

Call-Off Schedule 20 (Call-Off Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Call-Off Contract.

Securing insights into leasehold/ownership of park homes

Summary of the work

Leasehold and park homes ownership are complex tenures where individuals can face issues with third parties over how they use their home. This discovery will explore the nature and drivers of these problems to inform the design of policy and other solutions.

Expected contract length

6 weeks

Location

London

About the work

Why the work is being done

Insights will be used to inform ongoing policy development and to improve understanding of how far planned/potential measures will alleviate the challenges that leaseholders and park home owners face.

They will also be used to improve the advice and information available to allow these groups to take informed decisions on how to address the issues they face.

Problem to be solved

We want to:

- Understand leaseholders and park home owners ('the target group') views on the issues they can have with the tenure and which can cause them to seek/need information and/or advice.
- Identify the issues and challenges problems that may be remaining for leaseholders and park home owners after they have obtained advice.
- Explore how they would like to receive advice (i.e. preferred channel – telephone; email; website) and whether demographic or other factors affect this.
- Identify where the target group can seek advice from and their experiences of different advice sources.
- Explore how often they have been able to meet their needs through online information only and what type of issues/queries/needs are suitable for this.
- Explore what action the target group take after accessing advice and what influences this.
- Identify the outcomes that the target group achieved and whether the type and source of advice received affects the level of positive outcomes.

Who the users are and what they need to do

The users are individuals who own a leasehold property or park home and want to access (or have accessed) information or advice. Most will have an issue and want advice to inform a decision on what to do next.

Issues arise because the tenure need to interact with third parties (free holders/managing agents/park home owners) who can take action/make decisions which affect them and how they use their homes or fund maintenance work. A specific and important area where issues arise is on building safety.

Their needs are usually to understand if action taken/requests are allowable under the terms of their lease/park homes agreement, the action they can take if not and their chances of a successful challenge.

Both cohorts can be hard to reach groups - many leaseholders don't understand they are leaseholders and there are a comparatively small number of park home owners who are usually elderly, may not be online and may have poor digital skills.

Any work that's already been done

Preliminary work has been undertaken:

- Basic work to identify some advice sources on housing issues and their offering for leaseholders and park home owners.
- Data collated on the popular channels and reasons for contacting existing advice sources.
- Initial work to map customer journeys. (N.B based on known routes and not leaseholder or park home owner feedback).
- Public consultations where leaseholders (and others) have provided views on specific proposals.

Additional research activities are also planned which the appointed team will be briefed on.

Existing team

Suppliers will collaborate with the Leasehold Policy team and MHCLG Digital Team.

A policy lead will be allocated to support the research team (up to 2-3 days a week).

The supplier team should include a User Researcher, Service Designer and Product Manager. There will also need to be a team member with experience of analysing data. Not all roles need to be full-time.

Current phase

Discovery

Work setup

Address where the work will take place

We expect the successful supplier to work on a “virtual basis” given the ongoing COVID-19 pandemic, but there may be some requirements to hold meetings at 2 Marsham Street.

MHCLG will not fund travel & subsistence within London.

Working arrangements

Given the current COVID-19 climate, we would expect the supplier to work remotely but keep in close contact with the existing team. Any changes on these circumstances will be agreed with the supplier.

We expect the supplier to work in line with the Digital Land team mission, values and ways of working - <https://digital-land.github.io/about/>

We are a digital team who work openly and use agile methodology. We will induct the supplier on team specific practises and on the overarching hypotheses and vision we work to as a team.

Security clearance

There is no mandatory requirement for supplier personnel to be security cleared, however, BPSS clearance will be required to access MHCLG's ICT systems.

CTC or above is desirable so staff don't need escorting on site.

Skills and experience

Buyers will use the essential and nice-to-have skills and experience to help them evaluate suppliers' technical competence.

Essential skills and experience

- Delivering discoveries in line within the Government Service Manual.
- Recruiting users from hard-to-find groups for research.
- Delivering user-centred solutions to problems.
- Conducting research remotely with digitally excluded users and users with low digital skills.
- Using quantitative methods to assess the effectiveness of organisations/outcomes

Nice-to-have skills and experience

- Experience of conducting research with homeowners.
- Experience of conducting research relating to publicly provided advice services.

Payment approach

Capped time and materials.