

ENGLISH PRIVATE LANDLORD SURVEY 2020

CONTRACT REFERENCE: CCZZ20A62

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

The Ministry of Housing, Communities and Local Government
2 Marsham St,
Westminster,
London
SW1P 4DF

Dear Sirs

Letter of Appointment

This letter of Appointment dated 07/10/20, is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	To be confirmed by the Customer post-award.
From:	Ministry of Housing, Communities and Local Government ("Customer")
To:	National Centre for Social Research ("Supplier")

Effective Date:	12/10/2020 (2+2+2)
Expiry Date:	At the Customer's request, the Initial Period may be extended by two periods of 24 months each. Such requests are to be issued to the Supplier no less than one month prior to the commencement of an extension.

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none">· the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B.
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Key Individuals:	REDACTED
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[Guarantor(s)]	N/A
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Contract Charges (including any applicable discount(s), but excluding VAT):	<p>REDACTED</p> <p>The total contract value including both extension options (ex VAT) is up to £480,000.00.</p> <p>Day rates submitted within the Bidder's pricing schedule shall include travel, subsistence, lodging and related expenses as per the Terms and Conditions of RM6018 Research Marketplace.</p> <p>Rates remain firm for the life of the contract and any subsequent extensions to it.</p> <p>Costs must remain valid for a period of 90 days after the deadline for return of tenders.</p> <p>Any prices, rates and charges not specified within this Attachment 4 will be deemed to have been waived.</p> <p>The potential for ad hoc multivariate analysis of the resulting data shall be in addition to the initial costs of the survey and shall require further budgetary approval from the Customer's finance department</p>
Insurance Requirements	Please refer to Framework RM6018 Research Marketplace Dynamic Purchasing System terms and conditions.
Liability Requirements	<p>Suppliers limitation of Liability (Clause 18.2 of the Contract Terms);</p> <p>Please refer to Framework RM6018 Research Marketplace Dynamic Purchasing System terms and conditions.</p>
Customer billing address for invoicing:	<p>Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables as defined at ANNEX A – CUSTOMER PROJECT SPECIFICATION AND Annex B - Supplier Proposal.</p> <p>Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.</p> <p>REDACTED</p>

GDPR	Please see Contract Terms Schedule 7 (Processing, Personal Data and Data Subjects).
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	N/A

FORMATION OF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.

The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt

For and on behalf of the Supplier:

For and on behalf of the Customer:

Name and Title:

Name and Title:

Signature:

Signature:

Date:

Date:

ANNEX A

Customer Project Specification

1. PURPOSE

- 1.1 The Ministry of Housing, Communities and Local Government (hereafter, 'The Customer') requires a Supplier to conduct a new English Private Landlord Survey (EPLS) of private landlords and property agents in England. This is an online survey that samples from the three Tenancy Deposit Protection (TDP) schemes.
- 1.2 The project will involve:
 - 1.2.1 Designing and drawing a representative sample of Landlords and Agents using data from the [three government-approved TDP schemes](#);
 - 1.2.2 Designing a questionnaire that will gather information from Landlords and Agents in England to respond to main research questions;
 - 1.2.3 Cognitive testing of a sample of questions to ensure robustness of data;
 - 1.2.4 Programming and testing an online survey, and project managing fieldwork and data collection;
 - 1.2.5 Delivering a robust and quality assured dataset with relevant weights that will be publicly available for download;
 - 1.2.6 Delivering a clearly written headline report with key descriptive statistics, based on the Customer's specification, including data tables, graphs, and an infographic page;
 - 1.2.7 Delivering a ready reckoner with appropriate design factor that can be used to test significance of EPLS data analysis; and
 - 1.2.8 The potential for ad hoc multivariate analysis of the resulting data using various quantitative methods (for example, latent class analysis, regression analysis, or multilevel modelling).

2. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 2.1 The Customer seeks to better understand the quality and management of the private rented sector (PRS).
- 2.2 The PRS is an important part of the housing market, having doubled in size in the ten years following the great recession, overtaking social housing to be the second biggest sector, after home ownership.
- 2.3 The sector also plays an increasingly significant role in housing more vulnerable households – including those on benefits, families, and, given the end of an assured short hold tenancy is one of the leading causes, the role of the private rented sector with regard to homelessness. Moreover, we have some yet unpublished evidence that the private rented sector was differentially impacted in the response to COVID-19, with some private renters and landlords disproportionately impacted compared to those in other tenures.
- 2.4 To understand how the PRS is meeting the needs of these groups, the Customer seeks to update evidence on the practices, portfolios, and concerns of private landlords in England. To that end, we are recommissioning at least one further wave of the English Private Landlord Survey (EPLS), an online survey of landlords and agents.

- 2.5 The EPLS was run for the first time in 2018. Prior to that, the Customer surveyed landlords by way of the Private Landlords Survey, which was run as an extension of the English Housing Survey, surveying the landlords of tenant respondents. As it was no longer possible to survey landlords in that way, the EPLS used the three government-approved Tenancy Deposit Protection (TDP) schemes as a sample frame to survey landlords and agents who take a deposit on a privately rented tenancy in England. The 2018 EPLS achieved around 8,000 responses and is the most comprehensive understanding of the circumstances, portfolios, practices, and concerns of private landlords and agents in England. The Customer requires the Supplier continue to use the TDP schemes as a sample frame for the survey unless a more comprehensive source of data becomes available.
- 2.6 The Customer is re-commissioning the EPLS to further increase their understanding of the sector and begin to establish a time series for this data. The EPLS should offer a comprehensive understanding of tenancy agreements, offering insight into what might prompt a landlord to start and end a tenancy, their decisions on rent levels, lettings, tenancy length and evictions as well as what policies might mitigate the impacts on homelessness.
- 2.7 The EPLS should offer a comprehensive understanding of landlord journeys and portfolios, including when and why they became a landlord, how many properties they currently let out and to whom, what type of properties they let out and where, and their future plans for their portfolios.
- 2.8 The EPLS should offer a comprehensive understanding of whether and to what degree landlords ensure quality and standards in their properties, including the activities they undertake to adhere to legislation and good practice requirements when letting out a property.
- 2.9 Further, given the circumstances surrounding COVID-19, the Customer seeks to understand how the response to the pandemic impacted private landlords, their practices, and their future plans.
- 2.10 Finally, the Customer is currently preparing legislation that will reform private renting in England. The legislation is planned to include a number of new and revised policies that aim to make renting in England safer, easier and more secure. The EPLS will be one of the main sources of evidence to help develop and evaluate this legislation and the policy changes associated with it.

3. DEFINITIONS

Expression or Acronym	Definition
MHCLG	means Ministry of Housing, Communities and Local Government
EPLS	means English Private Landlord Survey
PRS	means Private Rented Sector
TDP	means Tenancy Deposit Protection scheme
UKDA	means UK Data Archive
QA	means quality assure
Ready Reckoner	means an excel file with input formulae and a calculated design factor that will allow survey users to test the significance of both proportions and means of the data, between different groups and/or years of the survey.

4. SCOPE OF REQUIREMENT

- 4.1 This Contract shall allow the Customer to commission at least one wave of the English Private Landlord Survey in addition to the previous wave of 2018, to better understand landlord and agent circumstances and behaviour and the private rented sector in England. It is possible that the Customer can extend the contract for two further waves, subject to an assessment of good performance on the part of the Supplier.
- 4.2 For this project, the Customer requires the Supplier to:
- 4.2.1 Design and draw a representative sample of landlords and agents from a dataset from the three government-approved Tenancy Deposit Protection (TDP) schemes;
 - 4.2.2 Assist in designing a questionnaire to gather information from Landlords and Agents in England to respond effectively to main research questions;
 - 4.2.3 Carry out cognitive testing of a sample of questions to ensure robustness of responses and resulting data, and produce a report detailing recommendations for questionnaire revision;
 - 4.2.4 Program and test a secure online survey and monitor responses to ensure the survey receives a high enough response rate to allow for subset analysis (aim is 10,000 responses);
 - 4.2.5 Liaise with TDP schemes and project manage successful fieldwork and data collection, keeping the Customer updated as to progress;
 - 4.2.6 Deliver a robust and quality assured dataset with relevant weights scaled up to the population of the three TDPs, that will be made publicly available for download on the UKDA;
 - 4.2.7 Deliver a clearly written headline report with key descriptive statistics based on the Customer's specification, including production of data tables, graphs, and an infographic page;
 - 4.2.8 Design and deliver a 'ready reckoner' that can be used to test significance of EPLS data analysis, and will be published alongside the EPLS dataset on the UKDA; and

- 4.2.9 Have the expertise to undertake ad hoc multivariate analysis of the data using quantitative analysis techniques (for example, latent class analysis, regression analysis, or multilevel modelling).

5. THE REQUIREMENT

- 5.1 The sample frame for the EPLS is the population of landlords and agents who have registered a deposit with one (or more) of the three government approved TDP schemes in England. At the moment, the Customer, along with two other government departments, are working together to create a regular, robust and consistent dataset of 'live deposits' using the TDP administrative data, soon to be completed in early autumn 2020. This is the dataset that the Supplier will use to draw the sample. The Supplier will design the sampling methodology, and generate a representative sample of landlords and agents using the TDP data as a sample frame. The Customer expects this will be a stratified random sample, and will involve analysing the dataset to identify the appropriate strata (for the previous survey, this was landlords and agents), determine the necessary issued sample to achieve the appropriate achieved sample within each strata, and drawing a random sample that fits those requirements. The Supplier should draw a sufficient sample to aim for an achieved sample of 10,000.
- 5.2 The Customer will liaise with policy customers and main stakeholders to devise a draft questionnaire. The Supplier shall then help the Customer refine this questionnaire to ensure that questions are worded in the best possible way to respond to main research questions. Subject matter section of the questionnaire will include, but are not limited to: information on the landlord's portfolio and tenants, how they began letting, their concerns as landlords, their letting practices, their experiences with beginning and ending tenancies, and their finances. The Supplier should have enough familiarity with the subject matter to provide useful advice.
- 5.3 The Supplier will conduct cognitive testing on new and key questions, to ensure that the questionnaire is understandable and will deliver robust and sensible data. The Supplier will deliver a cognitive testing report outlining findings with recommendations for revisions to the questionnaire.
- 5.4 The Customer requires the Supplier to program the survey such that responses are secure and only those chosen for the sample will be able to complete it. The online survey should offer help screens where necessary and should be properly routed. Links to the survey should be delivered to the Customer in advance of fieldwork so they are able to test it, make suggestions, and sign off.
- 5.5 The Supplier will be required to liaise with the three TDP schemes to draft survey materials (i.e.: survey invitations, reminders emails, frequently asked questions or flyers for information), issue the survey invites and reminders, and more broadly to manage the project. The Supplier will provide advice on the best method of delivery and timing to maximise response rates. When fieldwork is in progress, the Customer will require weekly updates on progress. The Supplier will provide advice on and negotiate with the TDP schemes as to the best method of contacting survey participants, and the number and frequency of survey reminders.
- 5.6 The Customer requires the Supplier to create derived variables to specification, quality assure the resulting dataset, and design several survey weights that will scale up survey responses to the population of the TDP landlords and agents, and also the population of deposits within the TPD data. The Supplier shall demonstrate they are aware of and have experience of cleaning and quality assuring a large dataset. The dataset will be made publicly available on the UK Data Archive.
- 5.7 The Supplier will be required to analyse the survey data, produce tables on key descriptive statistics for publication, and write a Headline Report to specification, which includes an infographic page, along with graphs and charts within the report. Where relevant, the Supplier will be required to compare descriptive statistics from this wave of data to that in the previous (2018) survey and test the significance of any apparent changes. The Supplier will also be required to draft a Technical report which details the methodology of the sampling, survey, QA and analysis.

- 5.8 The Customer requires the Supplier to design a 'Ready Reckoner' – an MS Excel spreadsheet template with input formulae and appropriate design factor, to enable significance testing of survey analysis.
- 5.9 Finally, the Customer may also wish to commission additional multivariate analysis of the EPLS data as an ad hoc project after the delivery of the survey data. This could include, for example, latent class analysis, regression analysis, or multilevel modelling. For the last EPLS, the Customer commissioned a latent class analysis that showed patterns of landlord compliance with legislation and good practice that was particularly well-received. As such, the potential Bidder should submit evidence that they have expertise in delivering such a project, and examples of similar projects they have carried out in the past.
- 5.10 The Customer will review and approve all outputs by way of the project board. Acceptance of deliverables will be based on an assessment of quality and fitness for purpose, and will be at the discretion of the Customer.

6. KEY MILESTONES AND DELIVERABLES

- 6.1 The Supplier should note the following project milestones that the Customer will measure the quality of delivery against:

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	Initial face to face or online meeting with Project Board to agree draft workplan. Project Manager(s), Director(s), and any methodological leads to attend.	Within 2 weeks of contract award
2	Cognitive testing of new and key questions	Within 1.5 months of contract award
3	Sign off questionnaire	Within 2 months of contract award
4	Sign off sample and sampling strategy	Within 2.5 months of contract award
5	Fieldwork finishes	Within 4 months of contract award
6	Final QA'd dataset with weights	Within 5.5 months of contract award
7	Delivery of Headline Report, Technical Report and Ready Reckoner	Within 7.5 months of contract commencement

7. MANAGEMENT INFORMATION/REPORTING

- 7.1 The Supplier will be required to provide all outputs in plain English and for these to be QA'd and proof-read by the Supplier before submission to the Customer. A QA log should be submitted alongside each of the main deliverables.
- 7.2 The Customer will require regular weekly or fortnightly progress reports throughout the project, with updates to the risk register. The Customer requires any issues to be raised promptly with the lead contact for the Customer.
- 7.3 The Customer will hold regular meetings of the survey's Project Board, and the Supplier may be required to attend these and present outputs. Each meeting shall take place following all major outputs/milestones as per the timetable at paragraph 7.1.
- 7.4 The Customer will require the Supplier to appoint a Project Manager for the project.

8. CONTINUOUS IMPROVEMENT

- 8.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 8.2 The Supplier should present new ways of working to the Customer during contract review meetings.
- 8.3 Changes to the way in which the Services are to be delivered must be brought to the Customer's attention and agreed prior to any changes being implemented.
- 8.4 The Customer will monitor and approve progress and quality of outputs at regular project board meetings.

9. QUALITY

- 9.1 Main deliverables will be assessed for quality by the Customer's Project Manager, and signed off by an internal Project Board. The Customer will expect, at minimum, the following requirements:
 - 9.1.1 Sample drawn is representative and likely to achieve the required number of responses;
 - 9.1.2 Questionnaire responds to main research questions without being too long or user unfriendly;
 - 9.1.3 Questions are appropriately cognitive tested to achieve useable responses and recommendations for questionnaire changes are based on sound evidence;
 - 9.1.4 Online survey is secure and properly programmed to questions are correctly routed;
 - 9.1.5 Survey achieves 10,000 responses and/or a response rate of 10% with a nationally representative achieved sample that will allow for subset analysis;
 - 9.1.6 Dataset is thoroughly QA'd and separate weights are balanced and correctly scaled up to represent population of both landlords and deposits in TDP schemes as a whole;
 - 9.1.7 Headline report and technical report delivered to specification, in plain English and an appropriately user-friendly length. Report accompanied by annex tables and infographics, thoroughly QA'd to ensure accuracy with QA log delivered alongside final draft;
 - 9.1.8 Ready reckoner delivered is appropriate for the data, and any comparisons made in the Headline report are tested for statistical significance and recorded using the ready reckoner.

10. PRICE

- 10.1 The potential for ad hoc multivariate analysis of the resulting data using various quantitative shall be in addition to the initial costs of the survey and shall require further budgetary approval from the Customer's finance department.

11. STAFF AND CUSTOMER SERVICE

- 11.1 The Customer requires the Supplier to provide a sufficient level of resource throughout the duration of the English Private Landlord Survey Contract in order to consistently deliver a quality service to all Parties.
- 11.2 The Supplier's staff assigned to the English Private Landlord Survey Contract shall have the relevant qualifications and experience to deliver the Contract.
- 11.3 The Supplier shall ensure that staff understand the Customer's vision and objectives and will provide excellent customer service to the Customer throughout the duration of the Contract.

12. SERVICE LEVELS AND PERFORMANCE

- 12.1 The Customer will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Communication	Progress reports by email according to agreed work programme milestones circulated to deadline.	100%
2	Project management	Action points from progress meetings circulated and agreed within 2 days of meeting.	100%
3	Fieldwork	Achieved sample Response rate.	10,000 completed surveys and/or response rate of 10%
4	Dataset	Fully QA'd dataset with appropriate weights delivered to time and approved by the Customer.	100%
5	Analysis and reporting	Drafts and final reports (Headline and Technical) submitted to agreed deadlines and approved by the Customer.	100%
6	Management Information/ Reporting	QA log should be submitted alongside each of the main deliverables.	100%
7	Risk Management	All risks and mitigations reviewed and updated within the risk register before weekly or fortnightly progress meetings.	100%
8	Delivery	Achievement of all milestones as stated at paragraph 7.1.	100%

- 12.2 Please be aware that, while the Customer is procuring one wave of the survey at this point, there is the option to extend for further waves subject to an assessment of quality and performance on the part of the Supplier, based on the metrics above.
- 12.3 The Authority will maintain a record of provider adherence to the agreed service level and performance timelines. Any non-adherence will result in performance review meetings between the Customer and the successful Provider, to provide a full debrief and explanation as to why the service level agreement was not met. Improvement plans will also be established here.
- 12.4 Failure to meet the service level requirements outlined above could result in the Customer choosing not to renew the contract for further waves of the survey. For continuous requirements, such as those concerning risk management or progress reports, failure to meet service level agreements is defined as missing targets twice within any rolling three-month

period. For the major ad hoc requirements, such as those relating to the fieldwork or dataset, failure to meet any targets could result in non-renewal.

13. SECURITY AND CONFIDENTIALITY REQUIREMENTS

- 13.1 The Supplier will be required to collect and securely store data in accordance with the General Data Protection Regulation (GDPR).
- 13.2 The Supplier will be required to provide assurance to the Customer that all data will be destroyed within a reasonable timeframe from completion of the project.

14. CONTRACT MANAGEMENT

- 14.1 Attendance at Contract Review meetings shall be at the Supplier's own expense; however, meetings are expected to be online likely for the duration of the project.

15. LOCATION

- 15.1 The location of the Services will be carried out at the Supplier's address (or suitable alternative in the case of continued home working due to COVID-19). Project management and progress meetings will take place online using a suitable videoconferencing platform, likely for the duration of the project.

ANNEX B

Supplier Proposal

Supplier Proposal (submitted 23/09/20 – an extract can be found below)

REDACTED

Part 2: Contract Terms



Contract Terms v6.0