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**Tenders sought for research project**

**Research into the effectiveness of homeownership schemes internationally and in the UK.**

**Overview**

The Social Mobility and Child Poverty Commission ([www.gov.uk/smcpc](http://www.gov.uk/smcpc)) is inviting proposals for a piece of research into the effectiveness of different homeownership support schemes in ensuring stable and secure ownership both internationally and in the UK. This research forms part of the Social Mobility Commission’s role as an advocate for social mobility in the UK, and will inform the Commission’s 2016 State of the Nation report to Parliament.

A research tender has been put out simultaneously which is inviting proposals for research into the effect of wealth and inheritance on home ownership for young people.

The aim of this research is to look specifically at the following two interrelated questions:

* **Which homeownership support schemes in countries similar to the UK have been most effective at opening up homeownership to different groups of people?**
* **Which homeownership support schemes in the UK have been most successful in opening up and diversifying homeownership over the last decade?**

The successful bidder will need to combine a review of the relevant literature to describe schemes that have been tried or are in development – and use suitable datasets to describe in greater detail the impact of homeownership support schemes in the UK. Below are further details on the proposed approach for these questions.

The Commission seeks original, ambitious and robust proposals. Bids will be judged primarily on the proposed approach, expertise of team and value for money.

**Detailed requirements**

The research will support the work of the Social Mobility Commission in developing understanding of the relationship between housing and social mobility. This particular research will likely involve a literature review of existing research on homeownership support schemes in other countries, looking specifically at examples that have been successful in raising and diversifying homeownership. The research will also take a detailed look at the UK homeownership support schemes over the last ten years and the conclusions of any associated evaluations or academic research. The analysis should where possible include a quantitative summary or analysis of relevant longitudinal studies for either international of UK homeownership support schemes if available. The sorts of questions we would expect bidders to include on the subject of ‘homeownership support schemes’ are:

* What are the different types of government-sponsored home ownership schemes that exist in countries similar to the UK? It will be important to put this information in the context of the home ownership challenge in any given country. For any scheme there are a range of issues that will be important to draw out, for example:
	+ What has the government cost been in terms of grants or subsidies per household;
	+ How many households has any given scheme helped;
	+ If a scheme effectively reduced the cost of buying, by how much – and how does the cost of homes bought under a scheme differ from average prices
	+ What age groups or types of household have schemes been targeted at?
	+ Which individuals have been excluded from participating in a scheme (e.g. on basis of age, prior home ownership, income)?
* What has been the impact of these schemes in relation to opening up homeownership to different groups of people with a particular focus on their socio-economic status?
* What different home ownership schemes have operated in the UK over the last ten years?
* How effective have UK schemes been in meeting the objectives for which they were set up?
* How do the UK schemes compare to overseas schemes in terms of their impact on opening up home ownership to groups of people who might otherwise not have become homeowners?
* Where such information is available, what was the effect of these UK schemes in terms of what happened to the households they helped into home ownership after they had received support? For example, did these households remain in the owner occupied sector long term?

**Acceptable bidders**

The successful bidder will have a track record of working in this subject area and will be an individual or group experienced in producing well-evidenced, newsworthy, conclusions. They will need to show evidence of how they can manipulate data effectively.

**Bidding process**

This research will be commissioned via a single procurement phase, for which succinct proposals are invited. Assessment of tenders will be on the basis of the criteria at the end of this document. The contract between the Commission and the successful bidder will run from the date of issue until no later than 30th November 2016. Research will be published on the Commission’s website and should be drafted with Social Mobility Commission branding and format.

Tenders should be submitted to contact@smcpcommission.gsi.gov.uk no later than 24th June 2016. Communication of complex information in a straightforward way is necessary to this project. Therefore **bids that exceed 5 sides of A4 will be rejected**.

The Commission reserves the right to award part or none of this project, or to split the project between multiple organisations if appropriate.

Bids should be in Microsoft Word format (not PDF) and include:

* Your proposed approach (2-3 sides max). You may wish to set out in this section:
	+ Overview of method, including any proposed quantitative aspects;
	+ Approach to presenting findings;
	+ Timeline for research.
* Examples of key relevant experience and individual/staff expertise and qualifications. Full biographies of team members are NOT required. However, you may wish to choose examples that underline how you can add value and why you should be selected; (1 sides max);
* Summary of costs; risks and mitigations (1 side max).

Bids should be written in plain English and avoid jargon.

**Acceptable standards of bidders**

The following sets out the acceptable standards of bidders for this research and how these should be evidenced:

* Experience of working flexibly with clients in developing complex research and analysis;
* Clarity in communicating progress of work to clients and explaining issues that arise in a timely manner;
* Risk management expertise including track record in escalating risks to clients for discussion;
* If necessary, experience in working with other organisations as part of larger research programmes.
* A track record of research drawing on qualitative data resulting in news-worthy conclusions.

**Evaluation criteria**

Tenders will be evaluated against the criteria below. A primary weighting means the criteria will be given greater consideration in assessment of bids.

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| **Criteria** | **Potential examples** | **Weighting** |
| An original, robust and ambitious method  | * Clear articulation of a method that will answer the core research question: what is the range of home ownership schemes that exist and have existed in the UK and similar countries – and how effective are they?
* Evidence of potential to access data from variety of sources to support analysis.
 | Primary |
| Team and organisational experience in conducting and presenting research | * Experience of staff in relevant research techniques
* Experience of presenting findings in catching and clear ways Experience of specific research in this area and familiarity with subject area
 | Primary |
| Cost and value for money | * Estimation of cost for whole life of project
* Additional value-add to the bid – for example innovative channels of publication, launch events etc.
 | Primary |
| Experience and expertise in field of housing and/or social mobility  | * Examples of publications or other research demonstrating expertise
* Examples of work adding substantially new contributions social mobility particularly labour market trajectories
 | Secondary |

**Delivery Requirements**

Based on selection of a provider for this research in late June 2016 the deadline for final products will be 30th November 2016. Final products should be in electronic format, using a style guide as supplied by the Social Mobility Commission. We estimate the research should cost approximately £10,000.

The project will be managed by officials within the SMC Secretariat. An initial scoping meeting will be setup at the start of the project. There will be a requirement to provide a one page summary of progress and key findings on a monthly basis up until the submission of a draft report at the beginning of November.

The secretariat of the Commission reserves the right to call ad hoc meetings during the period of the contract to update on progress or for any reasons that may impact on the timely and successful completion of the commissioned research.