

## **Selection and Evaluation Process - Overview**

The county council owns a large diverse countryside estate. This helps to make a significant contribution to many of its priorities, including enabling people to lead a healthy lifestyle benefitting both their physical and mental well-being and providing opportunities to enhance their skills, and in some cases employment potential, through volunteering opportunities. Alongside the main country parks, the estate also comprises a number of smaller sites. While the main country parks are very popular and make a significant contribution to the county council's wider priorities, the smaller sites tend to be more of a local recreational asset. As such, these smaller sites have more limited potential to support the county council's wider priorities but they still have to be managed to meet legal liabilities and obligations.

Owning and managing countryside sites is discretionary. However, having assumed ownership of the sites, the county council then becomes responsible for a wide range of statutory duties and obligations. The management of the countryside estate is mostly delivered in-house by the Rural Access Team which comprises the Ranger Service and the Countryside Works Unit, supported by a team of environmental specialists.

The two main drivers for reviewing the existing management arrangements are a financial imperative and a desire to achieve better outcomes for Staffordshire's residents which is becoming increasingly difficult to fulfil in the current economic climate.

To reach the council's objective, there is a potential need for a supporting procurement process to identify the best fit for the sites where there is more than one interested party and to ensure suitable fit where there is a lone or no interested parties.

The primary procurement approach has been mapped to the four options which consist of differing options and procurement requirements. Within the documentation an evaluation process will be conducted on a question and answer format and or a case study basis with declared weightings.

A council evaluation team will evaluate and score the received submissions with the highest scoring interested party being awarded the contract or opportunity to run the particular site. Unsuccessful parties will be provided with a full debrief on their submission. The evaluation process may accommodate presentation/interview sessions if required. The process will also allow for non award if low scoring or unsuitable bids are received

This primary procurement approach will be applied in principle to all sites, however should there be lack of interest in any of the sites from any organisation, the council will consider procurement using the secondary approach.

Procurement Process map outline on following page > > >

Procurement Process	Option A – Seek opportunities to reduce site running costs by working with volunteers, community, third sector and private parties.	Option B – Transfer management to local community or voluntary sector groups	Option C – Establish a partnership of landowners	Option D – Establish a not for profit trading company or charitable trust
Primary Approach				
<p><b>The Primary approach relates to how the procurement process and evaluation will be structured to allow for the best commercial outcome for both the site and Staffordshire County Council and its partners.</b></p>	<p>It is understood that there is <b>currently</b> no financial exchange for services from the council to volunteers, community, third sector and private parties and therefore the procurement process may not be bound by the EU Public Contract Regulations (PCR) or Staffordshire County Council Procurement Regulations.</p> <p>In this instance the council has created a primary procurement approach which consists of placing a Public Advert to notify interested parties, followed by the release of a suite of procurement documents specific to each site. Within the documentation an evaluation process will be conducted on a question and answer format and or a case study basis with declared weightings. This will be site specific and applicable to the approach chosen for that site</p> <p>This process will be basic and proportionate enough to encourage application from as wide a range of parties as possible but to comply with Staffordshire County Council procurement regulations. The parties will also be supported by the County Council's VCSE strategic partner.</p> <p>A council evaluation team will evaluate and score the received submissions with the highest scoring interested party being awarded the site. Unsuccessful parties will be provided with a full debrief on their submission. The evaluation process may accommodate presentation/interview sessions if required. The process will also allow for non award if low scoring or unsuitable bids are received</p> <p>The procurement scope for option A is varied and will require differing approaches to ensure the individual site are represented by the most appropriate procurement methods.</p>	<p>It is understood that there is currently no financial exchange for services from the council to volunteers or community, groups and therefore the procurement process may not be bound by the EU Public Contract Regulations (PCR) or Staffordshire County Council Procurement Regulations.</p> <p>In this instance the council has created a primary procurement approach which consists of placing a Public Advert to notify interested parties, followed by the release of a suite of procurement / expression of interest documents specific to each site. Within the documentation an evaluation process will be conducted on a question and answer format and or a case study basis with declared weightings. This will be site specific and applicable to the approach chosen for that site. This process will be basic and proportionate enough to encourage application from as wide a range of parties as possible but to comply with Staffordshire County Council procurement regulations. The parties will also be supported by the County Council's VCSE strategic partner.</p> <p>A council evaluation team will evaluate and score the received submissions with the highest scoring interested party being awarded the site. Unsuccessful parties will be provided with a full debrief on their submission. The evaluation process may accommodate presentation/interview sessions if required. The process will also allow for non award if low scoring or unsuitable bids are received</p> <p>The procurement scope for option B will require a specific and targeted approach in attracting the parties able to offer the greatest contribution which meet and exceed the requirements for each individual site.</p>	<p>In this instance the council has created a primary procurement approach which consists of placing a Public Advert to notify interested parties, followed by the expression of interest stage. This will be site specific and applicable to the approach chosen for that site. This process will be basic and proportionate enough to encourage application from as wide a range of parties as possible but to comply with Staffordshire County Council procurement regulations. The parties will also be supported by the County Council's VCSE strategic partner.</p> <p>Parties interested in a site and partnering would then be expected to submit a business case outlining their proposals and partnership approach.</p> <p>The procurement scope for option C looks to create a partnership, with the competitive procurement element moved to support the review of business cases and site specific solutions.</p>	<p><b>No procurement activity required.</b></p>

<b>Secondary Approach</b>				
<p><b>Where the Primary approach is not appropriate or where a small number of sites remain with differing requirements.</b></p> <p><b>Potentially no formal procurement process</b></p>	<p>Initial business cases have outlined that the condition of some sites and their potential could be improved increased by the further introduction of partners and utilising the existing supplier base.</p> <p>A small proportion of sites could be benefit from this approach initially. No formal procurement process would be required for this secondary approach.. A selection/recruitment process would be required for the volunteers.</p>	<p>No formal procurement process would be required for this secondary approach.</p>	<p>Staffordshire County Council would need to ensure that any income generating opportunities which increased customer numbers were supported by a procurement process which demonstrated best value had been achieved.</p>	
<b>Evaluation markers</b>				
<p><b>Procurement evaluation markers which could shape and decide the outcomes or are the main areas of evaluation</b></p>	<ul style="list-style-type: none"> <li>Income generation (amounts, types and scope)</li> <li>Investment in sites (to improve use)</li> <li>Sustainable development (making sites more affordable)</li> <li>Long term plans</li> <li>Community offering</li> <li>Health and Safety</li> <li>Experience in management of access land</li> </ul>	<ul style="list-style-type: none"> <li>Funding and revenue streams (including grants etc)</li> <li>Investment in sites (to improve use)</li> <li>Sustainable development (making sites more affordable)</li> <li>Long term plans</li> <li>Community offering (including community events)</li> <li>Financial management</li> </ul>	<ul style="list-style-type: none"> <li>Investment and resource sharing opportunities</li> </ul>	

**Timetable**

**Due to the number of site and variation it is recommended and anticipated that the procurement of sites will be staggered.**

Larger sites with greatest opportunity for development, largest impacts and potential for successful competition should be considered initially (quick wins)

Sites offered based on interest and application.

All sites available at time of partnership expressions of interest stage.

