



Putting Down Routes Project – Invitation to Quote for Evaluation Services North Downs Way National Trail and Kent Downs National Landscape



Table of Contents

1. About the Putting Down Routes Project.....	3
2. Purpose of the Evaluation	3
3. Who is the Evaluation For?	3
4. Evaluation Scope	4
5. Required Deliverables.....	4
6. Timeline.....	5
7. Budget.....	5
8. Response Requirements.....	5
9. Submission Deadline and Contact.....	6
10. Supporting Documents	6
11. Optional Evaluation Items	6
Annexe 1: PDR Outputs are summarised below.....	8
Annexe 2: Summary of PDR Outcomes is listed below.	9
Annexe 3: Example PDR Outcomes Framework Table	12
Annexe 4: PDR Team and Organisation Structures	15
Annexe 5: Tender Scoring Matrix – Evaluation Services for Putting Down Routes Project	17

1. About the Putting Down Routes Project

The [Putting Down Routes](#) project seeks to increase engagement with the [North Downs Way National Trail](#) and the [Kent Downs National Landscape](#), especially among under-represented communities. By combining accessibility improvements, inclusive programming, and partnership working with organisations such as **Black Girls Hike** and **Wild With Wheels**, the project promotes countryside access for all.

Funded by the **National Lottery Heritage Fund** and **Defra's Farming in Protected Landscapes**, the project aspires to deliver tangible improvements to physical infrastructure, equity, inclusion, and long-term behaviour change in how the countryside is experienced and managed.

The project's vision is to position the **North Downs Way** as an **inclusive, welcoming, and accessible destination** for everyone.

2. Purpose of the Evaluation

The evaluator will:

- Assess progress and achievement of **outputs and outcomes** as outlined in the PDR project plan.
- Provide a summative and formative evaluation, offering real-time learning and supporting ongoing improvement.
- Act as a **critical friend**, supporting the project team in staying outcome-focused and future-facing.
- Evaluate the **sustainability** of project activities and how learnings are embedded in broader **Kent Downs** and **North Downs Way** strategies and operations.
- Capture and communicate **lessons learned** and recommendations for the future, particularly relating to **Equality, Diversity and Inclusion (EDI)**.
- Deliver a final report for submission to the **National Lottery Heritage Fund** and provide actionable insights for internal stakeholders.

3. Who is the Evaluation For?

- **External funders:** A formal evaluation report will be submitted to the **National Lottery Heritage Fund**.
- **The PDR Delivery Team:** For regular support and strategic learning during delivery.
- **Kent Downs and North Downs Way leadership:** For advice on embedding inclusive practice in strategy and governance.
- **Project partners:** To support future planning and sustainability of delivery models.

4. Evaluation Scope

The evaluation will cover the full set of **PDR Outputs and Outcomes**, with an emphasis on:
Key Areas of Evaluation

- Connection to nature and art
- Access and inclusion
- Representation and community engagement
- Volunteer and ambassador engagement
- Business and venue readiness
- Accessibility improvements and audits
- Infrastructure and standardisation
- Interpretation and information
- Legacy

5. Required Deliverables

1. **Evaluation Framework** and methodology
2. **Ongoing advice** to delivery and management team. Specify frequency.
3. **Interim report** with recommendations (midway findings)
4. **Final evaluation report** (including evidence of outcomes achieved and recommendations)
5. **Presentation/workshop** to internal stakeholders and funders. Online or in person.
6. **Case studies** capturing best practice and project legacy.

6. Timeline

- **Start Date:** September 2025
- **End Date:** August 2026 (Final report due August 31, 2026)
- Regular check-ins to align with project delivery milestones. Specify frequency.

7. Budget

Please provide an outline budget including:

- Total cost (including VAT if applicable)
- Breakdown of staff time, expenses, and deliverables
- Value for money justification

Indicative budget envelope: **£6,000 - £8,000**

8. Response Requirements

Please include the following in your proposal:

- **Summary of relevant experience**, particularly with EDI-focused or landscape/countryside projects
- **Proposed methodology**, including how you will gather qualitative and quantitative data.
- **Approach to participatory evaluation**, particularly involving under-represented communities
- Draft **project plan and timeline**
- Details and CVs of the **personnel** involved
- Budget breakdown; itemised showing staff costs, travel costs, and any other costs
- Any suggestions to improve the evaluation design

9. Submission Deadline and Contact

- **Deadline:** 15 August 2025
- **Submit to:** Catherine Bradley at catherine.bradley@kentdowns.org.uk
- **Contact for questions:** Catherine Bradley at catherine.bradley@kentdowns.org.uk or Peter Morris at peter.morris@kentdowns.org.uk

10. Supporting Documents

The Putting Downs Routes Project Manager will provide the winning or shortlisted bidders with:

- Full PDR project plan
- List of stakeholders and delivery partners
- Outputs tracker
- Outcomes list
- Audience and engagement data

11. Optional Evaluation Items

We also welcome proposals that expand on the below:

Suggested Additions to Evaluation Scope

- **Digital engagement impact** (e.g., how online interpretation, newsletters, or social media supports access and learning)
- **Environmental impacts** (e.g., how increased access was managed sustainably)
- **Barriers to success** and mitigation strategies (e.g., from delivery partners)

- **Economic impact** on local businesses/venues through inclusive welcome
- **Comparative baselining**: Comparison of pre-project and post-project confidence/engagement levels
- **Legacy monitoring plan**: Suggest practical metrics and tools to continue tracking impact beyond the funded project period

Annexe 1: PDR Outputs are summarised below.

The PDR team has a system in place to monitor all these outputs.

- **Output 1.** BGH Deliver 10 walks for 350 people – approved purpose
- **Output 2.** BGH 6 walks with artist for up to 100 people
- **Output 3.** WWW/BGH 4 walks for 100 people
- **Output 4.** Ongoing Support programme for all ambassadors including 2 events and toolkit
- **Output 5.** EDI module for existing ambassadors
- **Output 5.** Train existing ambassadors in new EDI module – approved purpose
- **Output 6.** Train new ambassadors – approved purpose
- **Output 6.** Develop training course for new ambassadors
- **Output 6.** Deliver training courses for new ambassadors including EDI module
- **Output 7.** Recruit new ambassadors
- **Output 8.** WWW 27 walks for 250 people (including 2 in West Kent)
- **Output 9.** Action A. Planning walks to launch project work
- **Output 10.** Action B. 10 events in total linking communities, ambassadors and businesses 24/25
- **Output 10.** Action B. 10 events in total linking communities, ambassadors and businesses 25/26
- **Output 11.** Lived Experience events x 10
- **Output 12.** Action C. Events for 100 in total people in targeted communities with local experiences – 24/25 FIPL
- **Output 12.** Action C. Events for 100 in total people in targeted communities with local experiences – 25/26
- **Output 13.** Consultation and contribution to demand-led capital access improvements
- **Output 13.** Subsidised Travel programme for groups or families in hardship
- **Output 14.** Diversity training course for staff, visitor attractions
- **Output 14.** 200 staff/attractions trained in Diversity
- **Output 14.** EDI strategy and training for Kent Downs Staff
- **Output 15.** Visitor attraction/Business/Farmer/Landowner Action plans
- **Output 15.** Events planned by Visitor attraction/Business/Farmer/Landowner action plans
- **Output 16.** Auditor Training
- **Output 17.** Accessibility toolkit
- **Output 18.** Accessibility improvement plan for key locations on North Downs Way

- **Output 19.** Demand-led small scale capital improvement scheme
- **Output 19.** Delivery of demand-led small scale capital improvements – approved purpose
- **Output 20.** Accessibility audits of capital enhancements
- **Output 21.** Pack of 10 digital NDW ‘rail trail’ walks and four audio posts at sculptures along the arts trail
- **Output 22.** NDW legacy plan to embed new partnerships in KDAONB/NDW work going forward
- **Output 23.** Evaluation
- **Output 24.** Review NDW governance structure for diversity
- **Output 25.** System in SCC and KCC for flagging accessibility problems on reporting portal
- **Output 26.** Promote and help deliver all training opportunities
- **Output 28.** Community engagement plan to engage business and communities in all project activities
- **Output 31.** Consultation and support communication and engagement plans and audience development

Annexe 2: Summary of PDR Outcomes is listed below.

The Kent Downs team are beginning to consider who to track outcomes. The evaluator will act as a critical friend to assist with this aim. Evaluating outcomes should form the main part of the evaluation work.

1. Connection to Nature and Art

- People will experience how art can deepen their immersion in nature and enhance their understanding of its benefits.

2. Increased Access and Inclusion

- New people will have visited the North Downs Way for the first time.
- People will gain confidence that the countryside is for them and feel welcome.
- Participants will feel empowered to return to the countryside independently or with others.
- People from low-income backgrounds will participate in walks and project activities.
- People will benefit from travel support to access the countryside.

- People will be able to visit previously inaccessible parts of the North Downs Way.

3. Representation and Community Engagement

- A wider range of people will be represented on decision-making bodies for the Kent Downs and North Downs Way.
- Specific community groups will build long-lasting relationships with partners, Kent Downs and the North Downs Way.
- Staff and organisations involved will understand long-term EDI (Equity, Diversity, Inclusion) goals and their roles in achieving them.
- People from influential organisations will advocate for improved accessibility after participating in Lived Experience events.

4. Ambassadors and Volunteer Engagement

- Ambassadors will be recruited from a broader, more diverse volunteer pool.
- Ambassadors will improve access for underrepresented groups.
- Ambassadors will be better equipped to lead inclusive walks, rides, and events.

5. Business and Venue Readiness

- Businesses will be better prepared to cater to people with mobility, disability, or access needs.
- Businesses and visitor attractions will be better able to accommodate people from diverse cultural backgrounds.
- A wider range of groups will receive inclusive welcomes at venues along or near the North Downs Way.

6. Accessibility Improvements and Audits

- Three key areas along the North Downs Way will become easier to access.
- More stretches of the North Downs Way will be audited for accessibility.
- Accessibility audits will expand across Kent Downs and the North Downs Way.
- Skilled auditors will assess and recommend accessibility improvements.
- Landowners and managers will be able to identify impactful interventions for route accessibility.

- Stakeholders will be informed of planned works through detailed method statements.

7. Standardisation and Infrastructure

- A standardised accessibility guide will support inclusive walks and attractions.
- Key accessibility challenges (e.g. muddy paths, cyclist access) will be addressed through physical improvements.
- Improvements will be documented via photographs and local feedback.

8. Interpretation and Information

- Interpretation and signage will make the trail more accessible and welcoming.
- Online platforms will provide intellectual and confidence-building access to the North Downs Way.
- Trail highlights will be creatively interpreted to inspire new ways of thinking about countryside access.

9. Long-lasting Community Partnerships

• Establishment of Meaningful Relationships with New and Under-Represented Groups

The project successfully engages new and under-represented community groups, fostering initial connections that build trust and mutual understanding.

• Securing Funding for a Future Co-Designed Project with Key Community Groups

The sustained relationships with a small number of key under-represented community groups enable the co-design and joint development of a single funding application for a future project aimed at enhancing access, inclusion, and engagement with the North Downs Way and Kent Downs National Landscape.

Annexe 3: Example PDR Outcomes Framework Table

Here is an example of an outcome framework, but evaluators can suggest their own version.

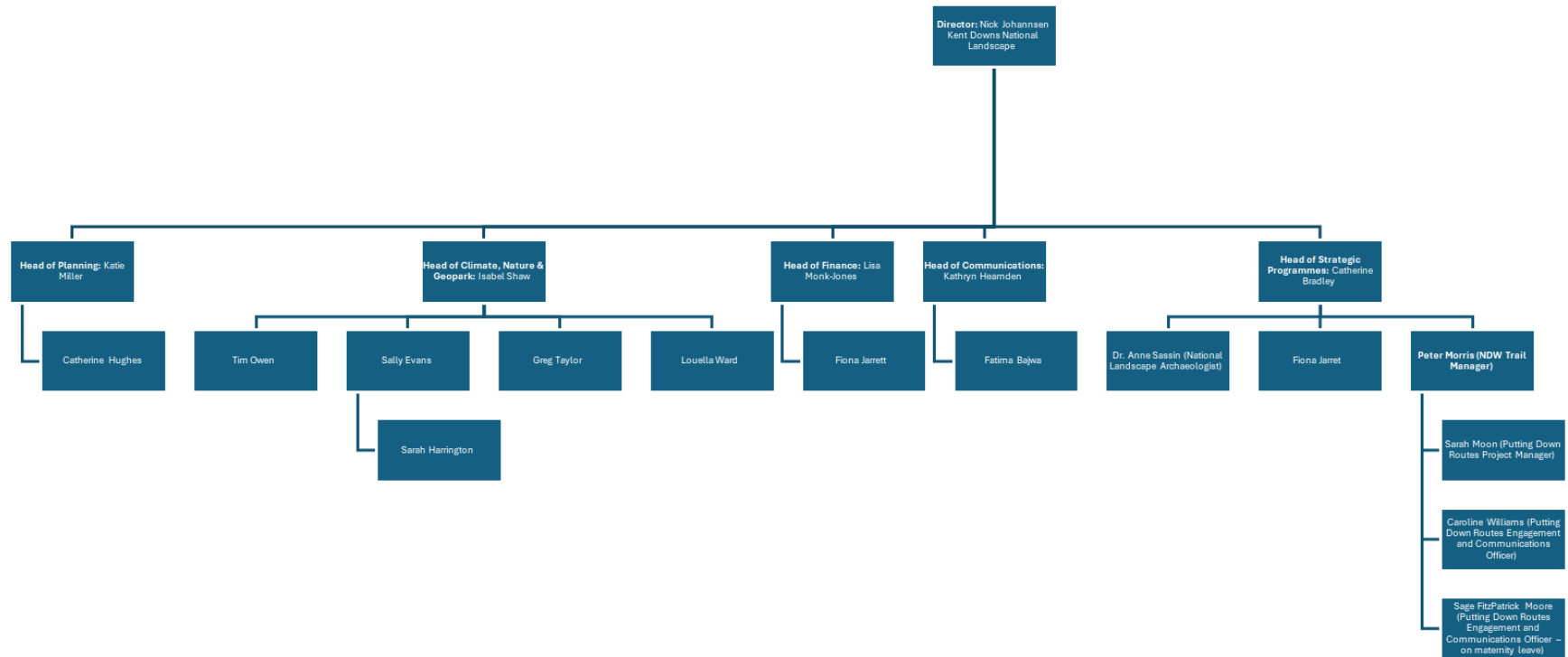
Outcome Area	Intended Outcome	Example Indicators of Success
1. Connection to Nature and Art	Participants develop deeper connections with nature through artistic experiences.	- % of participants reporting increased appreciation of nature through art- Number of art-in-nature activities delivered
	Increased awareness of nature's personal and societal benefits.	- Qualitative feedback showing improved understanding- Case studies and testimonials
2. Increased Access and Inclusion	New individuals access the North Downs Way for the first time.	- Number of first-time visitors- Survey data showing change in perceptions
	Participants feel confident and welcome in countryside settings.	- % reporting increased confidence to return independently- Demographic data on participation
	Increased participation from low-income backgrounds.	- Number/percentage of participants from targeted socio-economic groups
	Subsidised travel enables broader participation.	- Number of people accessing subsidised travel- Travel support uptake rate
	Improved access to previously inaccessible areas.	- Number of physical barriers addressed- Audit records and before/after documentation
3. Representation and Community Engagement	Diverse representation in decision-making processes.	- % of advisory or steering group from underrepresented communities
	Long-term community relationships established.	- Number of partner agreements or collaborations- Repeat engagement from community organisations

	Staff and stakeholders understand and commit to EDI goals.	- Training attendance- post-training evaluation or reflection
	Influential voices become accessibility advocates.	- Case studies/testimonies from attendees of Lived Experience events
4. Ambassadors and Volunteer Engagement	Diverse ambassadors recruited and trained.	- Demographic breakdown of ambassador pool- Number trained in EDI/inclusive facilitation
	Ambassadors improve access for underrepresented groups.	- Number of inclusive events led by ambassadors- Feedback from participants from diverse groups
	Ambassadors deliver inclusive walks, rides, and events.	- Event records- Quality assessments of inclusivity at ambassador-led events
5. Business and Venue Readiness	Improved business capacity for accessible and inclusive service.	- Number of businesses trained- Feedback from participants and businesses
	Greater cultural sensitivity in visitor attractions.	- Observational audits- Inclusive signage and service checklists completed
	Broader range of groups welcomed at venues.	- Diversity of user groups recorded- Feedback from community groups
6. Accessibility Improvements and Audits	Three key areas become physically more accessible.	- Capital improvement reports- Photos and audit logs
	Audits expand across the trail.	- Number of new sections audited- Geographical spread of audits
	Skilled auditors assess and advise on improvements.	- Number of auditors trained- Quality of audit reports and recommendations
	Landowners/managers identify impactful interventions.	- Toolkit uptake- Actions taken following audit recommendations
	Stakeholders informed through method statements.	- Number of statements circulated- Feedback or responses from stakeholders
7. Standardisation and Infrastructure	A standard accessibility guide is adopted.	- Guide completed and distributed- Guide used by partners/stakeholders

	Physical barriers (e.g., muddy paths) addressed.	- Infrastructure work completed- User feedback on improvements
	Improvements documented and evaluated.	- Before/after photos- Case studies capturing impact
8. Interpretation and Information	Improved signage and interpretation enhance access.	- Number of new/updated signs- Feedback on clarity and inclusiveness
	Online access tools support confidence and pre-visit planning.	- Website/app analytics- Survey data on use of online resources
	Creative interpretation inspires inclusive thinking.	- Visitor reflections or case studies- Creative outputs linked to access narratives
9. Legacy Outcomes	The project establishes and nurtures meaningful, sustained relationships with new and under-represented community groups, creating a foundation of trust and collaboration.	- Number of new and under-represented groups engaged- Evidence of trust-building (feedback, interviews)- Number of initial meetings or collaborative sessions held
	Sustained relationships with a small number of key under-represented community groups enable the co-design and joint development of a single funding application for a future project to enhance access and inclusion.	- Number of key groups actively involved in co-design- Completion and submission of joint funding application- Feedback from partners on collaboration quality

Annexe 4: PDR Team and Organisation Structures

Kent Downs National Landscape and North Downs Way National Trail



Director: Nick Johannsen

Direct Reports to Director:

Head of Climate, Nature & Geopark: Isabel Shaw

- Tim Owen
- Sally Evans
 - Sarah Harrington
- Greg Taylor
- Louella Ward

Head of Planning: Katie Miller

- Catherine Hughes

Head of Finance: Lisa Monk-Jones

- Fiona Jarrett

Head of Communications: Kathryn Hearnden

- Fatima Bajwa

Head of Strategic Programmes: Catherine Bradley

- **Peter Morris (NDW Trail Manager)**
 - **Sarah Moon (Putting Down Routes Project Manager)**
 - **Caroline Williams (Putting Down Routes Engagement and Communications Officer)**
 - **Sage FitzPatrick Moore (Putting Down Routes Engagement and Communications Officer – on maternity leave)**
- Dr. Anne Sasson (National Landscape Archaeologist)
- Fiona Jarrett

Annexe 5: Tender Scoring Matrix – Evaluation Services for Putting Down Routes Project

Criteria	Weight	Scoring Range	What the Quote Evaluator Will Look For
1. Understanding of the Brief	15%	0–5	Clear evidence of understanding of the Putting Down Routes project’s aims, context, and evaluation goals. Awareness of EDI and accessibility issues in countryside settings.
2. Methodology and Approach	25%	0–5	Well-considered and appropriate methodology for formative and summative evaluation. Use of qualitative and quantitative data. Innovative, participatory, and EDI-aware approaches highly valued.
3. Experience and Expertise	20%	0–5	Demonstrated experience with EDI-focused or landscape/community-based evaluations. Relevant qualifications and past work. Team members’ experience and roles clearly explained.
4. Value for Money	15%	0–5	Proposal offers good value within the £6,000–£8,000 budget range. Clear cost breakdown, reasonable allocation of staff time, and justification of costs.
5. Deliverables and Work Plan	15%	0–5	Clear timeline, alignment with milestones, and realistic delivery of framework, interim report, final report, case studies, and stakeholder engagement.
6. Added Value	10%	0–5	Inclusion of optional items such as legacy metrics, environmental impact, economic impact, or digital engagement analysis. Suggestions that improve the evaluation’s scope or sustainability.

Scoring Scale (0–5 per criterion)

Score	Description
0	No response or fails to meet minimum requirements.
1	Poor – significantly below expectations; major gaps.

2	Fair – partially meets requirements; some concerns or weaknesses.
3	Good – meets requirements; no major weaknesses.
4	Very Good – exceeds requirements in some areas; minor gaps only.
5	Excellent – fully meets or exceeds expectations with strong added value.

Total Score: Weighted Average

Each criterion is scored from 0–5, then multiplied by its weight (e.g. 25% = 0.25). The highest total weighted score wins, subject to due diligence.

Notes for Panel:

- Ensure EDI experience is genuinely demonstrated, not just referenced.
- Prioritise bidders who take a **participatory, community-based evaluation approach**.
- Consider track record in **Heritage Fund or environmental project evaluation**.