



Pre-Tender Market Engagement

Research Services Contract CPD4122176

Authority: Department for Levelling Up, Housing and Communities (DLUHC) (“the Authority”).

Date Response required: Wednesday 08th December at 12:00 hours via DLUHC’s procurement portal (see section 9).

1 PURPOSE

- 1.1 This Pre-Tender Market Engagement (PTME) seeks information in preparation for the potential procurement of a Supplier (from herein referred to as a “**Potential Supplier**”) to provide services in relation to research and evaluation for housing interventions and planning reform. The purpose of this PTME is to:
 - 1.1.1 help define the requirement;
 - 1.1.2 help provide a better understanding of the feasibility of the requirement;
 - 1.1.3 understand the best approach;
 - 1.1.4 understand the capacity of the market to deliver and possible risks involved; and
 - 1.1.5 provide the market with an opportunity to ask questions, raise queries and any issues to be addressed at an early stage.
- 1.2 The Authority shall maintain commercial confidentiality of information received during the PTME.

2 INTRODUCTION

- 2.1 The Authority is intending to undertake a competitive tender exercise intention of this contract is to provide a flexible and timely call-off function for the provision of social and economic research and evaluation expertise as required by Housing and Planning Analysis Division (HPAD). It is envisaged that the requirement will cover three years with the possible extension of 2 years. This document sets out the anticipated key requirements and logistics for the potential forthcoming competitive tender exercise. A more detailed specification will be issued on commencement of a formal procurement competition, as part of the invitation to tender (ITT).
- 2.2 Since the housing monitoring and evaluation strategy¹ was published in 2019 multiple billions of pounds of housing and planning reform interventions have been proposed and have begun implementation. HPAD are working to support effective design, delivery and implementation of those interventions whilst also assessing impact. HPAD are also working towards identifying our future needs and ensuring decisions are evidence based through further understanding our evidence gaps.
- 2.3 There is a strategic need as part of the delivery of these interventions to increase our evidence base on the nature, scale and impact of housing and planning reform problems in the UK. There is also a need to continue developing our understanding on what works in mitigating these housing problems. This includes the need to evaluate our housing

¹ <https://www.gov.uk/government/publications/housing-monitoring-and-evaluation-strategy>

and planning reform interventions within England as part of DLUHC's remit. We are seeking to work with supplier(s) with the same passion and ambition to ensure our work over the coming years is based on the best available evidence and insight.

2.4 This proposed call off contract involves working alongside HPAD to support policy and delivery teams with all external commissioned activities set out in section 3. Through this contract, we anticipate working with the successful Supplier(s) to support our work to identify gaps and approaches to addressing them. As part of tendering this contract the Authority seeks to achieve the following:

- **Build an evidence base to support and drive forward a housing and planning strategy** – The procurement will be for services to deliver (i) all externally commissioned research relating to the specific fields of housing and planning reforms (understanding the housing situation in the UK, historic and international interventions and its impact) (ii) evaluation of all housing and planning reform interventions.
- **Consolidating contracts for current research and evaluation within Housing and planning reforms** – Currently the Authority tenders distinct research and evaluation projects individually. This procurement will enable the Authority to incorporate all of the requirements of HPAD (with the exception of the English Housing Survey) with the aim to streamline service delivery and better ensure collaborative working. It will also allow the Authority to continue to expand its scope with the agencies delivering research and analysis across government.
- **Putting trust and social value at the heart of our services** - Ensuring trust between parties is essential for the success of the Contract and partnership between HPAD and the Supplier. We value transparent working relationships with our partners and will enter this partnership with a spirit of openness and trust. The Authority also values social value and sustainability which will be a key assessment criteria of future bids (see 3.6/3.7).

2.5 The Housing and Planning Analysis division (HPAD) sits within the Analysis and Data Directorate (ADD) and holds responsibility for leadership, oversight and delivery of the evidence base for this area of work. The team consists of economists, operational researchers, social researchers and statisticians. HPAD is made up of three sub teams: Housing Tenure analysis, Supply and Planning Analysis and Housing Research and Evaluation (HRE).

2.6 The overall contract objectives for this work include, but are not necessarily limited to, the following:

- **Understand** the problem of Housing and Planning reform evidence base
- Assess the **impact** of differing problems of housing and planning reforms
- Assess **what works** in improving the housing and planning reform situation

3 Potential Scope of the requirement

3.1 The Supplier(s) must have expertise in delivering research and evaluation programmes. The specialisms required of the Supplier(s) are set out in section 6. A critical element in the event of multiple agencies or a consortium being awarded the contract will be to

ensure shared learning and open exchange between suppliers in order to inform the work and share expertise.

- 3.2 As stated in section 2.4 the aims of this contract are to build an evidence base, consolidate contracts for current research and evaluation within housing and planning and to put trust and social value at the heart of what we do. In line with this the scope of the requirement for this contract includes research and evaluation commissioned within DLUHC in relation to housing and planning (with exception to the English Housing and private landlords survey).
- 3.3 To provide an idea of the likely requirements of this future contract please see the below table structured through the contract objectives in section 2.6. As part of the requirement this contract will potentially include the evaluation of the affordable homes programme, social housing white paper, Housing infrastructure fund, planning reforms legislation among other interventions.

Specialism	Requirement
<p>Understand the problem of Housing and Planning reform evidence base;</p> <p>Assess the impact of differing problems of housing and planning reforms</p>	<p><i>Social Research approaches:</i> Undertake primary research utilising a range of qualitative and quantitative methods to develop evidence and understanding of the nature, scale and impact of any housing and planning reform problems.</p> <p>Methods to include but not be limited to the design, delivery and analysis of findings from traditional and newer research methods, e.g.:</p> <p>Quantitative Methods</p> <ul style="list-style-type: none"> • Surveys (online, f2f, telephone) • Sampling methods • Quantitative analysis <p>Qualitative Methods</p> <ul style="list-style-type: none"> • Focus groups; • Depth interviews; • Literature reviews • Desk research and the scoping of additional research on the subject matter of housing and planning reform • Sampling methods 7 • Participatory approaches • Rapid Evidence Assessments as analysis reports drawing together evidence on topical issues across housing and planning reform (defined with the Authority as and when a need is identified) will be required. <p><i>Economic Valuation:</i> Whilst primary research is essential, there is a need for the Supplier to conduct economic assessments which can be done</p>

	<p>either inhouse or via partners and collaborators. This may include but is not limited to working to monetise direct and indirect economic costs and benefits, and ability to apply innovative approaches to the valuation of non-economic impacts (e.g. on communities). HMT Green Book compliant valuation approaches should be applied but will likely need to consider innovative approaches to social value techniques in line with the 2020 update.</p> <p>Other approaches to research and analysis may be required in addition to those noted above. These would be agreed in collaboration with the successful supplier.</p> <p>The Supplier will also be required within this work to identify sources of data at the local, national or international level that can be used in helping us to improve our understanding of any housing or planning reform issues and their impact.</p> <p>The Supplier will need the capability to engage with a wide range of academic and other subject matter experts to ensure their work is informed by the latest thinking and evidence. In some cases, they will be required by the authority to commission specific research projects with experienced academics in the field.</p>
<p>Assess what works in improving the housing and planning reform situation; Assess the impact of differing housing and planning reform interventions</p>	<p>Working closely with HPAD, the Supplier will develop effective strategies to monitor and evaluate the implementation and impact of complex, multi-channel housing and planning reform interventions. There is potential that the Supplier will have to support some self-evaluation of interventions.</p> <p>Drawing on a range of methodologies and approaches as set out above but applied within an evaluation context, to understand whether housing and planning reform interventions are achieving their objectives. To include (but not be limited to):</p> <ul style="list-style-type: none"> - Advising on project KPI and measurable outcome indicators to ensure meaningful but feasible metrics. These will be closely aligned to and will inform theories of change and logic models developed as part of preparatory intervention work. The use of behavioural insights will be essential in design and then assessing any impact. - Process evaluation: are interventions being delivered as intended – are they reaching target audiences? Are delivery partners engaging? If not, why not – what are the barriers and what needs to change? - Impact evaluation: have DLUHC interventions achieved their objectives? What is the ‘real world’ impact of DLUHC interventions? Where and how can we evidence sustained behaviour change against objectives? Creative but rigorous approaches will be required as direct measurement of cause and effect will rarely be feasible – proxy measures of outcome will be necessary with clear, evidenced articulation of any assumptions regarding the relationship between proxies and ultimate intervention objectives.

	<ul style="list-style-type: none"> - Cost Benefit/ Return on Investment analysis to explore value for money of DLUHC housing and planning reform interventions. <ul style="list-style-type: none"> • Deployment of quasi-experimental methods to evaluate through direct testing of cause and effect and to consider innovative approaches given the policy area and nature of interventions, e.g. through controlled piloting with use of counterfactuals to demonstrate what would have happened in the absence of intervention. • A range of impact measures will need to be considered which can include (but not limited to) impact on economic and social outcomes. <p>Other approaches to monitoring and evaluation may be required in addition to those noted above. These would be agreed in collaboration with the appointed contractor. We would also welcome contractor views on approaches we may wish to take.</p> <p>There is a need to understand the ‘What Works’ factor with our housing and planning reform focused interventions and this must be a driver in all evaluation work. The Supplier must have the capability to build a strategic picture (but not limited to) of what works overall for housing and planning reform interventions but also within specific contexts. There will also be the possible need to access behavioural insights to inform the design of effective future interventions with work to evidence causal pathways and current assumptions in logic models.</p>
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3.4 Overarching Considerations in relation to the scope of the requirement

- Methods for both strategic research and evaluation will be required to sample from hard-to-reach populations
- There will be a requirement to conduct research and evaluation with participants for whom English is not their first language and the ability to potentially provide translated materials when/if required.
- The Supplier should have the capacity and capability to create outputs which may include but are not limited to: PowerPoint Decks, written reports and infographics. They must draw together the key themes from the research analysis (quantitative/qualitative methods) and provide its outcomes. The outputs should follow DLUHC style guide and be in plain English. Outputs should take into consideration policy implications and end with a set of recommendations to help drive policy design and decisions.
- The Supplier should be capable of organising and delivering presentations and workshops to disseminate key findings and relevant evidence based on research across Government, law enforcement, academia and DLUHC’s delivery partners.

- The Supplier(s) should have the capacity to appoint a project manager who would purely manage the delivery of all work under the contract.
- The Supplier must be willing and capable of working in partnership with other delivery agencies, partners and specialists into a consortium to deliver a fully integrated research and analysis function. This is to ensure HPAD's understanding of housing and planning reform related problems, in addition to the provision of evidence-based insights to support design of interventions are evidence based and subject to rigorous monitoring and evaluation practices.
- The Supplier(s) should have the capacity and ability to engage and subcontract relevant academics with specific expertise knowledge on the subject area. The Supplier will be expected to undertake all research work in accordance with the standards and expectations set out in the Government Social Research Magenta Book and the Government Communications Service Evaluation Guidance.
- All reporting will be subject to HPAD approval and sign-off. External Peer Review processes and requirements will be applied for all final outputs ahead of publication.

3.5 The Government must take account of Social Value in all of its procurement exercise. That is how a proposed contract might secure relevant and proportionate wider social, economic and environmental benefits. Those benefits are currently grouped into the following themes and outcomes:

- Covid-19 recovery (helping local communities to manage and recover from the impact of covid-19).
- Tackling economic inequality (creating new businesses, jobs and skills, and increasing supply chain resilience and capacity) e.g. employment, training and work-experience opportunities for local people.
- Fighting climate change (effective stewardship of the environment) e.g., local staff, local suppliers and local work reducing your carbon footprint.
- Equal opportunity (tackling workforce inequality and reducing the disability employment gap risk of Modern slavery).
- Wellbeing (improving health and wellbeing, as well as community integration) e.g. supporting local community initiatives e.g. charities, local amateur sports teams etc.

3.6 To help ensure that the Social Value aspects of the evaluation criteria that the Authority will apply to this procurement is fair and proportionate, the Authority would like Potential Suppliers to gauge:

- which of the policy themes and outcomes are most relevant to this procurement and could yield some potential benefits;
- what they could offer as wider benefits of the EHS under their chosen themes and outcomes;

- the level of risk of modern slavery in their supply chain; and
 - whether modern slavery risks can be managed/mitigated within the service or not.
- 3.7 Please refer to the Social Value Model Quick Reference Table for details of the potential model evaluation questions, model award criteria, model response guidance and reporting metrics for each policy outcome to help in the assessment:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/940828/Social-Value-Model-Quick-Reference-Table-Edn-1.1-3-Dec-20.pdf.

4 OUTPUTS/DELIVERABLES

- 4.1 A range of outputs are required. They include:
- well drafted thematic reports with innovative use of charts, tables and graphics;
 - statistical tables, dashboards, where applicable;
 - technical reports;
 - primary datasets;
 - management datasets and user documentation; and
 - survey instruments and bespoke syntax and models.

5 KEY DATES & TENDERING PROCESS

- 5.1 If it is decided this service is required, it is anticipated that a procurement may start in January 2021 with the contract to commence in April/May 2021. These indicative dates are for information purposes only. DLUHC reserve the right to amend these dates at any time, and Potential Suppliers rely on them entirely at their own risk.
- 5.2 Indicative key competition and contract dates are set out below.

Premarket engagement call	15 th December 2021
Issue of ITT	~20 th January 2022
Deadline for submission of tenders	22 nd February 2022
Presentations	w/c 7 th March 2022
Contract award decision	Early April 2022
Contract commencement	25 th April 2022
Contract mobilisation period	4 Weeks from contract commencement

- 5.3 The project, if progressed, is likely to be procured through the RM6018 Research Market Place, Dynamic Purchasing System (DPS) -. Suppliers are able to apply to join the DPS at any time. During application to join the DPS, suppliers indicate which services they may be able to provide under the DPS. Please note that new suppliers are able to register with the DPS via the following link and that this process can take at least two weeks:
<https://supplierregistration.cabinetoffice.gov.uk/dps#research>. If you have any questions about the DPS and would like to contact a member of the CCS team please use the links provided on the website above.

6 RESPONSE

- 6.1 DLUHC will be hosting an online event to provide further detail on the requirements and to obtain market feedback, in particular to the questions below. The event is due to be held on the **morning of Wednesday 15th December 2021**. Further information will be shared in advance of the event for those who express an interest and/or register to attend. To register for this event, please respond via the procurement portal. The deadline for

the receipt of expressions of interest/registrations is **12.00pm on Wednesday 8th December 2021**.

- 6.2 The purpose of the event is to allow DLUHC to understand the capacity and appetite of the market to deliver the various elements of this service and receive feedback about the proposed requirements. It will also be an opportunity for suppliers to raise any clarification questions in person or anonymously.
- 6.3 DLUHC is specifically looking for responses to the following questions:
- Q1 Would you be interested in bidding for this project?
 - Q2 Is what the Authority asking for clear?
 - Q3 What, if anything, has the Authority missed or overlooked in setting out their requirement?
 - Q4 Is there anything here which is irrelevant, outdated or unnecessary?
 - Q5 Which of the proposed Social Value Themes (reference 3.7 above), Policy Outcomes and Criteria would you consider most appropriate for this requirement? Please elaborate on your reasons why you consider these to be more relevant?

7 QUESTIONS AND CLARIFICATIONS

- 7.1 Potential Suppliers may raise questions or seek clarification regarding any aspect of this PTME document at any time prior to the Response Deadline. DLUHC will respond to questions formally during the online event **on 15th December**. Questions may also be raised during the online event.
- 7.2 Potential Suppliers will be permitted to raise any further questions for a short period following the online event. These questions must be received no later than **17:00 hours on Friday 17th December**.
- 7.3 To ensure that all Potential Suppliers have equal access to information regarding this PTME exercise, responses to questions raised by Potential Suppliers will be published in a "Questions and Answers" document, which will also be circulated by email to those attending the online event - and included in the final Invitation To Tender. DLUHC proposes to record the online event and this recording will also be included in the final Invitation To Tender.
- 7.4 Responses to questions will not identify the originator of the question.
- 7.5 If a Potential Supplier wishes to ask a question or seek clarification without the question and answer being revealed, then the Potential Supplier must state this in their email and provide its justification for withholding the question and any response. If the Authority does not consider that there is sufficient justification for withholding the question and the corresponding response, the Potential Supplier will be invited to decide whether:
- 7.5.1 the question/clarification and the response should in fact be published; or
 - 7.5.2 it wishes to withdraw the question/clarification.

8 GENERAL CONDITIONS

- 8.1 This PTME will help the Authority to refine the requirements and to understand the potential level of interest in the delivering requirements. It will also aid Potential Supplier's understanding of the requirements in advance of any formal competitive tender exercise.
- 8.2 The Authority reserves the right to change any information contained within this PTME at any time, and Potential Suppliers rely upon it entirely at their own risk.
- 8.3 The Authority reserves the right not to proceed with a competitive tender exercise after this PTME or to award any contract.
- 8.4 Any and all costs associated with the production of such a response to this PTME must be borne by the Potential Supplier.
- 8.5 No down-selection of Potential Suppliers will take place as a consequence of any responses or interactions relating to this PTME.
- 8.6 The Authority expects that all responses to this PTME will be provided by Potential Suppliers in good faith to the best of their ability in the light of information available at the time of their response.
- 8.7 No information provided by a Potential Supplier in response to this PTME will be carried forward, used or acknowledged in any way for the purpose of evaluating the Potential Supplier, in any subsequent formal procurement process.
- 8.8 For the avoidance of doubt, any suppliers who do not participate in the pre-market engagement exercise will still be permitted to take part in the tender exercise and submit a proposal if they choose to do so.

9 PROCUREMENT PORTAL

- 9.1 Your response to this PTME exercise must be submitted via email to

- Digital.procurement@communities.gov.uk
- Quoting reference **"CPD4122176"** in the email subject field