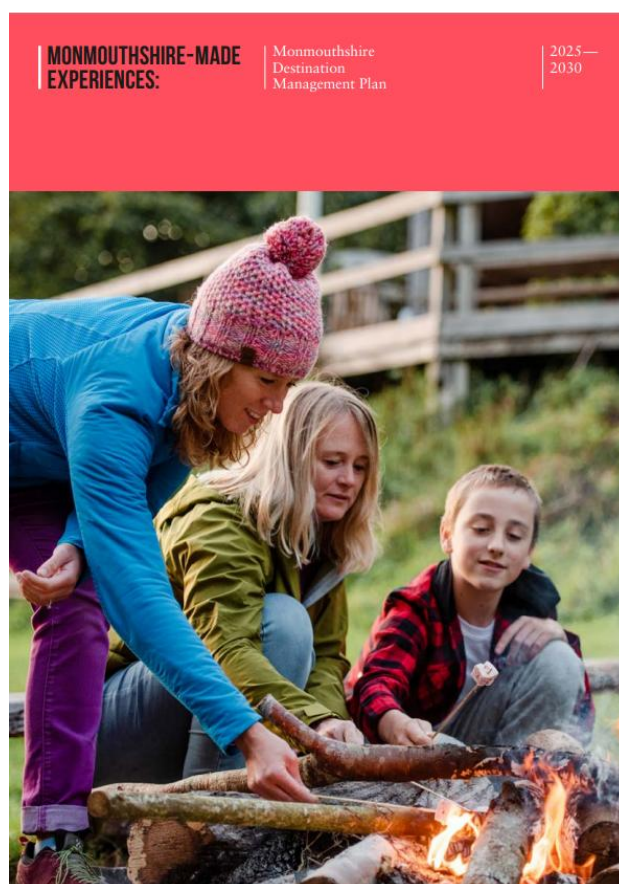




## **Monmouthshire County Council Request for Quotation**

**Title of Contract:  
Destination Policy Impact Assessment**



**Submission deadline:  
16<sup>th</sup> January 2026**



# Funded by UK Government

## Introduction

You are invited to quote for the provision of the goods, services or works goods/services detailed below. Your quotation must be received by the date and time specified. Quotations received after the deadline may not be considered. Monmouthshire County Council accept no responsibility for the late delivery of quotations and you are advised to make allowance for transit time.

## Submission instructions

Your quotation will be submitted by electronic means by the date and time specified via the [www.sell2wales.gov.wales](http://www.sell2wales.gov.wales) portal. If you require any further assistance, including technical advice on the uploading of information please use the Sell2Wales help desk on 0800 222 9004.

Quotations received after the deadline may not be considered. Monmouthshire County Council accept no responsibility for the late delivery of quotations.

Please ensure that you sign the document, failure to do so will make your "Request for Quotation" invalid.

Quotations may be submitted in Welsh and will be treated no less favourably than a quotation in English.

If a supplier requires a copy of the quotation document in Welsh please contact the originating Officer.

## Request for Information/Queries

If you have any questions or require any clarifications, these must be communicated electronically via the Sell2Wales portal. **Please note that telephone enquiries will not be accepted.** All questions and answers will be distributed anonymously to all suppliers. The Council will attempt to answer any queries or provide any information deemed reasonable within the time available.

## Confidential Details

The supplier (whether the quotation is accepted or not) and all other recipients of the quotation document (whether they submit a quotation or not) shall treat the details of the documents as private and confidential. Any quotation received in response to this enquiry shall be treated likewise by Monmouthshire County Council, except where requested in compliance with the Freedom of Information Act 2000.

### **Prices and costing**

Supplier to provide a detailed cost breakdown of their proposal, with costs shown excluding VAT, using the Supplier Response – Pricing Schedule.

Cost breakdown to include individual costs for each of the Key Deliverables as listed in the Scope of Works, with details of number of consultant days and associated rates.

The submission of this quotation will be deemed to be an undertaking that the offer includes for all costs and expenses for the activities/work specified.

The Supplier shall be deemed to have checked for and removed all errors from the quotation prior to submission. If the Council suspects that there has been an error in the Commercial Schedule, the Council reserves the right to seek such clarification as it considers necessary from that supplier only.

Where quotations appear to be abnormally low in relation to the supplies or services the Council shall require suppliers to explain the price or costs proposed in the quotation. The Council may reject the quotation where the evidence supplied does not satisfactorily account for the low level of price or costs proposed.

The quotation (including price) should remain valid for a minimum period of 90 days. If awarded, all prices submitted will remain fixed for the period of the contract.

Should additional work be required as a result of the contract, we would expect you to provide any subsequent quotation based upon these rates provided.

### **Awarding of contract**

Monmouthshire County Council will make the decision to award the contract based on the most economically advantageous offer, which will be based on the following weightings: Price 30%; Quality 70%. The Council is not bound to accept any quotation.

No quotation shall be deemed to have been accepted unless such acceptance has been notified to the supplier in writing.

### **Payment Terms**

Subject to satisfactory state/condition the payment terms will follow the Monmouthshire County Council's payment terms which are net 30 days payable by BACS (alternative payment methods are available upon request)

All prices are to be stated in sterling **exclusive** of Value Added Tax.

In addition, staff day and hourly rates are to be supplied to allow the calculation of fees for any additional duties instructed by the Client not covered in this Project Brief.

The Council reserves the right to withhold payment for work considered to be unsatisfactory in quality. The Council also reserves the right to curtail or terminate the commission at any stage if they are not satisfied that work is being undertaken in accordance with the Project Brief.

### **Expenses and Losses in Quotation**

Monmouthshire County Council will not be responsible for or pay for expenses or losses that may be incurred by a supplier in the preparation of this quotation exercise, or subsequent interviews relating to the appointment of a preferred provider for this service.

### **Terms**

The contract will be governed by the council's Standard Terms and Conditions, available on request.

By providing us with a quotation you agree to be bound by the councils Terms and Conditions which will apply to any contract awarded to you after you have provided us with our quotation.

### **Insurance**

It is a condition of the contract that if successful you must have insurance at the following levels:

- Employers Liability - £10,000,000 (it is a legal requirement for business to have a minimum £5,000,000 level of cover, however Sole Traders are exempt)
- Public Liability - £5,000,000
- Professional Indemnity - £1,000,000

Failure to evidence that these insurances are in place at the point of award will result in the immediate termination of the contract / framework. Failure to maintain the required insurance through the life of the framework / contract will also result in immediate termination of the contract / framework.

Please upload copies of the insurance certificates into the attachment area along with your quotation.

### **Economic & Financial Standing**

Provide your Dun & Bradstreet (DUNS) registration number. If you are not currently registered, you must obtain a free DUNS number for your business by visiting [www.dnb.co.uk/Forms/DUNS\\_Request.asp](http://www.dnb.co.uk/Forms/DUNS_Request.asp).

### **Welsh Language Requirements**

The Successful Tenderer will need to ensure that services provided through this contract are compliant with the Authority's Welsh Language Scheme for the Welsh Government and moving forward the Welsh Language Standards where applicable.

### **Freedom of Information Act**

The Authority is committed to open government and operates under a Code of Practice on Public Access to Information to meeting their responsibilities under the Freedom of Information Act 2000. Any information that Tenderers submit as part of their response may need to be disclosed in response to a request under the Act.

### **Background**

Monmouthshire is a border county located in South-East Wales with a population of approximately 92,000. It is a largely rural county, interspersed with four market towns and a number of villages. In 2024, 2.28 million visitors came to Monmouthshire, spending 3.53m visitor days in the county, generating more than £352 million benefit for the local economy, and supporting 3,422 full time equivalent (FTE) jobs. (Spend by visitors in Monmouthshire supports approximately 15% of jobs in the county).

2024 STEAM figures show continued recovery of Monmouthshire's visitor economy post-pandemic with the economic impact of tourism increased by 1.9% and the economic impact per visitor day increased by 6.9% compared with 2023.

Over the past ten years there's been a 28% real terms increase in the value of tourism in Monmouthshire. The County recovered faster from the pandemic than other parts of South-East Wales and it has significantly outperformed region-wide growth levels over the same period. Growth since 2015 has mostly been driven by a surge in non-serviced accommodation, including a 121% increase in self-catering capacity, although recovery of the county's serviced accommodation helped maintain growth in 2024.

The significant increase in capacity and performance of Monmouthshire's self-catering accommodation post Covid has driven the strong recovery and continued growth of the county's visitor economy to deliver a range of benefits for locals. At the same time however it has begun to impact negatively on local housing supply and affordability (as it has across many other popular tourist destinations in Wales).

A wide range of radical policy changes (across the planning, property and taxation systems) have been introduced by Welsh Government specifically to address the post pandemic proliferation of second homes and the associated problems of unaffordable housing across Wales. In addition, a range of other policies recently introduced by Welsh and UK governments to improve quality, environmental performance and safety standards also impact (individually and cumulatively) on Wales's visitor economy businesses.

Key policy changes affecting the sector include a significant increase in the non-domestic rate occupancy threshold for short term holiday lets (increased from 70 to 182 days), a council tax premium applied on (long term empty and) second homes, increased NI employer contributions, the introduction of Article 4 Directives and a new land use planning class for self-catering accommodation, the abolition of the Furnished Holiday Lettings tax regime, new waste recycling legislation, new Energy Performance Certificate requirements and fire safety regulations, business rate increases, the introduction of statutory registration (and future licensing) of visitor accommodation in Wales and from 2027 the potential introduction of a visitor levy on overnight stays (in local authority areas of Wales which decide to introduce the charge).

Fig 1 below (Policy Impacts on the Self-Catering Holiday Accommodation Sector in Wales & England) illustrates the proliferation of policies introduced by UK and Welsh Government which impact on the self-catering sector and estimates their relative impact.





Self-catering bedspaces continued to increase in Monmouthshire between 2023 and 2024, but demand has not kept up with supply so that in 2024 average occupancy fell to 52% (compared with 72% for serviced accommodation). This made it increasingly difficult for individual self-catering properties to achieve the required 182 days occupancy threshold to enable them to remain eligible for non-domestic rates.

Self-catering operators in Wales are disproportionately impacted by recent policy changes. The impact is exacerbated in border counties like Monmouthshire, where it's difficult for businesses to pass on the additional costs of compliance and regulation onto their customers as they are competing with English self-caterers operating close by who are unaffected by most of the changes.

In 2024, Monmouthshire's serviced sector showed the first real signs of recovery post pandemic, which helped maintain economic growth in the county when self-catering performance began to dip. The need to increase serviced accommodation capacity was identified in Monmouthshire's Tourist Accommodation Development Opportunities Report in 2012 and while there's been some refurbishment and improvement in quality since then, there's been no significant increase in capacity, so non-serviced accommodation which makes up 72% of all visitor accommodation in the county, continues to generate the lion's share of the economic benefits of tourism.

With a new [Destination Management Plan 2025-2030](#) (the strategic Plan which guides management of the destination for residents and visitors) recently approved, this is an opportune time to assess the potential impact of recent policy changes on Plan priorities and objectives, and on the county's ability to achieve specified growth targets over the next five years. With new legislation recently receiving Royal Assent giving powers to Welsh local authorities to introduce a visitor levy from 2027, there is in addition a need to evaluate the likely social, economic and environmental impact of a levy on the local area to help inform any future decision the council makes. (MCC Cabinet has publicly ruled out being an early adopter of the visitor levy and confirmed that it will not consult with communities on the introduction of a levy during the current administration).

### **Scope of Works**

Monmouthshire County Council wishes to commission consultants to undertake a Policy Impact Assessment to estimate the impact of recent legislation and tax changes on the county's visitor economy businesses and to test the priorities, objectives and targets set in the recently approved Destination Management Plan 2025-2030 within the context of a fast changing and more challenging policy environment. The council also requires an evaluation of different funding options and destination management models to enable delivery of the new Plan and is seeking recommendations on the types of business support that will be required to underpin future sustainable growth of the county's visitor economy.

Consultants with relevant research experience and a thorough understanding of recent and planned legislative and taxation changes affecting the tourism industry in Wales are invited to submit proposals.

Consultants should note that their submissions are made at risk, and that no fees are payable at this stage of the process.

### **Key deliverables and objectives of the research:**

1. To understand and estimate the impact of recent policy changes on visitor economy business viability, visitor accommodation capacity and destination performance to understand how this might affect the county's ability to deliver Destination Management Plan priorities, objectives and targets.
2. To estimate the likely impact of any reduction in self-catering capacity on local housing supply.
3. To engage directly with 30 (minimum) key Monmouthshire accommodation businesses plus survey a representative sample of other



Monmouthshire visitor economy businesses to identify and make recommendations on the types of support that will be required to underpin sustainable growth of Monmouthshire's visitor economy in a more challenging regulatory and taxation environment. This engagement will also need to identify any process, procedural or policy changes which lie within the powers of Monmouthshire County Council to assist local visitor economy businesses. (Engagement with businesses will be managed in collaboration with Monmouthshire Destination Management officers using existing database contacts and communication channels).

4. To identify and evaluate all potential sources of funding and destination management models capable of delivering Monmouthshire Destination Management Plan 2025-30 priorities, objectives and targets. This evaluation needs to include an assessment of the likely social, economic, environmental and equality impacts associated with recent policy changes.

The consultants will need to ensure that the final report and all other material produced is bilingual, and that any public events are held bilingually (e.g. consultation).

The consultants will need to attend regular meetings with the client and report on progress and financial management of the contract.

#### **Submissions should include:**

A brief statement of the proposed methodology, programme of work and approach to the research.

Details of the time (in hours) to be allocated to different activities within the project by assigned personnel and associated costs

A summary of itemised and total costs

Confirmation that the work can be completed and the final report submitted to the client by late March 2026.

#### **Contract management & Review**

#### **Provisional Project Delivery Timetable**

Stage	Dates/Time
Contract Start	26 <sup>th</sup> January 2026

Inception Meeting	27 <sup>th</sup> January 2026
Draft report received by client	20 <sup>th</sup> March 2026
Final report received by client	27 <sup>th</sup> March 2026
Final invoice by	27 <sup>th</sup> March 2026

### Procurement Timetable

This timetable is indicative only. The council reserves the right to change it at its discretion.

Stage	Dates/Time
Issue of Request for Quotation	22 <sup>nd</sup> December 2025
Deadline for Clarification Questions	13 <sup>th</sup> January 2026
Closing date for Submission of Tender	16 <sup>th</sup> January 2026
Award of Contract	21 <sup>st</sup> January 2026
Contract Commencement	26 <sup>th</sup> January 2026

### Award Criteria

All quotations will be evaluated and awarded on the basis of the most economically advantageous offer, not lowest cost, assessed on the following award criteria.

Price: 30% (please refer to Pricing Schedule below)  
Quality: 70%

See separate **Scoring Methodology** document detailing the scoring methodology to be used by MCC for the evaluation of responses, available from the Sell2Wales portal.

Technical (Quality) responses will be evaluated on the following basis:

QUALITY 70%	Quality will be measured against the following criteria which have been weighted according to relative importance as follows:	CRITERIA SCORE
<b>Q1 Experience</b>	Please describe how your previous experience of, and knowledge gained from, working on similar previous projects will benefit the successful delivery of the services required under this contract as described in this document, giving examples of recent similar projects that you've completed.	<b>30%</b>

	<i>Please limit your answer to a maximum of 2 sides of A4 (minimum font size 11, Arial, single spacing).</i>	
<b>Q2 Resources</b>	<p>Please identify the qualified personnel that will be assigned to deliver the work for this contract, the roles and responsibilities they will undertake along with the skills, knowledge and experience they will bring to the project.</p> <p><i>Please limit your answer to a maximum of 2 sides of A4 (minimum font size 11, Arial, single spacing).</i></p>	<b>25%</b>
<b>Q3 Project Management</b>	<p>Clearly describe the process that you will follow to successfully deliver the contract. To include:</p> <ul style="list-style-type: none"> <li>• Confirmation of your ability to deliver the work within the timescales outlined.</li> <li>• Description of how you would intend to deliver this contract.</li> <li>• Provide a Work Programme Plan outlining key stages of the work and indicative timeline/dates.</li> </ul> <p><i>Please limit your answer to a maximum of 2 sides of A4 (minimum font size 11, Arial, single spacing).</i></p>	<b>25%</b>
<b>Q4 Risk Management</b>	<p>Outline your approach to Client risk management and include a risk register covering no more than the top 10 risks and how you would propose mitigating for these risks.</p> <p><i>Please limit your answer to a maximum of 1 side of A4 (minimum font size 11, Arial, single spacing).</i></p>	<b>10%</b>
<b>Q5 Communication and Stakeholder Engagement</b>	<p>Please describe how you will ensure consistent communication with the client and appropriate engagement with all required key stakeholders during the delivery of the contract. Provide a communication plan.</p> <p><i>Please limit your answer to a maximum of 1 side of A4 (minimum font size 11, Arial, single spacing).</i></p>	<b>10%</b>

**PRIVATE & CONFIDENTIAL**

**SUPPLIER RESPONSE**

Suppliers shall evidence within the spaces provided below **specific** responses to the above questions:

**Q1**

**Q2**

**Q3**

**Q4**

**Q5**

## **SUPPLIER RESPONSE - PRICING SCHEDULE**

<b>Description (cost breakdown)</b> <i>Add additional lines as required</i>	<b>Price (£) excluding VAT</b> <b>(Including all reasonable expenses)</b>
<b>TOTAL:</b>	<b>£</b>

**Please confirm this offer value in writing:**

.....pounds and ..... pence.

**Company Name:** .....

**Address:** .....

.....

**Contact name:** .....

**Tel:** .....

**Email:** .....

**DUNs Registration Number:** .....

I certify that this offer provides an accurate cost for provision of all the goods or service requested in this quotation, all associated costs in providing this offer, and any subsequent pre-contract meetings;

I also confirm that this offer remains open for a period of 90 days

**Signed:** .....

**Position:** .....

**Date:** .....

### **Non-Collusion Declaration**

**CLIENT: MONMOUTHSHIRE COUNTY COUNCIL**

**WORKS: Destination Policy Impact Assessment**

**RETURNABLE:**

The essence of the process is that the customer shall receive bona fide competitive tenders from all firms. In recognition of this principle, we certify that this is a bona fide tender, intended to be competitive, and that we have not fixed or adjusted the amount by or under or in accordance with any agreement or arrangement with any other person. We also certify that we have not done and we undertake that we will not do at any time before the returnable date for this tender any of the following acts:

- a) Communicating to a person other than the person calling for these tenders the amount or approximate amount of the tender.
- b) Entering into any agreement or arrangement with any other person that he shall refrain from submitting a tender or as to amount of any tender to be submitted.
- c) Offering or paying or giving or agreeing to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other submission for the said work any act or thing of the sort described above.

In this certificate, the word ‘person’ includes any persons and anybody or association corporate or incorporate; and “any agreement or arrangement” includes any such transaction, formal or informal, and whether legally binding or not.

Signed: .....

On behalf of: .....

Date: .....



**APPENDICES**