



## ENGLISH RIVIERA UNESCO GLOBAL GEOPARK

### COMMISSIONING BRIEF

**Title:** Volunteering Analysis

**Project:** TerraFirma

**Commissioner:** English Riviera UNESCO Global Geopark

**Contract Period:** 15<sup>th</sup> September - 28<sup>th</sup> November 2025

**Closing date:** 8<sup>th</sup> August 2025 5pm

**Client Contact:** Melanie Border, Coordinator English Riviera UNESCO Global Geopark

### Overview: About the English Riviera UNESCO Global Geopark

The English Riviera UNESCO Global Geopark (ERUGGp), the Geopark, is one of Earth's extraordinary places, covering the whole of the unitary authority of Torbay. The Geopark, incorporating the three towns of Torquay, Paignton and Brixham, celebrates, conserves, enhances, and protects the unique and diverse natural and cultural heritage of this naturally inspiring area of South Devon. Working with multiple local and regional partners it is a driver for community education and engagement, expansion of the tourism offers, and sympathetic regeneration through sustainable social and economic development.

The Geopark aims to reconnect human society at all levels to the local area, to the wider environment, and to celebrate how Torbay's 400-million-year long history has shaped every aspect of our lives and our societies - past, present and future. Mindful of the climate and ecological emergencies, it seeks to raise awareness and lead by example, supporting our communities to value, protect and engage with our natural environment.

The Geopark encompasses a landscape of international geological significance, holistically managed across protection, education and sustainable development. It is one of 229 UNESCO Global Geoparks across 50 countries (10 in the UK). 46% of our Geopark is undeveloped, incorporating the whole of Torbay: 64.2km<sup>2</sup> of land and 42.5km<sup>2</sup> of marine environment. The designation is based upon the international importance of 32 geosites

and their significant historical contributions to geological and archaeological sciences. Designated collections at Torquay Museum, alongside finds held in National collections, evidence earliest modern humans in north-west Europe; human settlements shaped by geological foundations, natural harbours leading to growth of fishing industries, providing safety for naval fleets, a catalyst for building Napoleonic Forts at Berry Head; extensive sandstone and limestone quarrying, marble and terracotta industries. Built heritage assets, many hewn from extraordinary coastal and inland quarries, are testament to Torbay's diverse geology, cultural past and inhabitants. The landscape has shaped intangible heritage that root the collective past through stories, memories and ways of life.

The English Riviera UNESCO Global Geopark is not a standalone organisation. Its activities are delivered collaboratively by Core Partners and supported by Associate Partners, a combination of public, private and voluntary organisations. The English Riviera Geopark Organisation Ltd (ERGO Ltd) is the overarching body responsible for the management of the Geopark. All Core Partners have a seat on the Geopark Management Group (GMG) - the decision-making body. The Geopark has a ten-year Management Plan 2023-2033 with five key objectives:

1. Ensure compliance with UGGp Statutes and Guidelines for the retention of the UNESCO recognition for Torbay
2. Review and act to focus the effectiveness of operations, partnerships, and programs to meet the vision
3. Broaden the reach of the ERUGGp in order to maximise the benefit of the designation to the local area socially, economically and environmentally
4. Increase opportunities for public awareness and involvement
5. Embed the principals of the Sustainable Development Goals and support Torbay's ambition to be Carbon Neutral by 2030

The full, two part Geopark Management Plan is available [here](#) which provides further detail of the ERUGGp's governance and management structure, funding, partners, activities and operations.

## **About the Project**

Project TerraFirma is made possible with The National Lottery Heritage Fund. Thanks to the National Lottery Players we will be able to strengthen the foundations of the English Riviera UNESCO Global Geopark to achieve a more resilient organisation, creating a clear roadmap and delivery structure, robust business model and effective leadership for a 20+ year vision, within the framework of the Geopark Management Plan.

The project is an in depth analyse of the Geopark and how it can become effective to support the local community and partners. It will also address new engagement strategies and resources including: website development, volunteer engagement, education provision, interpretation tools, each informed from in-depth analysis and feasibility work.

TerraFirma will include three key strands of work:

1) Organisational Resilience

- Design and implementation of a new governance and management framework;
- Establishment of the new leadership group, diversifying and upskilling the Board;
- Financial modelling to analyse and articulate the true cost and value of the Geopark;
- Review/recommendations on diversifying and growing the income portfolio towards financial sustainability.

2) Engaging Communities & Audiences:

- Development of a new website with pathways accessible for general/educational audiences and scientific community;
- Social media campaigns work to grow and diversify audiences;
- An Education & Interpretation Strategy with Enabling Toolkit, focusing on youth & underserved communities, with a pilot engagement phase prior to implementation.

3) Developing People & Partnerships:

- Give & Gain analysis to inform a roadmap for sustainable volunteer engagement;
- Volunteering & Skills Coordination, embedding engagement, skills & opportunities;
- Fundraising support to secure key roles/activity beyond project duration;
- Opportunities for practice exchange with UNESCO partners and global comparators;
- Rigorous, transparent, inclusive evaluation, feeding into network learning.

### **About the Commission: Volunteering Analysis**

The successful consultant will have substantial experience of engaging with volunteers, ideally with organisations serving a public benefit remit over natural, environmental and/or cultural heritage. They will be able to demonstrate a successful track-record of activating and enabling volunteers and staff management across a broad range of organisation types. They will have the ability to draw out the motivations of diverse groups of people, to understand the underlying reasons why people freely offer their time to support activities and causes they value.

Across our diverse partnership of community, cultural and voluntary sector organisations, the Geopark benefits from the skills, time and energies of a diverse range of local people. Historically, we have engaged a committed group of volunteers, in particular, to support the delivery of high-profile programmes and events. However, we have struggled to maintain our volunteer cohort: in part, due to the varying level of opportunities available over the Geopark year; in part, due to limits on the sustained, coordinated support we have been able to offer.

Through this commission, we want to understand the motivations of current and potential volunteers in the English Riviera UNESCO Global Geopark: their passions and interests, knowledge and skills. We want to understand why people volunteer, and how this differs according to age, background, social context, skills and more. Through this

analysis, we intend to develop a more robust understanding of the balance of: what people hope to GAIN through volunteering and; what people have to GIVE, be this energy, time, specific skills or aptitudes.

This will provide the evidence-base to design & deliver a Volunteer & Skills engagement programme that provides: meaningful engagement roots for local people; the tailored support that volunteers say they need; a programme that develops people's skills and knowledge. This approach will allow us to understand the relationship between people and places in our Geopark, and build on the skills, passions and experience at the heart of our Geopark's conservation, engagement and interpretation work.

The consultant will undertake comprehensive mapping of current and potential volunteer activity within the ERUGGp partner network to inform a strategic view of the opportunities and provide options and a roadmap for future volunteer development.

The consultant will engage with partners, community members and groups, gathering on the ground research feedback and data from current/potential volunteers including, but not limited to:

- Young people engaged in programmes/subjects relevant to ERUGGp
- Older people including retirees interested in volunteering and ERUGGp involvement
- People who may experience isolation, supported by local agencies and seeking social and work experience opportunities
- People with specific interests in Geopark-related themes, including environmental action, earth sciences, cultural heritage engagement & interpretation.

The Give & Gain consultant is tasked with gathering perspectives through cultural, environmental and community networks, distilling findings to produce a final report with recommendations on how ERUGGp can engage and sustain volunteering opportunities that benefit individuals, groups and the objectives of the English Riviera UNESCO Global Geopark at large.

## **Key Relationships**

To deliver the brief successfully, the contractor will engage with:

- ERGO Ltd board, Strategic Oversight board
- Geopark Coordinator
- Geopark Core Partners
- TerraFirma Project Team
- Commissioned TerraFirma project consultants including Learning, Marketing & Fundraising roles.
- Geopark Associate partners, including ambassador artists
- Torbay Council, various Divisions/Service groups including: Destination Management Group; Principal Historic Environment Officer (Heritage Places)
- Geopark Management Group and any subcommittees
- UNESCO Global Geoparks Network, UNESCO UK, other UNESCO SW sites

## **Scope of Activity**

The main tasks are:

- Engaging with 13 core partners and 27 associate partners and wider stakeholders to identify opportunities for integration and expansion of volunteer programmes.
- Consulting with current and potential volunteers that represent a diverse range of community members, skills, interests and needs
- Evaluating and quantifying the potential GAINS for volunteers across ERUGGp, based on people's needs, interests and motivations.
- Evaluating and quantifying the key skills, knowledge and time that volunteers may GIVE through their engagement with the Geopark.
- Providing a critical review of the benefits and limitations based on analysis of views and data gathered.
- Identifying gaps in current volunteer activity and providing options to address this.
- Recommendations of volunteer-engagement routes most relevant and suitable for the remit of ERUGGp, its community and partnerships.
- Recommend options for a sustainable training programme which ensures all volunteers at partner organisations act as Geopark ambassadors and are 'Geopark confident'.
- Proposal to ensure all volunteers are trained to raise the profile of the Geopark when working within partner organisations which also provides a sufficient pool of 'Geopark confident' volunteers for Geopark events.

## **Project Deliverables**

The key deliverables are:

- Raw data and final report on the strengths, opportunities, limitations and potential for volunteering within ERUGGp, based on analysis of Give and Gain for current/potential volunteers research.
- Undertake a needs analysis for the proposed 'Volunteer & Skills Coordinator' role and scope alternative options for delivery of the volunteering / Give & Gain strand of Project TerraFirma.

## **Contracts and Payments**

There is a total allocation of £5,800 inclusive of VAT and inclusive of travel and expenses.

The payment schedule will be:

<b>Estimated Date</b>	<b>Amount</b>	<b>Milestone/Deliverables required at payment point.</b>
Sept 2025	1000	Volunteering/Give/Gain approach proposed/agreed
Oct 2025	3300	Volunteers research/consultation with communities, partners and organisations.
Nov/Dec 2025	1500	Final report provided on volunteering Give/Gain analysis of motivations and benefits. Implementation roadmap for the development of the Geopark's volunteering Give/Gain programmes.
<b>Total</b>	<b>5,800</b>	

The Contractor is required to have relevant insurances in place including Professional Indemnity and Public Liability Insurance to the value of £5,000,000 and, if appropriate, Employers' Liability Insurance as required by law.

On appointment, the contractor will need to provide a statement about how they manage personal data to GDPR standards.

Please note, if they are unable to perform the services themselves, the successful contractor will be expected to provide (at their cost) a suitably skilled and qualified substitute to perform the services on their behalf to comply with the terms of the contract.

The substitute must be able to meet all the criteria of this brief and be approved in writing by the ERGO Ltd

The commissioning contract will contain the below clauses:

#### Copyright and Ownership

The copyright and all intellectual property rights in the works will remain vested in the contractor or the person responsible for the production (as the case may be).

The contractor grants to the Client a perpetual, irrevocable, non exclusive royalty free licence to copy, use and to reproduce all the submitted proposals, designs and associated Intellectual Property Rights produced and/or provided by the contractor in the connection with the performance of Services for any purpose.

Digital Outputs must be shared under a Creative Commons Attribution 4.0 International licence or equivalent.

#### Insurances

Third Party Liability Insurance: The minimum limit of indemnity for insurance in respect of loss of or damage to property and liability for bodily injury to or death of a person (not an employee of the contractor) caused by activity in connection with this contract for any one event is £5,000,000 (five million pounds sterling) each and every claim or series of claims arising out of one occurrence.

#### Tax Liabilities

The Contractor will be responsible for all income tax liabilities and National Insurance or similar contributions relating to the Payments and Employees of the Supplier.

#### **Submission Requirements**

Your Expression of Interest should be sent as a PDF to: Melanie Border, Coordinator English Riviera UNESCO Global Geopark via email to [enquiries@englishrivierageopark.org.uk](mailto:enquiries@englishrivierageopark.org.uk) by Friday 8th August at 5pm.

The submission should include:

- An up-to-date CV for individual and/or team members allocated to the project.  
Proposed approach to the project, along with case studies/examples demonstrated effectiveness of approach proposed.
- Statement confirming that you would be able to complete the project within the timescale stated and attend an interview on 20 August by Zoom/Teams.
- A cost/fee proposal with confirmation of the daily charge rate of individual staff involved.

#### **Award Criteria**

Criteria for selection will be:

1. Quality of previous work and relevant experience (40%)
2. Proposal outlining approach & working practice and how it addresses the project aims (60%)

#### **Procurement**

The procurement timetable will be:

8 <sup>th</sup> August 2025, 5pm	Application deadline
9 <sup>th</sup> -10 <sup>th</sup> August 2025	Shortlisting
11 <sup>th</sup> August 2025	Successful candidates invited to interview by
20th August 2025	Interviews held via Teams

22 <sup>nd</sup> August 2025	Candidates informed of outcome
15 <sup>th</sup> Sept 2025	Contract start

### **Contact details**

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