A logo for a park

Description automatically generated

18 December 2023

**INVITATION TO QUOTE FOR:   
South Downs Way National Trail user data and analysis**

You are invited by South Downs National Park Authority to quote for the provision of services detailed in the attached brief documentation. Your quotation must be received by **12 noon on Friday 5 January 2024.** It is the responsibility of all suppliers to ensure that their quotation response is received no later than the appointed time. South Downs National Park Authority may undertake not to consider quotations received after that time.

South Downs National Park Authority are not bound to accept the lowest priced or any quote and shall not be bound to accept the supplier as sole supplier. Prices quoted shall remain firm for the duration of the contract. Prices given should be exclusive of VAT.

The quotation will be evaluated using the following criteria and weightings:

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Weighting** |
| Details of relevant experience/track record of similar work | Pass/Fail |
| Approach to the contract | 40% |
| Project resourcing | 20% |
| Cost | 40% |

By providing us with a quotation you agree to be bound by South Downs National Park [Standard Terms and Conditions](https://www.southdowns.gov.uk/wp-content/uploads/2021/06/SDNPA-Contract-Terms-and-Conditions-2019.pdf) which will apply to any contract awarded to you after you have provided us with our quotation.

Enquiries and returns regarding this Invitation To Quote should be made through the SDNPA “In-Tend” portal at <https://in-tendhost.co.uk/southdowns>

Yours sincerely

Rebecca Osborne

Procurement Officer

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**INVITATION TO QUOTE (ITQ)**

**South Downs National Park Authority**

**South Downs Way National Trail user data and analysis**

**Background**

The South Downs Way (SDW) is one of 17 National Trails in England & Wales designated by the Secretary of State under the 1949 National Parks and Access to the Countryside Act. They are internationally recognised flagship long distance routes though the UK’s finest landscape. They are primarily off-road routes for walkers, but the SDW is one of two designated as long-distance bridleways open to walkers, cyclists and horseriders. The SDW runs for over 100 miles the entire length of the South Downs National Park between Winchester and Eastbourne.

The South Downs National Park Authority (SDNPA) oversees the management of the SDW on behalf of the 3 highway authorities, Hampshire, West Sussex and East Sussex. The Authority has collected data on users of the SDW for some time. This includes user numbers, types of user and direction of travel, distance travelled, No. of overnight stays and expenditure. This data has been collected using occasional face to face surveys, On-line user feedback questionnaires and a network of automated physical people counters.

This collected data is used in the following ways : -

* To establish the busiest parts of the trail, to help direct resources.
* To give an overall estimate of the number of users, to support requests for funding.
* To estimate the economic value of the trail to the National Park and regional economy.
* To evidence the number of people potentially affected by proposed developments.
* To help inform regional travel, sustainable tourism and business development strategies.
* To help inform estimates of the health benefits of the SDW (to support case for funding).

Our current network of 10 people counters are now at the end of their serviceable life and the cost of replacing them all is prohibitively high. We are therefore looking for alternative ways to obtain the required data.

**Scope**

We wish to appoint a service provider to undertake the following:

An initial one off ‘pilot’ analysis of available mobile phone location data for 2022 and 2023 to provide insights into the estimated total number of users of the SDW, along with insights into user’s distance travelled to reach the SDW, proportion of users that are regular users and proportion of users that have completed the whole route or substantial section of the route.

The SDW should be broken down into 12 individual locations in order to analyse the data, which include busy and remote locations across the whole length of the SDW. These locations are, from west to east, Cheesefoot Head, Old Winchester Hill, Butser Hill, Harting Down, Graffham Down, Rackham Hill, Chanctonbury Ring, Devil’s Dyke, Streat Hill, Firle Beacon, Haven Brow (Seven Sisters), Warren Hill (Eastbourne Downland). GIS layers of the SDW can be provided.

**Outputs required**

A summary report in pdf format to include:

* + Clear methodology for analysing the data.
  + Record of number of data points analysed.
  + Clear statements of any assumptions made.
  + Total number of data points analysed and estimate of total number of users of the SDW per month and per year for 2022 and 2023.
  + Estimate of the number of repeat visitors to give a total yearly number of visits and total number of unique visitors.
  + Busiest section of the SDW per month, based on the 12 locations in the ‘scope’.
  + Estimated number of long-distance users (defined as those that complete more than half the SDW within a year) per year.
  + An analysis of the distance users travel to visit the SDW, to include the number of day visitors versus number that stay away from home overnight.
  + List of visitors ‘home’ locations.
  + List of the top 10 ‘gateway’ towns or villages from where visitors start their trip to the SDW.
* Total estimate for the number of people that complete the whole SDW in one continuous trip versus the total estimate that complete the whole SDW in multiple separate trips.
* An estimate of the total % of visitors on mountain bikes or E-bikes.
* An analysis of visitors socio-economic category based on their ‘home’ location.

**Key timescales**

We aim to let the contract by mid January 2024.

The analysis and completed report must be received by 31st March 2024.

**Cost**

Quotations should not exceed £20,000.

Bidders should provide their total cost excluding VAT.

In addition, for information only, bidders should submit a price for providing the above information on an ongoing regular basis, either through a live on-line dashboard, or through quarterly or yearly summary reports.

**Invitation to quote**

In no more than 4 pages, please outline your approach to delivering this brief covering specifically:

* Your approach to this project
* Resources you will be deploying on this project
* Your ability to deliver this project to time
* Two examples of projects you have undertaken of a similar nature.

Any queries relating to the project must be made via the In-tend portal and any subsequent clarifications will be notified likewise (you will receive email notification from the In-tend system should this be the case). The deadline for queries about this contract is **Friday 8 December 2023**.

All submissions must be made via our e-Procurement portal In-tend and must be submitted by **12 noon on Friday 5 January 2024**.

We will evaluate invitations to quote based on the following criteria:

* Details of relevant experience/track record of similar work Pass/Fail
* Approach to Contract (40%)
* Project Resourcing (20%)
* Cost (40%)

You will be notified of the outcome of your submission by **Monday 21 January 2024**.

**Feedback**

SDNPA values suppliers and the Procurement team is keen to obtain feedback to enable us to apply any lessons learned to improve and evolve our service. The successful bidder will receive a short questionnaire at the end of the contract period and we would greatly appreciate you taking time to complete the questionnaire with your feedback.