



Department for Levelling Up,
Housing & Communities

Annex A – Statement of Requirements

Contract Reference: CPD4122189

Social Housing White Paper: baseline
position survey of social housing residents
("SHWP residents survey")

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0. PURPOSE

- 0.0 The Department for Levelling Up, Housing and Communities (DLUHC) (hereafter referred to as “The Authority”) wishes to commission a survey with social housing residents. This will support the Authority to establish a robust baseline position for the Social Housing White Paper programme from which we can set targets and monitor the progress of the programme.
- 0.1 The Social Housing White Paper: baseline position survey of social housing residents will hereafter be referred to as “SHWP residents survey”.

1. BACKGROUND TO THE CONTRACTING AUTHORITY

- 1.1 The Department for Levelling Up, Housing and Communities (DLUHC) supports communities across the country to thrive, making them great places to live and work.
- 1.2 We are committed to ensuring the housing market delivers the homes people need; supporting the levelling up of opportunity, job creation and economic growth whilst striving towards our world-leading net zero target for 2050, decarbonising the existing housing stock and setting standards for future homes. Our aim is to build at least a million new homes by the end of this Parliament. We will create Generation Buy by helping more people achieve the dream of home ownership through the Mortgage Guarantee Scheme, Help to Buy and First Homes.
- 1.3 We will also make the largest ever investment in social housing through our £12 billion Affordable Homes Programme. The social housing sector provides homes to 4 million households delivered through more than 1600 registered providers. We are seeking to improve the quality and experience of current and future housing stock, by continuing to deliver on the social housing white paper proposals, including implementing the charter for social housing residents. We will also continue to develop reform of social housing regulations.

2. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 2.1 The Social Housing White Paper¹ (SHWP) programme is an ambitious programme, seeking to drive long-lasting and transformational change across the social housing sector and improve the lives of social housing residents in England.

¹https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/936098/The_charter_for_social_housing_residents_-_social_housing_white_paper.pdf

2.2 Extensive consultation with thousands of social residents² revealed systemic problems in social housing. The package of measures set out in the Social Housing White Paper will aim to ensure that:

- landlords fulfil their responsibilities to provide decent, safe homes and neighbourhoods;
- landlords are held accountable for the services they provide and treat their residents fairly - being respectful, transparent and open, engaging and listening, and dealing promptly and effectively with complaints; and
- social housing residents feel respected and are able to make their voices heard and influence decisions which directly affect their experiences of social housing.

2.3 To understand social housing residents' experiences prior to implementation of the Social Housing White Paper measures, the Authority has established a set of baseline metrics using available data, including English Housing Survey data.

2.4 The SHWP residents survey will fill identified gaps in the programme's existing baseline metrics by asking questions targeted at the SHWP programme's intended outcomes to establish a robust baseline position.

2.5 The Authority will use this data to set targets and monitor the progress of the SHWP programme throughout implementation.

3. DEFINITIONS

Expression or Acronym	Definition
DLUHC	Department for Levelling Up, Housing and Communities
SHWP	Social Housing White Paper
"the Authority"	The Department for Levelling Up, Housing and Communities (DLUHC)
"SHWP residents survey"	The Social Housing White Paper: baseline position survey of social housing residents
"the Supplier"	The organisation awarded the contract to conduct the SHWP residents survey
"Social housing"	Social Housing is provided by housing associations (not-for-profit organisations that own, let, and manage rented housing) or a local council. Social housing tenants rent their home from the housing association or the council, who act as landlord.

² Almost 1,000 residents joined us at our engagement events and over 7,000 people also contributed online, sharing their issues and ideas about social housing. All these views and suggestions informed the Green Paper, "A new deal for social housing".

“Social landlord”	Local councils and housing associations and other bodies called ‘registered providers’ receive government support to provide social housing.
“Social housing residents”	Social housing residents include people who rent from social landlords, and leaseholders and shared owners of social housing.
“the programme”	The Social Housing White Paper programme

4. SCOPE OF REQUIREMENT

- 4.1 The Authority is seeking to establish a robust baseline position against the intended outcomes of the Social Housing White Paper programme as part of the wider monitoring and evaluation strategy for the programme.
- 4.2 We have scoped out the SHWP programme’s intended outcomes through a theory of change and this is in Annex A. The theory of change may be refined, and we will provide the latest version to the successful contractor if it has changed. We have established a baseline using existing data from the English Housing Survey, Housing Ombudsman Service and the Office for National Statistics and this is in Annex B. However, some of these measures are indirect and are not aligned with the specific outcomes of the White Paper programme we want to measure. The SHWP residents survey will fill gaps and overcome limitations in our existing baseline data by asking questions that align with the SHWP programme’s intended outcomes. Metrics we want to collect as part of the SHWP residents survey may include:
- if residents feel their home is safe;
 - how residents feel landlords handle anti-social behaviour cases;
 - whether residents feel their landlord treats them with courtesy and respect.
- 4.3 We would consider a bid from a provider with relevant knowledge of the social housing sector and expertise in conducting surveys using a mixed methodology. Alternatively, we would also welcome bids from a lead organisation who is partnered with an organisation that does have this knowledge or expertise.

Contract set up

- 4.4 The contract is anticipated to run from when it is awarded (**TBC Feb 2022**) until the end of May 2022 (“phase one”). During phase one, the Supplier will be required to:
- Set up the SHWP residents survey including agreeing the sampling criteria and questions
 - Conduct the SHWP residents survey across England

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- Produce and deliver a raw dataset from the SHWP residents survey to the Authority
 - Produce and deliver a short methodological note of the survey (e.g. sample design, response rates, survey mode, etc.).
- 4.5 There will be an option to extend the contract beyond May 2022 to complete analysis and reporting of the SHWP residents survey (“phase two”). If the contract is extended for phase two, the Supplier will be required to:
- Analyse data from the SHWP residents survey and produce and deliver a final written report;
 - Produce and deliver an Excel based database which auto-summarises raw data into a dashboard with the SHWP residents survey data. This would filter results by characteristic (for example, landlord type).
- 4.6 Pricing for phase two will not be evaluated, as this is indicative only and subject to change.

5. THE REQUIREMENT

Data collection methodology and sampling:

- 5.1 The SHWP residents survey should use a mixed methodology of an online survey and face-to-face or telephone interviews to ensure that a range of resident views are considered (e.g. social renters who are not online). The methodology chosen should provide robust, meaningful data which the Authority will be able to use when setting targets and assessing the impact of the programme (see intended outcomes in Annex A).
- 5.2 We anticipate there will be approximately 40 closed questions to ask in the SHWP residents survey, including questions on the respondent’s characteristics to inform the sample and facilitate filtering data by characteristic. The Authority has drafted initial survey questions in line with the programme’s intended outcomes. The draft survey questions will be scrutinized by the programme’s relevant Boards and the survey’s Steering Group. We will require input from the supplier on the survey questions. The survey questions should be designed so that there is no ambiguity in their meaning; and to capture data that could be measured longitudinally.
- 5.3 The Authority will require input from the Supplier on the data collection, sampling and methodology for the SHWP residents survey.
- 5.4 To enable the Authority to capture statistically significant changes in the data, the SHWP residents survey will need a sufficiently large sample size. The sample should be representative of the social housing population in England, including regions across England and landlord type. It might be appropriate to include sample ‘boosts’ if the Supplier considers this necessary.

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- 5.5 The Authority will also require the data from the SHWP residents survey to be broken down by the following characteristics across England:
- Region
 - Age
 - Sex
 - Landlord type (local authority or housing association)
 - Building type (high-rise tower block, semi-detached house, etc.)

Outputs

- 5.6 The Supplier will set up the SHWP residents survey, including identifying an appropriate sample, designing the survey's methodology and finalising the survey questions as outlined above. The Supplier will provide a document to the Authority on their proposed approach and set up for the SHWP residents survey.
- 5.7 The Supplier will conduct the SHWP residents survey with social housing residents in England to establish a baseline position against intended SHWP outcomes to facilitate monitoring and evaluation of the impact of the programme.
- 5.8 The Supplier will produce and deliver to the Authority a raw dataset from the SHWP residents survey. The dataset will be accessible for the Authority to use to manipulate the data, conduct analysis on the data and present the data with the supplier providing the data in CSV and SPSS format. The Authority will own the data after the contract has ended.
- 5.9 The Supplier will produce and deliver a short methodological note on technical aspects of the survey (e.g. sample design, response rates, survey mode etc.).
- 5.10 If the contract is extended beyond May 2022 (phase one), the Supplier will analyse the data from the SHWP residents survey and produce, deliver and present a final report. Notice of this contract extension will be provided by 27 April 2022 at the latest.
- 5.11 In phase two the Supplier will also produce and deliver an Excel based database which auto-summarises raw data into a dashboard with the SHWP residents survey data. The dashboard will filter the SHWP resident survey results by characteristic (for example, landlord type). The dashboard should be a product which can be shared with internal and external stakeholders as necessary, should be easy to use, and can be easily updated with further data from future surveys.
- 5.12 Pricing for phase two will not be evaluated, as this is indicative only and subject to change.

6. KEY MILESTONES AND DELIVERABLES

- 6.1 The following Contract milestones/deliverables shall apply:

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Milestone/Deliverable	Description	Timeframe or Delivery Date
Project set up and written output on proposed approach	Supplier to provide a written document on their proposed approach for the SHWP residents survey. This proposal shall include information on sample selection; methodology, including how the Supplier will reach vulnerable residents; the finalised survey questions and how they link to the theory of change; and targets the supplier has set to deliver the survey. As part of this output the supplier should also reassure the Authority in writing on their quality assurance, data security and ethics processes. This document will not be published.	24 February 2022
The Supplier shall develop an escalation process for concerns about wellbeing among research participants, as survey interviews may reveal perceived risk of harm or 'causes for concern'.	<p>The Supplier shall identify resources to direct to participants, which shall be delivered as a factsheet.</p> <p>DLUHC shall review and agree the factsheet and escalation process prior to completion.</p> <p>Thereafter the Supplier shall report on a weekly basis the number of instances of participants being referred to additional support</p>	25 February 2022 (and reported weekly until fieldwork close)
The Supplier shall progress its wellbeing 'virtuous circle', ensuring staff feel well supported	The Supplier shall implement appropriate activities and policies, and shall be required to report on the development of the wellbeing 'virtuous circle' at monthly intervals	25 February 2022 (and reported on monthly until Contract Expiry)

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Interim update on survey progress	While the survey is being conducted, the Supplier shall provide an interim update on the progress of the survey. This should include information on number of surveys completed; of those, how many were online surveys and how many were face-to-face/telephone interviews; and if the Supplier is on target to complete the SHWP residents survey by the agreed date. The update should also outline interim headline findings. This output will not be published.	25 March 2022
Complete SHWP residents survey	The Supplier shall complete the SHWP residents survey.	6 May 2022
Deliver raw dataset from SHWP residents survey and short methodological note	The Supplier shall deliver the raw dataset from the SHWP residents survey to the Authority. The raw dataset will be in an accessible format for the Authority. The Supplier shall deliver a short methodological note on technical aspects of the survey. These documents will not be published.	27 May 2022
Subject to contract extension (notice of this contract extension will be provided by 27 April 2022 at the latest).		
Final report	The Supplier shall analyse the findings from the SHWP residents survey to produce and deliver a final report. The final report structure will be agreed between the authority and the supplier if the extension goes ahead prior to drafting.	24 June 2022 (subject to contract extension)
Presentation of findings and delivery of dashboard	Presentation of main findings to the Social Housing White Paper Implementation Board. The Supplier will also produce and deliver an Excel based database	15 July 2022 (subject to contract extension)

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	which auto-summarises raw data into a dashboard with the SHWP residents survey data. The dashboard will breakdown the data by characteristics; will be easily updated with further data; and shareable.	
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7. MANAGEMENT INFORMATION/REPORTING

- 7.1 Throughout the contract, the supplier will be expected to attend monthly project Steering Group meetings, which will consist of DLUHC policy/project management officials, analysts, and representatives from the Regulator of Social Housing and the Housing Ombudsman Service, plus ad hoc meetings as necessary. The supplier will in addition provide a brief written update weekly to the Steering Group via email, and ad hoc where necessary. The Supplier will be expected to take on board feedback from the Authority.
- 7.2 In addition, the Supplier will be required to deliver a document to the Authority setting out the proposed approach to the SHWP residents survey; and deliver an interim update at the mid-way point of conducting the SHWP residents survey to update the Authority on progress.
- 7.3 Contract Management Arrangements:
- 7.3.1 DLUHC Contract Manager: **[REDACTED]**
 - 7.3.2 DLUHC Analytical lead: **[REDACTED]**
 - 7.3.3 Frequency of meetings: monthly
 - 7.3.4 Meetings to be undertaken using the Microsoft Teams function
 - 7.3.5 Reports to be delivered using Microsoft Office products

8. VOLUMES

- 8.1 The initial period of the contract (phase one) will require the supplier to set up and conduct the survey and produce a raw dataset from the survey by 27 May 2022. There will be an option to extend the contract beyond phase one to complete analysis and reporting on the SHWP residents survey by July 2022 (phase two). Dates and scope of contract extensions are indicative only and may be subject to change.

9. CONTINUOUS IMPROVEMENT

- 9.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 9.2 The Supplier should present new ways of working to the Authority during Contract review meetings.
- 9.3 Changes to the way in which the Services are to be delivered must be brought to the Authority's attention and agreed prior to any changes being implemented.

10. SUSTAINABILITY

- 10.1 There are no sustainability considerations that Potential Suppliers need to include in their submissions.

11. QUALITY

- 11.1 All reporting and guidance produced must be of publishable standard. Reports, papers and datasets are expected to have been proof read and quality assured by a senior official/director before submission to DLUHC, and must be in accessible formats.
- 11.2 The final report and interactive dashboard will be shared with the Social Housing White Paper Implementation Board and the Social Housing White Paper Expert Challenge Panel. The final report will also be shared with other internal and external stakeholders and must be of publishable quality. The reports should be in DLUHC template, which DLUHC will supply. Content and design will adhere to the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. Further information can be found at <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>.
- 11.3 All written reports provided to the Authority should be of a high quality using the DLUHC reporting template and style guide.

12. PRICE

- 12.1 Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.
- 12.2 The Total Contract Value for the initial period (phase one) (excluding VAT) is £140,000. Spend above this amount will require extra budgetary approval. This is not inclusive of the potential contract extension to analyse the SHWP residents survey results and produce a final report and interactive dashboard (phase 2). The anticipated contract value for phase 2 is (excluding VAT) £40,000. Anticipated contract values for contract extensions are indicative only

and may be subject to change. Notice of contract extension will be provided by 27 April 2022 at the latest.

- 12.3 Pricing for phase two will not be evaluated, as this is indicative only and subject to change.
- 12.4 Potential Bidders are asked to submit their most competitive Day rates across grades which will be evaluated and used to price for the ad-hoc requirements. Day rates submitted will remain firm throughout the life of the contract. The customer cannot guarantee any spend amount on this call-off element.
- 12.5 Potential bidders are asked to submit their most competitive capped costs to deliver the requirement within the budget.

13. STAFF AND CUSTOMER SERVICE

- 13.1 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 13.2 The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 13.3 The Supplier shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

14. SERVICE LEVELS AND PERFORMANCE

- 14.1 The Authority will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery timescales	The Supplier shall adhere to the timescales/project plans unless otherwise agreed by the Authority.	100%
2	Service provision	The Supplier shall ensure that the services provided meet the requirements in section 7.	100%
3	Quality	The Supplier shall use suitable quality assurance processes throughout the contract as agreed with the Authority at the start of the contract.	100%
4	Adhering to guidance	The Supplier shall adhere to the Authority's branding, data security and other guidance, (to	100%

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		be provided to the successful Supplier upon appointment).	
5	Responsiveness	The Supplier shall provide responses to requests and queries made by the Authority by email or phone.	Within 2-3 working days of the request
6	Reporting	The Supplier shall provide spend data and other reporting in a format agreed by the Authority.	Within 5 working days of the request
7	Meetings	The Supplier shall meet with the Authority within 5 working days of a request and be available via telephone/email. Suitable materials and/or presentations shall be prepared for the meetings. Meeting notes shall be provided no later than 3 working days after the meeting.	95%

14.2 If any of the deliverables fail to meet the agreed quality service levels and performance we reserve the right to consider early termination of the contract.

15. SECURITY AND CONFIDENTIALITY REQUIREMENTS

15.1 It should be noted that should the Supplier be required to attend meetings at 2 Marsham Street, photo ID is required, and bags and people are scanned.

15.2 The Authority will remain as data controller and will own the Intellectual Property and Publishing Rights for the analysis findings. At the end of the project, and when requested throughout its duration, any additional project materials must be shared with the Authority, including anonymised transcripts from the interviews.

15.3 The supplier must comply with all current UK GDPR regulations and the Data Protection Act 2018 in its delivery of the services.

16. PAYMENT AND INVOICING

16.1 The payment method for this Call-Off Contract is by bank transfer. The Authority will pay the Supplier within 30 days of receipt of a valid invoice.

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- 16.2 Payment can only be made following the Supplier satisfactorily delivering on pre-agreed milestones, products, and deliverables. These milestones, products, and deliverables must be agreed between the Authority and the Supplier as part of contract discussions once a preferred supplier has been appointed. Indicative milestones, products and deliverables for payment are set out below:

Milestone/deliverable	Description	Timeframe or delivery date
1	Proposed approach document delivered and agreed	24 February 2022
3	Completed dataset delivered and satisfactory completion of Social Value commitments as set out in the Milestones Table in Section 6.	27 May 2022
Subject to contract extension (notice of contract extension will be provided by 27 April 2022 at the latest).		
4	Final report and dashboard delivered	June/July 2022 (subject to contract extension)

- 16.3 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 16.4 Invoices should be submitted to: CP2P Team, DLUHC, 4th Floor, High Trees, Hillfield Road, Hemel Hempstead, HP2 4XN. Email address: CLGInvoices@communities.gov.uk
- 16.5 All invoices must be specific to charges agreed at the end of each month/milestone. Other information such as: Purchase Order number, project reference, period of work, and number of days worked, invoiced amount, VAT shall also be included on each invoice.

17. CONTRACT MANAGEMENT

- 17.1 The Supplier will be expected to attend meetings at each agreed review point, or at ad-hoc meetings if there are particular issues that need to be addressed.
- 17.2 At each review point, the authority will assess whether outputs meet satisfactory standards before the work can proceed to the next stage. The dates of these review points will be set and agreed between the authority and the Supplier once in post.
- 17.3 There will be a final review once all outputs have been completed, at which point the project Steering Group will assess overall progress. This will include

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assessing the final report and dashboard if the contract is extended beyond phase one.

- 17.4 Attendance at Contract Review meetings shall be at the Supplier's own expense.

18. LOCATION

- 18.1 The location of the Services will be carried out at remotely whilst COVID-19 restrictions remain in place. This may be reviewed, and the services carried out at the Authority's London Office (2 Marsham Street, London, SW1P 4DF).

Annex A: Intended outcomes of the SHWP programme [REDACTED]

Annex B: Existing baseline metrics for the SHWP [REDACTED]

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