

## **CPD/004/120/070; MHCLG - Event Planning for three (3) Private Rented Sector Roadshows for Local Authority Staff**

### **1. Introduction & Summary**

- 1.1 The Ministry of Housing, Communities and Local Government's (MHCLG) works to create great places to live and work, and to give more power to local people to shape what happens in their area. With housing, the rented sector is the second largest tenure in England, housing 4.5 million or 19% of households. The private rented sector (PRS) division focusses on rebalancing the relationship between tenants and landlords to deliver a fairer, good quality and more affordable private rented sector.
- 1.2 We are seeking tenders for the planning, organisation and execution of three PRS roadshow events. The events are designed to improve English local authorities' engagement with central government policies affecting private renting, and to share best practice in enforcement of the PRS. The schedule of the day, content for individual events and speakers is to be provided by MHCLG. The successful provider will be engaged to handle all administrative and practical support in delivering the events. The events will be taking place in Leeds, Birmingham and London in October. The dates currently under consideration are Tuesday 8<sup>th</sup> October in Leeds, 10<sup>th</sup> October in Birmingham and 16<sup>th</sup> or 17<sup>th</sup> October in London – these are potentially subject to change, but only within a limited window in October. MHCLG expect to have the venues booked and dates confirmed before the events planning provider is appointed.
- 1.3 We expect the costs of the event management services to be £10k to £15k

### **2. Objectives**

- 2.1 To hold events that will:
  - a) Communicate government priorities for the PRS
  - b) Hear directly from Local Authorities (LAs), including about their biggest challenges
  - c) Facilitate the identification and sharing of best practice between LAs
  - d) Facilitate networking and connection building between LAs and with the PRS team

### **3. Context**

- 3.1 In 2018 the PRS team conducted a series of five roadshows across the country to better engage with LA staff, explain recent and upcoming legislative changes and understand the challenges LAs face in implementation and enforcement. These were a major success in improving understanding and relationships between MHCLG and LAs and so we wish to build upon that experience and deliver something similar at this important time. The Roadshows will be an essential opportunity to touch base with local authorities to keep them informed about the delivery of a fast-paced and full package of PRS enforcement reforms. The events will be a mixture of presentations, facilitated table work and networking.
- 3.2 The successful 2018 events attracted over 300 delegates. We would expect to increase attendance rates for the next events, as we have maintained engagement with potential local authority delegates during this time. We have a national list of operational enforcement officer contacts who will be invited to the events.
- 3.3 Several important pieces of legislation have come into force since the last roadshows and we have recently launched three key Consultations and a Call for Evidence which will be complete or nearing completion by the time of these roadshows. This is therefore an important time for detailed discussions with our stakeholders.

## 4. Audience

- 4.1 We will be inviting delegates from each local authority in England (there are a total of 343 local authorities).
- 4.2 Each local authority will be invited to send 2 delegates. Based on the assumption that there would be at least a 25% increase in delegates compared to the events held in 2018, we have estimated that total attendance would be 400 to 450; with each venue catering for the following numbers:
- Leeds: ranges from 100-150 delegates
- Birmingham: ranges from 100-150 delegates
- London: ranges from 200-230 delegates
- 4.3 We would expect the audience to gain the following from the events:
- a) Understanding of recent and upcoming legislative changes
  - b) Understanding of current government priorities and direction of travel
  - c) Opportunity for LAs to feedback to MHCLG so that we can support them to deliver
  - d) Network opportunities across LAs to learn from each other and encourage joint working.

## 5 Agency requirements

### 5.1 Communication

- i. Weekly meetings and progress reports sent by email, with updates on progress on delegate numbers and other milestones. Discussions via telephone as required.

### 5.2 Security Requirements

- ii. The potential provider will be required to securely store data, which may include personal data, in accordance with GDPR requirements – notably the details of event attendees and their contact information.

### 5.3 Targets

- i. We are seeking an increase in the attendance of local authorities of 25% from 2018 attendance levels. We would expect the provider to carry out follow up contact with LAs that have not responded to encourage attendance.
- ii. 90% positive feedback (average, good or excellent) from delegates regarding organisation and delivery of event. This relates to the areas where the successful provider can impact leading up to and whilst at the event and relates to the delegates experience in relations to access to information, directions and organisation on eth day.

### 5.4 Overcoming constraints

- i. The events are free to attend, but require LAs to commit time and pay for travel. Due to work and financial pressures many LAs may not respond to invitation. We would expect the successful provider to encourage LAs to attend through providing an enticing invitation and through follow up contact with potential delegates.

### 5.5 Invitations

- i. MHCLG will issue the invitations six weeks ahead of events.
- ii. The successful provider will:

- a. monitor the responses, collecting important information about for example, any accessibility/special dietary requirements;
- b. follow up with LAs to encourage responses;
- c. reply to any questions that people may have about the event;
- d. follow up acceptances with a courteous letter thanking for acceptance; and
- e. collate information about dietary and accessibility requirements

#### 5.6 Leading up to the event

- i. Send an email a week in advance including directions to venue, parking details, programme information etc.
- ii. Send a reminder email to those that RSVP'd one/two days before the event
- iii. Notify final numbers to the venues including dietary requirements
- iv. General liaison with venues

#### 5.7 The venue

- i. Decide how the venue needs to be prepared and dressed to facilitate the programme of the day (liaising with MHCLG ) – determine the staging style and seating style, in collaboration with MHCLG
- ii. Prepare and put up signage in and around the venue to make it clear to delegates where they need to go
- iii. Make sure the necessary audio visual equipment, furniture, screens, temporary staging, table coverings etc. will be set up and is fit for purpose.

#### 5.8 On the day

- i. Stewarding at the entrance welcoming guests, checking their invitations and providing nametag/lanyard
- ii. Make sure that staff stewards are stationed at all the key points in the venue where guests might need directions and direct / shepherd delegates as required during the event
- iii. At timetabled events, deploy appropriate approaches to ensure that the event stays to timetable.
- iv. Record the attendances and no-shows at the event as this is useful information for post-event evaluation and for follow-up communications
- v. Manage a system of gathering feedback from delegates e.g. Menti or Slido.
- vi. Record table discussions
- vii. Generally manage any logistical issues on the day

#### 5.9 After the event

- i. Working with MHCLG, email attendees after the event
- ii. Provide an opportunity for / actively encourage those who attended to provide feedback to see what was done well, and how we could improve
- iii. Provide face to face feedback to MHCLG following the events as a learning exercise including facilitating a lessons learned session.

## 6 Event management timeline

Milestone	Description	Timeframe
1.	Invitations to be sent out to each local authority <b>by MHCLG</b>	w/c 9 Sept
2.	Provider to send out a follow up email prompting RSVPs	Third week of September
3.	Contact venues regarding numbers, accessibility requirements etc.	End of September

4.	Send out an email to those attending with details about the venue, the schedule etc.	Week before the event
5.	Send out a reminder email to those attending	Day before the event
6.	Ensure that the day runs smoothly and all needs are catered for	Day of the event
7.	Send out follow up email to everyone that was invited, asking for feedback	Week after the event
8.	Manage and summarise feedback	Month after event

## 7 Deadline for responses

6.1 Deadline for responses from agencies is **Friday 30 August by 12.00 hrs.**

6.2 Responses are limited to **a maximum of 10 pages A4.**

### Procurement Timetable:

<u>DATE</u>	<u>ACTIVITY</u>
Fri 16 August 2019	Issue of the ITT via the CCS eSourcing suite
Fri 23 August 2019 By 12.00 hrs	Clarification period closes (" <b>Tender Clarifications Deadline</b> ")
<b>Fri 30 August 2019 By 12.00 hrs</b>	Deadline for submission of Tenders to the Authority (" <b>Tender Submission Deadline</b> ")
06 September 2019	Proposed Award Date of Contract
w/c 09 September 2019	Expected commencement date for Contract

## 8 Route to market

7.1 This is a mini competition run via the CCS Communications Services (RM3796) framework - Lot 2; Events.

## 9 Evaluation criteria and weightings

8.1 This information has been set out in the Annex A; Response Guidance.

## 10 Payment

9.1 Payment can be provided to an agreed timeline linked to milestones, with the higher proportion of the payments being made following the satisfactory delivery of the events and feedback provided.

9.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs. The maximum budget available for this contract is £10,000 to 15,000 including VAT.

## 11 Further documents

**Annex A** – Response Guidance. Sets out the evaluation questions and their weightings.

**Annex B** – Price Schedule. Annex B must be completed and uploaded to the CCS eSourcing suite to form an Agency's Price response