

Request for Tender for the provision of

***Development of an Outdoor
Recreation Strategy
for County Wicklow***

Tender Procedure: Open procedure

Tender Deadline: 1pm on Friday 17th August 2018



County Wicklow Partnership

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1. Overall Aim

- 1.1. This strategy aims to provide an effective and sustainable framework to maximise current and future opportunities for the participation of outdoor recreational activities in Wicklow, whilst striving for the conservation and protection of the natural environment and cultural heritage.
- 1.2. The strategy aims to build on the aims and objectives of the Co. Wicklow Outdoor Recreation Strategy 2009-2013.
- 1.3. The Co. Wicklow Countryside Recreation Strategy should reflect the vision and objectives of the National Countryside Recreation Strategy published by Comhairle na Tuaithe in 2006 and the Sport Ireland Trails Strategy.
- 1.4. The Co. Wicklow Countryside Recreation Strategy should focus on key objectives to be achieved during the period of 2019-2024.

2. Context

- 2.1. County Wicklow offers recreational users the opportunity to engage in adventure activities in various topographical environments, such as mountain terrains, peatland, lake lands, whitewater rivers and diverse coastlines. The Wicklow Mountains form the largest continuous upland region in Ireland and is considered to be the most used location in the country for recreational activities as a result of its close proximity to the urban district of Dublin City.
- 2.2. In Wicklow today, Outdoor Recreation objectives for the county are coordinated and implemented by the Wicklow Outdoor Recreation Committee (WORC), comprised of representatives from key stakeholders in outdoor recreation in the district. This group oversees countywide plans to enhance the user experience of outdoor recreation for residents and visitors to the county.

- 2.3. WORC has functioned as the implementing body for the current Outdoor Recreation Strategy 2009-2013. Since this documents inception, a considerable shift has taken place in the Outdoor Recreation environment throughout Ireland, with ever increasing participant numbers every year. The type of adventure product sought by potential tourists to the county has also shifted since the last strategy, as a greater number of visitors seek out unique adventure experiences. WORC now hope to realign its aims and objectives as a result of an updated strategy. There is therefore a need to agree a strategic framework to ensure proper management and consideration of recreation in the Wicklow countryside.
- 2.4. In comparison to most other counties, Wicklow has a high proportion of its land in public/state ownership. Much of this land is currently used for recreational purposes e.g.
- a) Coillte Forests & Parks
 - b) Lands managed by National Parks & Wildlife Service including Wicklow Mountains National Park, National Nature Reserves etc.
 - c) Wicklow County Council lands
 - d) E.S.B. (Blessington Lakes area)
 - e) Department of Defence lands (Glen of Imaal & Kilbride)
- 2.5. Wicklow is home to Irelands Oldest National Waymarked Way, “The Wicklow Way”. This is a 131km route spanning the Wicklow Mountain Range from north to south. For many, this is often referend to as Ireland’s Camino, and has seen a significant increase in overseas numbers since the Outdoor Recreation Strategy 2009-2013.
- 2.6. One of the key visons in Wicklow’s Statement of Tourism Strategy and Work Programme 2017 – 2022
- “Our vision is to make Wicklow the number one choice for visitors seeking an idyllic escape that harmonises a wide range of outdoor pursuits in County Wicklow’s world-class natural arena”*
- 2.7. Use of privately owned land is an important component in the availability of countryside recreation activities in Co. Wicklow. Any strategy developed should be founded on the principle of access to private land with landowner consent. Private landowners should be involved in the strategy development process through representative bodies such as the IFA and Wicklow Uplands Council’s Farming and Landowning Panel.

- 2.8. Some communities and private landowners have taken advantage of the visitor numbers to their areas, however there is further scope for private landowners to become involved in the provision of recreational activities/accommodation.
- 2.9. Wicklow is home to a sizeable number of private/commercial outdoor recreational businesses, as well as been used as a training/ exploration location for adventure providers based outside of the county.
- 2.10. The Wicklow countryside is regularly used as a location for education and youth activities, as well as a venue for local sports clubs.
- 2.11. Wicklow is often used as a film location venue, such as the Vikings TV series.
- 2.12. Wicklow is home to a number of international competitive adventure sports events, such as the Wicklow 200, Lap of the Gap, Wickow Way Race and the Volvo Round Ireland Race.
- 2.13. These organisations have existing projects, policies and management plans that should be considered in the development of a strategy including:
 - a) Wicklow CC County Development Plan 2016-2022
 - b) Wicklow CC Green Infrastructure Development Plan Strategy
 - c) County Wicklow Heritage Plan 2017-2022
 - d) Local Economic and Community Plan 2016 to 2022
 - e) Wicklow CC Statement of Tourism strategy and work programme 2017 - 2022
 - f) Wicklow Mountains National Park Management Plan
 - g) Coillte Dublin/Wicklow District Plan
 - h) Mountaineering Ireland's vision for the future of Ireland's mountains and upland areas
 - i) Wicklow Tourism Development Strategy 2006-2011
 - j) Helping the Hills; Principles to guide the management of path erosion in Ireland's upland areas (March 2014)
 - k) Irish Water Safety- Strategic Development Plan 2018-2022
 - l) Wicklow CC Maritime Strategy (currently in development)

3. Objectives

The various stakeholders in outdoor recreation in Wicklow wish to ensure that;

- 3.1. countryside recreation in Co. Wicklow is managed in a way which provides a high quality and consistent experience for all recreational users

- 3.2. countryside recreation in Co. Wicklow is developed and managed in an environmentally sustainable and responsible manner
- 3.3. new and developing facilities for countryside recreation in Co. Wicklow are resourced, supported, provided and managed in a strategic way and
- 3.4. the public’s awareness of countryside recreation opportunities within Co. Wicklow is raised and participation in countryside recreation by well-informed users is encouraged.
- 3.5. Recreational users gain a greater insight to the natural and cultural heritage of the Wicklow landscape through their activities
- 3.6. The wide use and recognition of the Wicklow Outdoors Brand, both nationally and internationally.

4. Key requirements

The consultant is charged with the development of a 5-year strategy for Outdoor Recreation for County Wicklow. In the development of this strategy, the consultant is to identify the current and future provisions of Outdoor Recreation in County Wicklow.

4.1. Current position

- 4.1.1. Examining the nature and extent of existing countryside recreation provision within Co. Wicklow. The proposal should include details on how mapping could be used to show the locations for different recreation activities. Please note the strategy must consider the full range of activities that depend upon access to a natural resource for their facility base. While not an exhaustive list, this includes the following land, water and air activities

<i>Air sports</i>	<i>Land activities</i>	<i>Water activities</i>
<i>Aeromodelling</i>	<i>Birdwatching</i>	<i>Canoeing</i>
<i>Aviation</i>	<i>Clay Pigeon shooting</i>	<i>Coarse angling</i>
<i>Ballooning</i>	<i>Countryside walking</i>	<i>Game angling</i>
<i>Gliding</i>	<i>Field Archery</i>	<i>Jet skiing</i>
<i>Hang gliding</i>	<i>Field sports including</i>	<i>Rowing</i>
<i>Microlighting</i>	<i>deer stalking, grouse</i>	<i>Sailing</i>
<i>Parachuting</i>	<i>shooting, falconry etc</i>	<i>Sea fishing</i>
<i>Hang-gliding /</i>	<i>Hillwalking</i>	<i>Sea kayaking</i>
<i>Paragliding</i>	<i>Horse riding</i>	<i>Sub aqua</i>
<i>Popular flying</i>	<i>Mountain running</i>	<i>Surfing</i>
<i>Drone Racing</i>	<i>Mountain biking</i>	<i>Swimming</i>
<i>Base Jumping</i>	<i>Off-road cycling</i>	<i>Water skiing</i>

Orienteering
Rockclimbing
Adventure Racing
Motorsport

Wind surfing
Coasterring
Gorge Walking
Stand Up Paddleboard

- 4.1.2. Consideration must also be given throughout the audit to:
- a) identifying the level of casual and informal recreational activity, including usage patterns.
 - b) the opportunities and provision for disabled access.
- 4.1.3. Through direct consultation, identifying and assessing the responsibilities, involvement and aspirations of the key providers, landowners and managers involved in countryside recreation within Co. Wicklow.
- 4.1.4. identifying and examining the current signage for recreational activities within the county, and recommend a common brand image throughout the county.
- 4.1.5. assessing the current level of information available on countryside recreation opportunities in the area and recommending how this could be improved on, if necessary, in the future.
- 4.1.6. consulting with private landowners, local community groups and recreational users.
- 4.1.7. Identify the provision of Outdoor Education mechanisms in the county, and make recommendations on infrastructure improvement
- 4.1.8. Consideration must be given to other related national strategies and policies e.g.
- a) Project Ireland 2040 National Planning Framework
 - b) Irish Sports Council, 'Irish Trails Strategy', 2007.
 - c) Coillte's Recreation Policy
 - d) Fáilte Ireland Tourism Development & Innovation 2016-2022
 - e) Heritage Council's Strategic Plan, 2018-2022
 - f) The Outdoor Recreation Framework for Public Lands and Waters

4.2. Future Development

- 4.2.1. developing a vision for where outdoor recreation in Co. Wicklow will be in 2025.
- 4.2.2. identifying the demand for future countryside recreation provision within Co. Wicklow and determining the potential for the future sustainable development of countryside recreation opportunities within Co. Wicklow.
- 4.2.3. making recommendations on how current visitor management issues could be addressed in the context of a continued increase in recreational activity.
- 4.2.4. identifying examples of good practice and innovation from elsewhere.
- 4.2.5. making recommendations for future research, specialist advice or other matters pertaining to countryside recreation management in Co. Wicklow.
- 4.2.6. making recommendations on the future countryside recreation management structures needed within Co. Wicklow to ensure effective co-ordination, networking and an integrated strategic approach to all future countryside recreation developments.

4.3. Strategic development priorities

- 4.3.1. identifying priorities for future development and management of countryside recreation within Co. Wicklow ensuring that consideration is given to priorities at national level.
- 4.3.2. providing an action plan to cover an initial five year period and the indicative costs of implementing that plan

4.3.3. identifying the scope and viability of potential sources of funding in terms of public and private investment, eg. local & Central Government, LEADER, corporate sponsorship and private sector.

4.4. Other considerations

In dealing with the above elements, account should be taken of the following:

- a) The pressure of urban shadow effect from neighbouring counties.
- b) Access to the countryside
- c) Carrying capacity of the resource - Visitor management
- d) Education and training - The visitor experience
- e) Potential for local enterprise - Marketing and promotion
- f) The role of private landowners - The role of communities
- g) Unlawful activity
- h) Conservation of built and natural heritage including legal requirements such as the Habitats Directive

5. Consultancy Methodology

- 5.1. A single contract is proposed. The consultant may, subject to the agreement of the client, sub-contract an element of the contract to a suitably experienced body. Intention to sub-contract any element of the contract should be identified within the tender submitted. Any change to subcontractor once the contract commences is pre-approved by County Wicklow Partnership.
- 5.2. A detailed schedule of the total costings should be included within the tender document submitted. Costings should be inclusive of all costs e.g. travel and subsistence other expenses. All project costs should also be included e.g. room hire for public consultation / stakeholder meetings.
- 5.3. For the purposes of the contract the client is County Wicklow Partnership. The contract will be overseen by a Steering Group comprising representatives from key stakeholder bodies including Wicklow County Council, Wicklow Tourism, Wicklow Uplands Council, Irish Sports Council, Coillte and National Parks & Wildlife Service. The Steering Group will meet with the consultant as deemed necessary during the course of the contract.

6. Reporting and timescale

The consultant will be required to undertake the following reporting:

Electronic version and 10 hard copies of an interim report of the audit process to be submitted by 17th January 2019;

Presentation of above interim report to the Steering Group January 2019;

Electronic version and 10 hard copies of draft strategy to be submitted by 2nd April 2019;

Presentation of draft strategy to Steering Group April 2019;

Presentation of draft final report to Steering Group July 2019;

Electronic version and 10 hard copies the final strategy to be submitted at the end of July 2019.

7. Copyright and intellectual ownership.

The copyright and intellectual ownership of this work shall be held by County Wicklow Partnership.

8. Tax Clearance

It will be the condition of any Service Contract pursuant to this Competition that the successful Tenderer(s) shall, for the term of the contract(s), comply with all applicable EU and domestic tax laws. Tenderers are referred to www.revenue.ie for further information. Prior to the awards of any Service Contract arising out of this competition, the Tenderer shall be required to supply a Tax Clearance Number and Tax Reference Number to facilitate online verification of their tax status by County Wicklow Partnership. By supplying these numbers the successful Tenderer acknowledges and agrees that the County Wicklow Partnership has the permission of the successful Tenderer to verify its tax cleared position online. These procedures apply to both resident and non-resident suppliers. Non-resident suppliers are also required to obtain tax clearance from www.revenue.ie.

9. Insurance

The contractor must be adequately insured to perform all aspects of this project, for the full duration of the contract.

10. Tender Procedure

Consultants are invited to submit proposals to undertake this work. Details should include:

A comprehensive methodology which demonstrates;

- a) How the consultant will ensure the contract requirements are to be met
- b) The critical path of the project tasks
- c) A detailed profile of the project team indicating relevant experience of similar projects. The individual roles of team members, daily rates and relevant experience, skills and qualifications should also be provided.
(Please note that any change to project team, once the contract commences, is to be pre-approved by County Wicklow Partnership)
- d) A proposed timetable and detailed costs including number of days, daily rates and all other expenses and VAT.

11. Appointment Procedure

Tenders will be evaluated on the information provided at the time of tender. The successful applicant will be notified within a period of 4 weeks from closing date for receipt of tenders. Unsuccessful tenders will be notified when the appointment of the successful tender has been confirmed. The contract will be awarded to the most economically advantageous based on the following award criteria

Criterion	Maximum Score Available	
Value for Money	400	40%
Qualifications & Relevant Experience	300	30%
Methodology and Project Plan	300	30%
Total Maximum Score Available	1,000	100%

12. Queries

All queries relating to this document must be submitted by email to bfennell@wicklowpartnership.ie only, under the subject line "Outdoor Recreation Strategy".

13. Submission Details

No application will be accepted after the deadline date.

All proposals are required to submit two hard copies only in a sealed envelope, clearly marked “Confidential” and “Recreation Strategy Tender”, no later **than 1pm on Friday 17th August 2018** to:

Brian Carty
County Wicklow Partnership,
Avoca River House,
Bridgewater Centre,
Arklow,
Co. Wicklow.