

Commissioning Specification

To What Extent Does The Private Rented Sector in Oldham Offer Quality and Choice

Introduction

The Housing Block of the Oldham Partnership has been awarded some Neighbourhood Renewal Fund Money and is seeking to commission a private rented sector tenants survey and follow up focus groups and accompanied viewings to explore perceptions and motivations within the sector and ultimately to evaluate private renting in Oldham as an alternative tenure offering quality and choice.

The project will be steered by a team within Oldham MBC made up of representatives from The Private Sector Housing Team, Housing Strategy Team, The Housing Market Renewal Core Team, The Corporate Research Team and The Commissioning Unit.

The outcomes of the research will work towards the provision of information for the following LAA indicators and targets for the Housing Block:

LAA Indicator	LAA Target	Contribution towards the achievement of the LAA target
Council and housing association properties meet decency standards by 2010 and improve rates in the private sector	Reduce the number of non decent private rented properties by 25%	Perceptions among current and potential tenants of the quality of stock within the private rented sector will be sought. This will highlight any particular areas, types of housing and landlords where stock condition is poor and will make recommendations on priorities for making improvements.
Proportion of affordable homes provided to rent on mixed tenure developments in HMR and non HMR areas	2207/08 HMR areas: 25% Non HMR areas: 6%	The private rented sector is an important element of the balance. Oldham has a healthy amount of private renting and this survey will ascertain, to what level it is offering quality and choice and what recommendations there are for improving the private renting supply
% Gap between the levels of worklessness inside and outside the pathfinder area	Tbc	Employment details will be collected by the survey and would provide an indicator of motivation to rent and choice of neighbourhood
Reduce numbers of households placed in B&B	2007/08 60	The survey would explore whether private renting opportunities in Oldham is providing alternative tenure to more temporary accommodation such as B&Bs
Reduce the use of temporary accommodation by 50% by 2010	2007/08 25	The survey would explore whether private renting opportunities in Oldham is providing alternative tenure to temporary accommodation

Proposals are invited to:

- Manage the project
- Develop objectives and questionnaire alongside the steering group
- Respondent recruitment
- Sampling
- Fieldwork ~ survey
- Focus groups
- Accompanied viewings with respondents
- Respondents Diary keeping
- Analysis
- Report writing

Interested agencies and consultants must be able to demonstrate expertise in the following areas:

- Housing research
- Large scale surveys
- Qualitative research methodologies
- Detailed analysis work
- Report/presentation writing

Expressions of interest should be submitted on the template provided and addressed as below to arrive no later than **3pm on Friday 6 July, 2007**.

Private and Confidential
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Programme Specification

Project Title	Private Rented Sector Tenants Survey
Objectives	<ul style="list-style-type: none">• To evaluate perceptions of the private rented market• To evaluate tenant motivation and behaviour in terms of the private rented market• To evaluate tenant motivations to migrate out of the pathfinder neighbourhoods and the borough• To evaluate owner occupiers perceptions of the private rented market as a viable alternative tenure

Target groups/Sample	<ul style="list-style-type: none"> • Stable private tenants who have lived in a privately rented house for 2 or more years • Tenants who have recently moved into private renting • Tenants who have recently moved into a housing market renewal pathfinder neighbourhood • Tenants who have recently moved into the Oldham borough • Tenants who have recently moved out of a housing market renewal pathfinder neighbourhood • Tenants claiming housing benefit • Tenants not claiming housing benefit, paying higher levels of rent • Owner occupiers living in areas of Oldham which has high level of private renting
Interventions	N/A
Number of beneficiaries	N/A
Duration of programme	All research must be completed and final report available by 31 st March 2008. Final invoice must be paid by 31 st March 2008
Funding available	Up to £30 k
Additional requirements	<p>Suggested Methodologies:</p> <ul style="list-style-type: none"> • 8 page questionnaire survey of at least 1000 households • 5 focus groups • 3 accompanied viewings and diary keeping among tenants coming into the private rented sector <p>Agencies/consultants must make proposals as to how these methodologies would be used to meet the objectives of the research</p> <p>Agencies/consultants will be expected to submit a detailed proposal for recruiting different types of tenants and owner occupiers which is cost effective and meets the time constraints of the project</p> <p>Considerations for Submitted Proposals:</p> <ul style="list-style-type: none"> • Alternative methodologies and sample sizes that can work with different budgets • Suggestions for any additional objectives • Analysis and report structure taking into the consideration how the findings will need to be used to make comparisons between different variables • Proposal must show examples of similar work carried out with references

- Suggestion on how the steering group will be kept informed throughout the project
- Any quantitative data will need to be held in a way which is compatible with SPSS
- Pricing structure detailed in a way which clearly shows alternatives and prices for the individual aspects of the work
- Costs for briefing and debriefing sessions with presentation of findings, at least 1 progress meeting near the end of the project and 10 colour reports

Agencies/consultants are invited to submit proposals for this and any of the other projects also funded by the Neighbourhood Renewal Fund listed for tender on the Oldham Partnership website

The successful agency/consultant will be expected to liaise and share information with any other agencies/consultants also selected for the other projects listed on the Oldham Partnership website also funded by the Neighbourhood Renewal Fund

If submitting proposals for more than one of the projects listed, please also submit an additional paper proposing how you are able to provide added value by running two or more of the projects side by side

If you require any further details about this project please contact joanna.vidakovic@oldham.gov.uk or 0161 7708327