



CONTENTS

1.	PURPOSE.....	2
2.	BACKGROUND TO THE CONTRACTING AUTHORITY.....	2
3.	BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT	2
4.	DEFINITIONS.....	2
5.	THE REQUIREMENT	3
6.	KEY MILESTONES	3
7.	AUTHORITY'S RESPONSIBILITIES	3
8.	REPORTING	3
9.	VOLUMES.....	4
10.	PRICE	4
11.	STAFF AND CUSTOMER SERVICE.....	4
12.	SERVICE LEVELS AND PERFORMANCE	4
13.	PAYMENT	4

OFFICIAL

Annex A – Statement of Requirements

REDACTED

© Crown copyright 2016

V1.0 April 10, 2018



1. PURPOSE

1.1 The Ministry for Housing, Communities and Local Government or “MHCLG”(hereafter referred to as The Authority) wishes to commission research into the public attitudes to housing and planning in England.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

2.1 The Authority is committed to increasing housing supply and home ownership with two of the Authority’s primary aims being to increase housing supply and increase home ownership. The Authority is aware of changing public attitudes over time and wish to ensure that consideration of public attitudes remains current and therefore relevant.

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

3.1 The purpose is to undertake a module of public attitude questions within the forthcoming 2018 British Social Attitudes (BSA) survey to test public attitudes on planning and housing.

3.2 In 2010 the Authority commissioned a module of questions in the BSA survey on attitudes to housing. The 2010 survey provided public views on a range of housing related areas.

3.3 In 2013, 2014 and 2017 the Authority funded further modules focused on attitudes towards planning for housing, including a question repeated from 2010 on support for new homes. The survey found a considerable increase in support for new homes since 2010.

3.4 A repeat of the key question on support for new housing will make it possible to establish whether the increase in support for new housing represents a longer term trend.

4. DEFINITIONS

Expression or Acronym	Definition
MHCLG	Means the Department for Communities and Local Government
BSA	Means British Social Attitudes Survey



5. THE REQUIREMENT

- 5.1 A module with 20 items, with a sample size of circa 3000 respondents, researching public attitudes into agreed questions on housing and planning, specifically including:
- 5.1.1 Question design pilot(s) to test the validity of any new questions being considered for the final questionnaire. The pilots will involve fieldworkers visiting respondents and conducting face-to-face interviews with the new test questionnaires. Fieldworkers will collate their field notes and submit a report on questions that worked well and less well. The Authority will receive the pilot report and work with the Contractor to refine questions, re-test these and agree on those to be delivered in the final questionnaire.
 - 5.1.2 Final questionnaire (to be signed off by the Authority).
 - 5.1.3 Field work will be undertaken using a sample of circa 3,000 respondents selected via a complex sampling strategy and weighting procedures that enable a nationally representative and comprehensive sample. The survey will be conducted using face-to-face computer assisted interviewing by trained fieldworkers, supplemented with a self-completion questionnaire.
 - 5.1.4 Provision of the dataset of results once fieldwork has been completed

6. KEY MILESTONES

- 6.1 Key expected milestones are outlined in the table below:
- 6.2 The Contractor must note the following project milestones that the Authority will measure the quality of delivery against:

Milestone	Description	Timeframe
1	Questions design pilot report submitted to the Authority	April 2018
2	Final questions designed	May 2018
3	Fieldwork underway	July 2018
4	Fieldwork completed	November 2018
5	Provision of dataset to the Authority	December 2018

7. AUTHORITY'S RESPONSIBILITIES

- 7.1 The research contract will be managed by Housing and Planning Analysis division with a commitment to publish the findings of the research.

8. REPORTING

- 8.1 The Contractor is to provide a dataset of the results in December 2018.



9. VOLUMES

9.1 It is expected that the sample size achieved be circa 3,000 as with previous BSA surveys.

10. PRICE

10.1 The prices provided will be based on the milestones set out in section 6 above and include a full breakdown of each task.

11. STAFF AND CUSTOMER SERVICE

11.1 The Authority requires the Contractor to provide a sufficient level of resource throughout the duration of the research contract in order to consistently deliver a quality service to all Parties.

11.2 The Contractor’s staff assigned to the research contract shall have the relevant qualifications and experience to deliver the Contract.

12. SERVICE LEVELS AND PERFORMANCE

12.1 The Authority will measure the quality of the Contractor’s delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Design pilot	Report to have been supplied to the Authority in April 2018	100%
2	Field work	Field work to have been completed by November 2018	100%
3	Dataset	Dataset of results to have been supplied to the Authority by December 2018	100%

13. PAYMENT

13.1 Payments will be made following the Authority’s acceptance of the deliverables for each of the key milestones of the research - as outlined in section 6.