



CANTERBURY AND DOVER PILGRIM EXPERIENCES AND SELF-GUIDED WALKS REQUEST TO QUOTE

Are you an experienced walker that knows your stiles from your waymarkers? The Kent Downs AONB and North Downs Way are seeking a contractor to walk and research 3 walks.

Are you passionate to share Kent's heritage and walks with visitors? Do you love modern approaches to pilgrimage walks? The Kent Downs AONB and North Downs Way are seeking passionate people to develop and deliver 3 half day tourism experiences.

The Kent Downs AONB and the North Downs Way National Trail are seeking quotes for a contractor to develop and deliver some or all of the following walks and experiences:

WALKS

1. One self-guided walk of Canterbury City Pilgrim spots,
2. One self guided walk on the Via Francigena/North Downs Way from Canterbury to Sheperdswell
3. One self-guided walk on the Via Francigena/North Downs Way from Sheperdswell to Dover

EXPERIENCES

4. One bookable Canterbury City pilgrimage experience
5. One bookable Via Francigena/North Downs Way pilgrimage experience from Shepherdswell to Dover
6. One bookable Via Francigena/North Downs Way pilgrimage experience from Patixbourne to Canterbury Cathedral.

All the pilgrim related offers must be secular in nature and be suitable for people of faith and no faith. The information and character of the experiences and walks must be inclusive of all and should not present any particular belief system. The information and character of the experiences must focus on secular aspects of pilgrimage such as wellbeing, mindfulness, heritage or food and drink. The pilgrim experiences should appeal to contemporary rather than medieval interpretations. We are not looking for medieval enactments of pilgrimage but are looking for new ways to enjoy the pilgrim theme.

For more information or to discuss the work please contact catherine.bradley@kentdowns.org.uk

MORE DETAIL ON WALKS AND EXPERIENCES

1. SELF-GUIDED CANTERBURY CITY PILGRIM WALK – CONTRACTOR TO PROVIDE DAY RATE AND NO. DAYS QUOTE.

The contractor would develop an engaging and informative 2hr self-guided Pilgrim Walk of the key pilgrim spots in Canterbury City including the North Downs Way National Trail and the Via Francigena Trail which coincides with the North Downs Way National trail in parts of Canterbury.

The information will be presented in the format of an Explore Kent Walk, template here <https://drive.google.com/file/d/1iQerqmtrPlsS2kt3na828lkHATvFqQ2B/view?usp=sharing>.

The Kent Downs AONB/North Downs Way will use your information to feature the walk on the Explore Kent website.

2. ONE VIA FRANCIGENA SELF-GUIDED WALK CANTERBURY TO SHEPERDSWELL – QUOTE DAY RATE AND NO. OF DAYS REQUIRED.

The contractor will research and provide a self-guided walk on the Via Francigena from Canterbury Cathedral to Sheperdswell. The information would also reference the North Downs Way which is on the exact same route. The walk information will be in the format of an Explore Kent walk, template here <https://drive.google.com/file/d/1iQerqmtrPlsS2kt3na828lkHATvFqQ2B/view?usp=sharing>

The Kent Downs AONB and North Downs Way team will use this information to post this walk on the Explore Kent website.

3. ONE VIA FRANCIGENA SELF-GUIDED WALK SHEPERDSWELL TO DOVER– QUOTE DAY RATE AND NO. OF DAYS REQUIRED

The contractor will research and provide a self-guided walk on the Via Francigena from Sheperdswell to the end of the North Downs Way in Dover. The information will also reference the North Downs Way which is on the exact same route. The walk information will be in the format of an Explore Kent walk, template here

<https://drive.google.com/file/d/1iQerqmtrPlsS2kt3na828lkHATvFqQ2B/view?usp=sharing>

The Kent Downs AONB and North Downs Way team will use this information to post this walk on the Explore Kent website.

4. CANTERBURY CITY PILGRIM EXPERIENCE – TWO QUOTE MECHANISMS

To develop and deliver 10 fortnightly bookable Canterbury Pilot Pilgrim Experiences from October 2021 to February 2022

This would feature a half day guided tour of key pilgrim spots in Canterbury including the North Downs Way National Trail.

The Experience would have to include an immersive element such as a Cathedral pilgrim blessing, a pilgrim lunch, a mindfulness session at a church, a mindfulness approach to the whole tour, a crafting of a wooden pilgrim motif or some similar kind of experiential element appropriate to a Pilgrim Experience.

Quote Mechanism One – Maximum Quote £3,500

KCC will pay contractor a day rate to operate all the Experiences with assistance from the Kent Downs AONB Experience team and Airbnb, and Pilgrim Experience profits will go directly towards the ongoing maintenance of the North Downs Way and Via Francigena Pilgrim routes via the Kent Downs AONB Charitable Trust.

Physical sign in sheets would be required for all participants on each Experience Day.

Contractor will quote a day rate and number of days required to deliver the 10 Experiences.

After February 2022, the contractor can deliver independently for their own profit, and we would ask for a 10% donation towards NDW conservation and enhancement.

Quote Mechanism Two – Maximum Quote £1,000

Contractor will receive a one-off payment to develop the Experience with assistance from the Kent Downs AONB Experience team and Airbnb and the contractor will immediately receive all profits of the Experiences being delivered. KCC would request a 10% donation of all bookings towards North Downs Way conservation and enhancement via the Kent Downs AONB charitable Trust. All 10 Experiences would need to be offered as dates on a bookable platform such as Airbnb.

5. ONE BOOKABLE VIA FRANCIGENA PILGRIM EXPERIENCE FROM SHEPERDSWELL TO DOVER - TWO QUOTE MECHANISMS

To develop and deliver 10 fortnightly bookable Sheperdswell to Dover Experiences from October 2021 to February 2022

This would feature a half day walk from Sheperdswell to Dover on the Via Francigena/North Downs Way National Trail.

The Experience would have to include an immersive element such as a pilgrim blessing, a pilgrim lunch, a mindfulness session at a church, a mindfulness approach to the whole walk, crafting of a wooden pilgrim motif or some similar kind of experiential element appropriate to a Pilgrim Experience. We welcome imaginative ideas from the contractor to make the pilgrim experience truly experiential

Quote Mechanism One – Maximum Quote £3,500

KCC will pay contractor a day rate to operate all of the Experiences and Pilgrim Experience profits will go directly towards NDW conservation and enhancement via the Kent Downs AONB Charitable Trust.

Physical sign in sheets would be required for all participants on each Experience Day.

Contractor will quote a day rate and number of days required to deliver the 10 Experiences

Quote Mechanism Two – Maximum Quote £1,000

Contractor will receive a one-off payment to develop the Experience and the contractor will immediately receive all profits of the Experiences being delivered. KCC would request a 10% donation of all bookings towards North Downs Way conservation and enhancement via the Kent Downs AONB charitable Trust. All 10 Experiences would need to be offered as dates on a bookable platform such as Airbnb Experiences.

6. ONE BOOKABLE VIA FRANCIGENA PILGRIM EXPERIENCE FROM PATRIBOURNE TO CANTERBURY CATHEDRAL

To develop and deliver 10 fortnightly bookable Pilgrim Experiences from Patribourne to Canterbury Cathedral Experiences from October 2021 to February 2022

This would feature a half day walk from Patribourne to Canterbury Cathedral on the Via Francigena/North Downs Way National Trail.

The Experience would have to include an immersive element such as a pilgrim blessing, a pilgrim lunch, a mindfulness session at a church, a mindfulness approach to the whole walk, a crafting of a wooden pilgrim motif or some similar kind of experiential element appropriate to a Pilgrim Experience. We welcome imaginative ideas from the contractor to make the pilgrim experience truly experiential. Participants would travel to Patribourne via train to Bekesbourne Station.

Quote Mechanism One – Maximum Quote £3,500

KCC will pay a contractor a day rate to operate all of the Experiences and Pilgrim Experience profits will go directly towards NDW conservation and enhancement via the Kent Downs AONB Charitable Trust.

Physical sign in sheets would be required for all participants on each Experience Day.

Contractor will quote a day rate and number of days required to deliver the 10 Experiences

Quote Mechanism Two – Maximum Quote £1,000

Contractor will receive a one-off payment to develop the Experience and the contractor will immediately receive all profits of the Experiences being delivered. KCC would request a 10% donation of all bookings towards North Downs Way conservation and enhancement via the Kent Downs AONB charitable Trust. All 10 Experiences would need to be offered as dates on a bookable platform such as Airbnb.

CONTRACTOR QUOTE INFORMATION REQUIRED

Quote Deadline – Friday 13th August 2021. Suitable quotes received before the deadline may be awarded the work. Please let Catherine.bradley@kentdowns.org.uk know if you are preparing a quote for the work.

As well as completing the table below for the items you would like to quote for, please provide:

- An up-to-date curriculum vitae or organisation website link.
- A description of your relevant experience to deliver this work

- The dates by which you can deliver completed product.

Any applications without the above information will not be considered. Contractor quotes will be assessed against quality and value for money and delivery date.

Quote Item	Day Rate	No of Days	Total Cost	Qualitative description of how you will approach research, likely content, and your relevant previous experience
1. One self-guided Canterbury Pilgrim Tour				
2. One Bookable Canterbury City Pilot Pilgrim Experience				
3. One Via Francigena/NDW self-guided walk Canterbury to Sheperdswell				

4. One Via Francigena/NDW self-guided walk Sheperdswell to Dover				
5. One Bookable Via Francigena Pilgrim Experience in Shepherdswell to Dover				
6. One Bookable Via Francigena Pilgrim Experience in Patixbourne to Canterbury Cathedral.				

USEFUL INFORMATION

Grid reference website <https://gridreferencefinder.com/>

Information about Airbnb Experiences <https://www.airbnb.co.uk/d/onlinehost>

Kent Downs AONB/North Downs Way Experience information <https://www.kentdowns.org.uk/our-projects/experiencedevelopmentprogramme/>

Explore Kent Walk Example <https://explorekent.org/activities/tolsford-trek-walk/>

THIS WORK IS FUNDED BY THE EUROPEAN UNION
REGIONAL DEVELOPMENT FUND



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