in Appendix 11 – Scoping for Consultancy Support:

Support Requirement Stage	Key content and outcomes	Further Context
1. Building on Work already undertaken	<ul style="list-style-type: none"> <li>a. Original Arup report and spreadsheet summarising LDP position by LPA</li> <li>b. Evidence Audit <ul style="list-style-type: none"> <li>i. Scope of likely evidence needed (Manual, POG document)</li> <li>ii. Review of each LPA LDP evidence base (existing and programmed)</li> <li>iii. Review of other relevant housing and employment data and forecasts</li> <li>iv. Gap analysis – identify gaps and need for investment</li> </ul> </li> <li>c. <b>OUTPUT – Audit report/summary spreadsheet identifying any additional or updated evidence base required and broad scope and estimated budget range for each.</b></li> </ul>	Building on the significant baseline already provided as part of the original commission and contract to provide support for both RTP and SDP preparation. There is excellent background contained in the North Wales Development Plan Review Data spreadsheet and in a technical note dated 10 May 2024. This work does not need to be repeated (save for minor updating of LDP positions etc) but forms the basis to look at the scope of evidence required to inform the development of an SDP. Key outcomes are to gain an understanding of what evidence is relevant for SDP preparation, what the LPAs already have that can be summarised at the regional level and advise what needs to be procured via specific work/commissions.
2. Methodology for developing a consistent evidence base across North Wales	<ul style="list-style-type: none"> <li>a. Review LPA approaches to evidence gathering, including data sources and currency, assumptions (for example behind employment forecasting, demographic analysis and housing needs assessments), timeframes for assessments, consultants, costs, software and data issues and compatibility and scope for economies The consultant should advise on areas of potential inconsistency that will require further review and areas where updates and further work beyond the respective plan periods may be required.</li> </ul>	Section 3.72-3.78 of the draft SDP manual covers the development of an evidence base and is relevant to the baseline scoping work to be undertaken in task 1 above. The key requirement here is to identify a way to bring all the relevant evidence and information together so that it 'tells the story' for the area and the plan, is easy to interpret and analyse, and provides a direct link to strategic objectives and policies. This will also help with updating and the scrutiny of the evidence at Examination, where Inspectors currently are presented with detailed background studies on various topics. This task will also need to consider what

Support Requirement Stage	Key content and outcomes	Further Context
	<ul style="list-style-type: none"> <li>b. <b>OUTPUT – Evidence base recommendations including proposed scope, methodologies and programme for additional evidence base work.</b></li> </ul>	<p>happens beyond the evidence that covers LDPs which may only span the short-medium term of the SDP plan period, and the practicalities of predicting or evidencing what may happen 20-25 years ahead. In particular, the need for and likely scope of regional housing market and needs assessments and employment needs assessment should be considered.</p> <p>This stage of work should also consider the programme for evidence base work (identifying key interdependencies) to inform the preparation of the Delivery Agreement.</p>

Please refer to Appendix 11 as that identifies all of the stages presently envisaged to support evidence preparation, which will set Stages 1 & 2 in a wider context.

### Budget

The budget for this contract is £120k (Inclusive of VAT) for the term of the contract. This is a fixed fee. Interested parties are also invited to express an interest in assisting the CJC with future stages set out in the brief, and to assist the CJC to include a very short narrative and indicative cost for each. NB This is not essential as part of this commission and non-submission will not impact the assessment of any proposals for stages 1 & 2.

### Engagement

Contact with the respective LPAs will be expected in terms of the need to understand the stage reached with LDPs and the currency of their respective evidence bases. It will also be essential to present the outcomes of this work to the CJC and in a format that Members can pick up on the key messages emerging.

### Additional Requirements

There should be a clear linkage from the outcomes of stage 2 that lead into stage 3 with the production of an issues and options report, highlighting areas where the CJC may need to invest in bespoke studies to fill gaps in the regionally summarised evidence.

### Key Outputs

See scoping brief for full description of requirement. In summary:

- Stage 1 outputs - Audit report/summary spreadsheet identifying any additional or updated evidence base required and broad scope and estimated budget range for each.
- Stage 2 outputs - Evidence base recommendations including proposed scope, methodologies and programme for additional evidence base work.

## Section 3

### Experience, skills, and any additional role requirements

#### Experience and knowledge

- A detailed knowledge of the development plans process in Wales including the policy hierarchy and how policy should be developed
- Experience of working on development plan evidence base and policy development, or similar evidence gathering exercises
- Experience of developing planning policy and strategy at a national and regional/greater than local scale, or similar strategic plans

- An understanding of the synergies required between the core functions of the CJC in terms of policy integration

#### Skills

- RTPI qualified (or similar) staff at a range of levels of experience
- Capacity to perform the required tasks efficiently and comprehensively
- Balancing taking a compliant approach to Welsh Government SDP guidance with the CJC's desire to take an innovative and example setting approach to developing an SDP

## Section 4

### Social Value

See Appendix 3 and 3a for information regarding the Social Value submission element.

## Section 5

### Timescales

It is envisioned that the timetable below will be followed:

**Table 1 – Timescales**

Applications open	2 <sup>nd</sup> October 2025
Question & Answer period closes	15 <sup>th</sup> October 2025 16:00
Application closing date	22 <sup>nd</sup> October 2025 16:00
Evaluation period	22 <sup>nd</sup> October 2025 – 31 <sup>st</sup> October 2025
Award	w/c 3 <sup>rd</sup> November 2025
Inception meeting / contract starts	w/c 10 <sup>th</sup> November 2025
Contract end	31 <sup>st</sup> March 2026

### Evaluation / Tender Process

How to submit:

1. Quality submission (**max 6 x A4 pages – Font Arial 12**)
  - a. Applicants should submit a proposal methodology for delivery of the scope as detailed in section 2.
  - b. Applicants should submit high level examples of previous delivery of the scope.
2. Price submission (**no page limit**)

- a. Applicants should submit one price **inclusive of VAT** which must be broken down and correspond to the requirements of Section 2 of this brief. The proposed costs should include all translation costs, and any associated costs and expenses expected to be included within the proposed fee.
3. Social Value submission (**max 1x A4 page - Font Arial 12**)
- a. Applicants should also submit a social value response explaining how you propose to deliver the Welsh Government and Regional procurement policy drivers and social value clauses and objectives during delivery of the contract.
  - b. Please refer to Appendix 3.3 for information regarding the Social Value submission.

Please refer to Sub-section 'Evaluation and Appointment' for more information on the scoring criteria and their individual weightings.

Section 6 and Appendix 10 contain a full document checklist of what you must submit as part of this tender. Please ensure you refer to this checklist throughout the process, particularly before you submit your proposal, to ensure you have completed & submitted all mandatory documents. Failure to submit mandatory documents may result in your submission being excluded from evaluation.

This opportunity is suitable for a consortium and / or an SME if evidence can be provided to demonstrate the scope can be delivered. In the case of a consortium, the main lead supplier would be expected to submit the application only (consortium member will be expected to be noted on the PQQ).

Responses, all documents and all correspondence relating to the tender must be written in English or Welsh. Tenders submitted through the medium of Welsh will be treated no less favourably than those submitted in English.

Applicants should consider only the information contained within this Invitation to Tender (ITT) and supporting documents, or otherwise formally communicated to you in writing when making your offer.

It is the responsibility of the Applicants to make sure that they have understood the ITT documents and that they complete them correctly. Applicants must seek clarification if they do not understand anything.

Ambition North Wales bears no responsibility for tender documents that are returned incorrectly completed.



### Questions

You may submit, by no later than **16:00 15<sup>th</sup> October 2025** any queries that you have relating to this ITT. Please submit such queries using the Q&A Function on Sell2Wales. As far as is reasonably possible, Ambition North Wales will respond to all reasonable requests for clarification of any aspect of this ITT and supporting documents, if made before the above deadline.

- Questions are received in an anonymous format.
- All questions and answers will be responded to and sent to all Applicants.

### Submissions

You must submit your response to this ITT via Sell2Wales by **16:00 22<sup>nd</sup> October 2025** in accordance with the provisions of this ITT. Ambition North Wales reserves the right to extend the deadline. Any extension granted will apply to all Tendering Organisations / Applicants. Ambition North Wales reserves the right to reject any responses received after the deadline.

- Submissions will only be accepted in accordance with the above instructions – no applications will be accepted by any other form.
- No tender will be considered unless submitted through the 'Postbox' Function on Sell2Wales – any tenders submitted by other means will not be considered.

### Evaluation and Appointment

Representatives from Ambition North Wales will be responsible for evaluating applications and appointing the successful Applicant as a result of the evaluation process.

Drawing from requirements noted in Section 2 & 3, all applications received will be evaluated on the following basis:

**Table 2 – Evidence for Submission**

Criteria & weighting	Criteria description	Score Available
<b>Quality – 80%</b>	Proposed methodology for delivering the scope of works as set out in section 2.	50%
	Evidence of successful completion of similar work and how this knowledge, experience and skills allow the Applicant to meet all contractual services.	50%
<b>Budget – 15%</b>	Overall price for scope of work.	70%
<b>Budget: £120kinclusive of VAT</b>		
A submission over the noted price above will not be considered.	Demonstrated breakdown supporting cost submitted.	30%

	See Appendix 5 – Scoring Matrix for further details.	
<b>Social Value – 5%</b>	Social Value response  See Appendix 3, 3a and 5 for information regarding the Social Value submission.	100%

The Evaluation Team will score each section or response. All questions will be evaluated in line with the methodology below and the score given will reflect the level of confidence instilled by the response(s) being considered. The generic interpretations of the criteria for the various levels of confidence are summarised in the following table:

**Table 2 – Quality Scoring Methodology**

<b>Score</b>	<b>Performance</b>	<b>Judgement</b>
<b>5</b>	Information provided excels at meeting the requirements.	Excellent
<b>4</b>	Information provided meets the requirements for delivering the service.	Good
<b>3</b>	Information provided but concerns that the company may lack certain essential requirements to achieve the required standard of service delivery.	Satisfactory
<b>2</b>	Brief information provided by concerns that the company lacks the knowledge or provision for the service delivery.	Doubtful
<b>1</b>	Information incomplete.	Poor
<b>0</b>	Fails to provide any information / information totally inadequate.	Fail

Ambition North Wales reserves the right to award the contract to the most advantageous proposal taking into consideration all quality aspects of the submission.

Ambition North Wales does not bind itself to accept the lowest or any submitted quotation in response to this brief.

Ambition North Wales will not reimburse any costs associated with the submission of a response to this request for a quotation.

The same scoring methodology will be used for scoring the Social Value element.

## Section 6

### Checklist

Before submitting your application, please ensure you have considered and submitted all of the below mandatory documents. You can keep track of what you have completed and/or submitted using Appendix 10 – Checklist.

Please take note of the page limits and do not exceed (any limits exceeded will not be considered for evaluation). To ensure fairness and consistency in evaluation, all Applicants are asked to complete their submissions using the Quality, Price and Social Value templates included within the pack (Appendices 1, 2 & 3). **Arial font, size 12** must be used.

As well as the appendices listed, it is also mandatory for you to provide:

- A copy of your organisation's up-to-date certificate of Professional Indemnity Insurance £1m **or** commit to obtain if successful in award.
- A copy of your organisation's Equality / Equal Opportunities policy.

Checklist	Action	Required for submission
Invitation to Tender	Read only. <b>It is advised you to read this first.</b>	<b>X</b>
Appendix 1: Quality (Technical) Submission	Please use this document to complete your quality (technical submission).	✓
Appendix 2: Price (Commercial) Submission	Please use this document to complete your Price (Commercial) submission.	✓
Appendix 3: Social Value Submission	Please use this document to complete your Social Value submission.	✓
Appendix 3a: Social Value Requirement	Read only. <b>It is advised you to read this before completing your social value submission.</b>	<b>X</b>
Appendix 4: Pre-Qualification Questionnaire (PQQ)	Complete & sign.	✓
Appendix 5: Scoring Matrix	Read only.	<b>X</b>
Appendix 6: Anti-Collusion Certificate	Complete & sign.	✓
Appendix 7: Draft Terms & Conditions	Read only.	<b>X</b>
Appendix 8: ANW Supplier Questionnaire	Complete & sign. See Section 7 – Supplier Database for more information.	Optional

Appendix 9: ANW Equal Opportunities Form	Complete. See Section 7 – Supplier Database for more information.	Optional
Appendix 10: Checklist / Index of Attachments	Read only.	X
Appendix 11: Scoping for Consultancy Support	Read only.	X
Professional Indemnity Insurance	Copy of your organisation's up-to-date certificate of Professional Indemnity Insurance £1m <b>or</b> commit to obtain if successful in award.	✓
Equality / Equal Opportunities policy	Copy of your organisation's Equality / Equal Opportunities policy.	✓

## Section 7

### Additional Information

#### Indemnity Insurance

It will be a condition on the appointment that the Applicant will hold the client indemnified against any claims arising from the commission, whether caused by negligence or otherwise. Confirmation should be given that the appointed Applicant carries professional indemnity insurance to a minimum sum of £1m or commit to obtain if appointed – this is not included in the page count limit.

#### Equal Opportunity

Applicants invited to quote must apply an effective policy of equal opportunity – in its dealings as an employer, in its use of volunteers and in the provision of its services – regardless of language, race, sex, sexual orientation, religious belief or as is practicable, any disability. A copy of the Applicant's Equal Opportunities Policy should be included with the quotation proposal – this is not included in the page count limit.

Applicants are invited to submit in either Welsh or English and will not be treated less favourably for applying in either language.

#### Freedom of Information

Applicants are reminded that Ambition North Wales is subject to the provisions of the Freedom of Information Act 2000 and the Data Protection Act 1998. The Applicant will need to comply with all applicable requirements of the Data Protection legislation Section 28 and Schedule 3 of Appendix 7 – Standard Terms and Conditions which sets out each party's

individual and joint obligations. This does not relieve, remove, or replace, a party's obligation under the Data Protection legislation.

### Confidentiality

The Applicant shall treat the Quotation Documentation as private and confidential.

The Applicant shall not disclose either:

- The fact that they have been invited to quote or release details of the Contract.

Or

- Details of their proposal in whole or in part prior to the award of the Contract by the Ambition North Wales or on receipt of notification that the Proposal has not been accepted as the case may be other than on an 'in confidence' basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing the Proposal.

In undertaking the commission, the appointed Applicants will agree not to disclose any confidential information to any third party without the prior written consent of Ambition North Wales. To the extent that it is necessary for the Applicant to disclose confidential information to its staff, agents and subcontractors, the Applicant shall ensure that such staff, agents, and sub-contractors are subject to the same obligations as the Applicant in respect of all confidential information.

### Conflict of Interests

To safeguard possible issues of commercial sensitivity, Applicants must disclose any interests or related commissions, which may have an impact on the conduct of the proposed study. This should include any involvement in developing the scope of work. You are required to complete the attached Anti-Collusion Certificate – Appendix 6 – this is not included in the page count limit.

### Terms and Conditions

The Standard Terms and Conditions of Contract are included in Appendix 7.

### Consortium Submissions

Ambition North Wales recognises that consortium bids are possible. In the case that a consortium bid is proposed, the PQQ sections must be answered by the party responsible for the relevant part. In the case of financial information, suitable information must be presented in order for Ambition North Wales to make a complete appraisal of the proposed consortium and its parts.

### Data Sources

All data sources used to inform the economic modelling/appraisals undertaken by the contractor for this commission are to be shared with Ambition North Wales on completion.

### Engagement with others

The successful contractor may need to engage and collaborate with existing advisors (internal and/or external) that support Ambition North Wales and Gwynedd Council to obtain relevant legal and/or financial information required to deliver the scope of works of this commission. Ambition North Wales will assist to facilitate any engagement and collaboration that is required.

### Supplier Database

Ambition North Wales has established a secure and confidential internal supplier database, with suppliers' consent, to retain key information for procurement purposes only. This database enables us to directly notify registered suppliers whenever a procurement notice is published on Sell2Wales.

If you would like your organisation to be added to this database, then please complete and return Appendix 8 – Supplier Questionnaire with your tender application as a separate document.

Please note this is not a compulsory element and will not affect your submission if you choose to complete it or not.

### Equal Opportunities

Ambition North Wales is committed to promoting equality, diversity, and inclusivity within our procurement process. To support this commitment, Appendix 9 – Equal Opportunities Form is also attached to help us assess and enhance inclusivity within our procurement activities. The responses offer a valuable opportunity for us to identify and better understand the barriers that SMEs may be facing and enables us to explore how we can offer appropriate support and guidance to help suppliers strengthen their capabilities in these areas.

If you would like to contribute to this ongoing assessment, then please complete and return Appendix 9 – Equal Opportunities Form with your tender application as a separate document.

Please note this is not a compulsory element and will not affect your submission if you choose not to complete it. Completion of the Equal Opportunities Form does not, and will not, influence any supplier's eligibility or standing in relation to any tendering opportunities with us.

### Attachments

Appendix 1 – Quality (Technical) Submission

Appendix 2 – Price (Commercial) Submission

Appendix 3 – Social Value Submission

Appendix 3a – Social Value Requirement

Appendix 4 – Pre-Qualification Questionnaire

Appendix 5 – Scoring Matrix

Appendix 6 – Anti-Collusion Certificate

Appendix 7 – Standard Terms and Conditions of Contract

Appendix 8 – ANW Supplier Questionnaire (optional)

Appendix 9 – ANW Equal Opportunities Form (optional)

Appendix 10 – Checklist

Appendix 11 – Scoping for Consultancy Support