

# Commissioning Specification

## 2009 You and Your Community Survey (Oldham Partnership Strategic Research Working Group)

**Expressions of Interest** are invited from potential Delivery Agents to undertake:

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### 1. Introduction

The Oldham Partnership is seeking proposals for its third *You and Your Community Survey*, to be conducted in Autumn 2009. The *You and Your Community Survey* covers topics such as:

- perceptions of the community and community relations including community cohesion
- engagement in voluntary and civic activity
- access to facilities and amenities
- social and financial inclusion
- perceptions of safety and crime.

The survey is being commissioned as a partnership between the Oldham Partnership, Oldham and Rochdale HMR Pathfinder, NHS Oldham and Oldham Council. The *You and Your Community Survey* was first conducted in 2005, when it had a focus on community cohesion, self-reported health and healthy lifestyles. A second, larger survey was undertaken in 2008, which retained a focus on community cohesion, but included a wider range of questions on satisfaction with public services and fewer questions on self-reported health. It is anticipated that the third *You and Your Community Survey* will continue to have a focus on community cohesion, but will also enhance our evidence base on wellbeing and social and financial inclusion.

### **Aims and Objectives**

The aims and objectives of the survey are:

- To inform the Oldham Partnership about neighbourhood priorities and satisfaction with a range of local public services at both borough and ward level;
- To support Oldham's Local Area Agreement by tracking selected perception indicators from the Place Survey, in particular those questions related to community cohesion, engagement and involvement. Please note, however, that the *You and Your Community Survey* differs substantially in content from the Place Survey.

- To provide the Oldham and Rochdale HMR Pathfinder with information about community cohesion and neighbourhood priorities at the level of HMR neighbourhoods;
- To support the development and implementation of a broad range of Partnership and Council strategies including the anti-poverty strategy, local food initiatives, sustainable transport initiatives and the stronger communities strategy;
- To update Oldham's evidence base on community cohesion and other issues in order to inform policy and practice, enabling comparison with previous You and Your Community Surveys.
- To update our knowledge of self-reported mental health among Oldham residents;
- To contribute to the population of our Oldham Residents' Research and Consultation Database.

It is anticipated that the commissioning bodies will use the results for a wide range of purposes including:

- identifying and addressing inequalities in access to services and satisfaction with services across a wide range of areas;
- informing the development of policies and strategies that relate to social and financial inclusion, tackling deprivation, community cohesion, engagement and involvement and service delivery;
- identification of areas where interventions are needed to improve community relations, service delivery and other aspects that impact on wellbeing and quality of life;
- informing and supporting funding bids to bring resources into Oldham.

## **Information Requirements**

The Oldham Partnership, Oldham and Rochdale HMR Pathfinder, NHS Oldham and Oldham Council have the following key information requirements for the survey:

- Neighbourhood priorities, local service use and satisfaction data, comparable with earlier statutory surveys where appropriate, enabling monitoring of trends and changes over time from 2003 to the present;
- Borough and ward-level data on community cohesion, engagement and involvement and other topic, comparable with the 2005 and 2008 You and Your Community surveys;
- Social and financial inclusion data, together with data on community cohesion, engagement and involvement and neighbourhood priorities at Housing Market Renewal neighbourhood area that is sufficient to update the community cohesion evidence base and is comparable with the 2005 and 2008 You and Your Community Surveys where appropriate;
- Ability to support a wide range of sub-group analysis by factors such as ethnicity, sex, age, disability, tenure type, economic activity and combinations of these factors where appropriate.

- Community cohesion, neighbourhood priorities and social and financial inclusion

## Methodology

In order to meet the information requirements outlined above, the commissioning parties consider that the following will be needed:

- A minimum achieved sample of 100 in each of the 20 wards;
- A minimum achieved sample of 100 in each of the 17 HMR neighbourhoods, which may be inclusive of the 100 required in each ward.

In addition, the commissioning parties consider that the ability to undertake sub-group analysis of results by Oldham's larger ethnic groups and by age is crucial. It is considered that the minimum achieved sample required to enable this would be:

- A minimum achieved sample of 100 respondents aged 16-24
- A minimum achieved sample of 100 respondents from each of Oldham Council's main minority ethnic groups (i.e. Pakistani and Bangladeshi heritage residents).

The commissioning parties note that in earlier surveys, it has been considerably harder to secure an achieved sample of 100 Bangladeshi heritage residents than for any other sub-group.

In light of these requirements, it is anticipated that an achieved sample of at least 3200 will be required. Given the size of the achieved sample needed and the requirement to maintain comparability where possible with earlier surveys, the commissioning parties consider a postal method to be the best available method. However, the commissioning parties are prepared to consider alternatives which meet the information requirements outlined above and which satisfy the requirement for comparability with previous datasets.

Due to the different geographical levels at which information is required, it is anticipated that the sample design required may be relatively complex. Similarly, it is anticipated that maintaining comparability with both the *You and Your Community Survey* and the *Place Survey* (where appropriate) may require a careful approach to weighting and analysis.

The main reports for the 2005 and 2008 *You and Your Community Survey* are available at [www.oldhaminfo.org](http://www.oldhaminfo.org).

Recent surveys in Oldham have had low response rates. Ensuring a robust response rate is likely to be a particular issue within the *You and Your Community Survey*.

In order to address this, a budget of **£3000** within the total **£38,000** allocated to this survey is earmarked for activity to increase response rates. Expressions of Interest should therefore include proposals for how this allocation could best be used to increase response rates (for example, incentives, pre-survey contact letters, pre-publicity targeting areas with low response rates).

It is anticipated that, assuming a postal method is used, the questionnaire will not exceed twelve pages and that two full reminders will be given.

## Analysis, Reporting and Dissemination

Headline and ward-level results are required in January 2010.

A full results report will also be required by March 2010, including an executive summary, highlighting key findings and a summary description of the methodology. It is expected that the full report will:

- Include a thorough and detailed discussion of the methodology used;
- Make comparisons to Oldham Council and Partnership surveys such as the *You and Your Community* survey and other national and regional survey data where appropriate in order to track changes over time;
- Draw attention to relevant differences in results by area (e.g. wards, District Partnerships, HMR areas) and by other relevant demographic factors (such as age, sex, ethnicity, tenure type, limiting long-term illness and economic status etc.), particularly those that may have implications for policy making and intervention;
- Draw attention to relations between attitudes and perceptions where relevant.

An additional companion report focused on analysis of the survey results by HMR area will also be required.

Prospective consultants should include a full discussion of the types of analysis that will be included within their reporting. This may include the presentation of supplementary options for specific types of analysis.

The commissioning parties will also be supplied with:

- An anonymised electronic dataset in SPSS format, together with appropriate accompanying documentation;
- Sets of cross-tables, including cross-tabulations by geographic areas including HMR areas, wards, District Partnerships and key demographic factors such as age band, sex, ethnicity, economic status and limiting long-term illness.
- Password protected contact information, demographic data and other information from respondents who have consented to share their responses with the Council and Partnership for use in undertaking further research and consultation.

The successful consultants will be expected to undertake two presentations of findings, one of which may be focused around specific elements of the research such as the findings for Housing Market Renewal areas.

## Project management arrangements

The successful consultants will be expected to provide regular progress updates to the project manager and steering group for the survey, and to meet with the steering group at key points in the project (for example, questionnaire design, table/spss dataset design, dissemination workshop design). Day-to-day contact will be with the project manager in the first instance.

With the exception of presentations, the commissioned activity **must be completed by Monday, 1<sup>st</sup> March 2010**. Presentations must be completed by **Wednesday 31<sup>st</sup> March 2010**.

The activity to be commissioned - **You and Your Community Survey 2009** will provide interim measures for a number of Local Area Agreement National Indicators, helping

inform the achievement of targets under these indicators. A number of the national indicators that will be addressed are included below.

<b>National Indicator</b>	
<b>NI 1</b>	People from different backgrounds get on well together in their local area
<b>NI 2</b>	People who feel that they belong to their neighbourhood
<b>NI 4</b>	People who feel they can influence decisions in their locality
<b>NI 5</b>	Overall / general satisfaction with local area
<b>NI 6</b>	Participation in regular volunteering
<b>NI 17</b>	Perceptions of ASB
<b>NI 22</b>	Perception that parents take enough responsibility for their children
<b>NI 23</b>	Perceptions that people in the area treat one another with respect and dignity
<b>NI 41</b>	Perceptions that drunken or rowdy behaviour is a problem in the local area
<b>NI 42</b>	Perceptions that drug use or drug dealing is a problem in the local area
<b>NI 119</b>	Self-reported health
<b>NI 137</b>	Perception that people know what to do in the event of a large scale emergency
<b>NI 138</b>	Satisfaction of older people with home and local area

It is expected that the 2009 *You and Your Community Survey* will deliver the following Outputs:

<b>Output Description</b>	<b>Annual Total</b>
A set of headline, ward level and HMR neighbourhood level results	<b>1</b>
A full report, including an executive summary that highlights key findings, and a summary description of the methodology used. It is expected that the full report will: <ul style="list-style-type: none"> <li>— Include a thorough and detailed discussion of the methodology used</li> <li>— make comparisons to Oldham Council and Oldham Partnership surveys and other national and regional survey data where appropriate in order to track changes over time</li> <li>— draw attention to relevant differences in results by area (e.g. wards, District Partnerships, HMR areas) and by other relevant demographic factors (such as age, sex, ethnicity, tenure type, limiting long-term illness and economic status etc.), particularly those that may have implications for policy making, interventions and service delivery.</li> <li>— Draw attention to relations between attitudes and perceptions where relevant.</li> <li>— Incorporate forms of analysis which can help inform prioritisation of issues (e.g. key drivers analysis, CHAID analysis etc.) where appropriate.</li> </ul>	<b>1</b>
A minimum of four printed colour copies of the report above, together with electronic pdf and word versions of the report will be required	<b>4 + pdf + word</b>
A report on the HMR areas focused on analysis of the results by HMR area, including an executive summary and discussion of the methodology used. This report will make comparisons between HMR neighbourhoods and the HMR Pathfinder area, and Oldham overall, together with other forms of analysis where relevant. Whilst the report should cover the whole content of the survey, Oldham and Rochdale HMR Pathfinder have a particularly strong interest in understanding community cohesion and related issues within the HMR neighbourhoods.	<b>1</b>

Output Description	Annual Total
A minimum of four printed colour copies of the HMR report above, together with electronic pdf and word versions of the report will be required	4 + pdf + word
An anonymised electronic dataset in SPSS format, together with appropriate accompanying documentation. This dataset will include additional variables such as geographies (e.g. LSOAs, postcode-level data), ACORN types, and information derived from Oldham Council's LLPG regarding type of accommodation.	1
Set of cross-tables, the specific content of which is to be agreed with the commissioning bodies, but including cross-tabulations by geographic areas such as HMR areas, wards, District Partnerships and key demographic factors such as age band, sex, ethnicity, economic status and limiting long-term illness or disability.	1 + pdf
The Oldham Partnership will be supplied with contact information, demographic data and other information which from respondents who have consented to share this information with the Council or Partnership for use in undertaking further research and consultation. The data will be supplied in a secure electronic form.	1
Presentations of findings, which may be focused on specific elements of the research such as wellbeing and mental health, and findings for Housing Market Renewal areas.	3

### **Potential Delivery Agents**

- Expressions of Interest are welcomed from individual organisations or consortia. If a consortium applies to undertake delivery of the commissioned activity, **one organisation must be identified as the Lead Delivery Agent**. Accountability for delivery will remain with that identified Lead Delivery Agent.

This information must be stated in the Expressions of Interest.

**Expressions of Interest** are therefore invited from potential Delivery Agents for:

## **2009 You and Your Community Survey**

### **N.B.**

- **A maximum of £38,000** has been allocated to this Commissioned Activity.
- The Commissioned Activity must be completed **by Monday, 1<sup>st</sup> March 2010**, with the exception of presentations, which must be completed by **Wednesday, 31<sup>st</sup> March 2010**.
- The intellectual property rights of material, associated information and all reports specifically produced for, and resulting from, this Commissioned Activity will belong jointly to the Oldham Partnership, the Oldham and Rochdale HMR Pathfinder, NHS Oldham and Oldham Council.

## 2. Programme Specification

Elements of the Activity to be Commissioned	2009 You and Your Community Survey
You and Your Community Survey, 2009	<p>Proposals must meet the information requirements outlined in Section 1. It is expected that potential Delivery Agents will address the following issues in their Expressions of Interest.</p> <ul style="list-style-type: none"> <li>• A fixed price quotation (including expenses) for the required work outlined, including a detailed pricing of each element of work including: <ul style="list-style-type: none"> <li>– questionnaire design, assuming use of a twelve page questionnaire (options may be presented for both black and white and colour questionnaires) accompanied by a cover letter;</li> <li>– booster sampling;</li> <li>– fieldwork (assuming the use of two full reminders including both cover letter and questionnaire);</li> <li>– data analysis;</li> <li>– reporting;</li> <li>– project management;</li> <li>– presentations;</li> <li>– cost of alternative formats where appropriate;</li> <li>– set up meetings;</li> <li>– other expenses;</li> </ul> </li> <li>• fixed price quotations (including expenses and a detailed pricing of each element of work) for supplementary options included within the brief such as: <ul style="list-style-type: none"> <li>– face-to-face interviews;</li> <li>– forms of analysis not included within the main proposal.</li> </ul> </li> <li>• Proposals and detailed costings for activities to promote survey completion (these may include pre-survey contact letters and incentives, for example). <b>N.B. £3,000 of the £38,000</b> allocated to this activity is earmarked for encouraging responses.</li> <li>• Details of the technical approach and methodology which would be adopted, including a thorough explanation of the proposed sampling method, the expected sample size and response rate together with details of quality assurance procedures and project management arrangements. This should include details of: <ul style="list-style-type: none"> <li>– proposals to maximise response rates and minimise non-sampling error</li> <li>– proposals to maximise comparability with 2005 and 2008 You and Your Community surveys and the</li> </ul> </li> </ul>

	<p>2008 Place Survey as appropriate;</p> <ul style="list-style-type: none"> <li>• details of the types of analysis and reporting which would be undertaken (together with costings of supplementary or additional analysis and reporting);</li> <li>• names and summary C.V.'s of consultant staff to be appointed to the work, together with the details of the time commitment from each person;</li> <li>• details for any sub-contractors which the prime consultant may propose to employ, together with information about the work they will undertake on the project;</li> <li>• details of research experience relevant to the brief;</li> <li>• details and contact information of two referees on whose behalf the consultant has recently completed research;</li> <li>• one copy of a recently completed survey report, written by the person who will have responsibility for writing the reports or will be responsible for internal quality assurance, so that we can assess the quality of the final document production;</li> <li>• Details of information and support that would be required from the commissioning parties.</li> </ul>
Delivery Agent	Expressions of Interest are welcomed from research organisations. Details of any sub-contractors which the prime consultant proposes to employ must be provided. Responsibility for delivering the 2009 You and Your Community will remain with the prime consultant or Lead Delivery Agent.
Declaration re potential conflict of interest	Any potential conflicts of interest must be declared within the Expression of Interest Form.
Clarification re potential conflict of interest, prior to submission of Expression of Interest	<b>N.B.</b> Any prospective Delivery Agent requiring clarification on potential conflicts of interest in relation to its own situation or that of its prospective Delivery Team, should contact <b>Shirley Allen (0161 770 5146)</b> for a ruling, prior to submitting its Expression of Interest.
Penalties for not declaring potential conflict of interest	Should a Delivery Agent be selected to carry out part or all of this commission and information subsequently comes to light that compromises its original submission in terms of failure to declare any potential conflict of interest, the commission may be terminated and steps may be taken to reclaim any payments made to that organisation.
Partnership Working	The selected Delivery Agent(s) will be expected to cooperate and collaborate, where appropriate, with other Delivery Agents undertaking activity commissioned on behalf of the Oldham Partnership
Duration of programme	The Commissioned Activity <b>must be completed by Monday, 1<sup>st</sup> March 2010</b> , with the exception of presentations. Presentations must be completed by <b>Wednesday 31<sup>st</sup> March 2010</b> .
Deadline for receipt of Expressions of Interest	Potential Delivery Agents are invited to submit Expressions of Interest for undertaking the Commissioned Activity by <b>1.00 pm Monday, 9<sup>th</sup> November 2009</b>
Area Based Grant Funds	<b>A maximum of £38,000</b> has been allocated to this

available	Commissioned Activity.
Intellectual Property Rights	The intellectual property rights of material, associated information and all reports <u>specifically produced for, and resulting from</u> , this Commissioned Activity will belong to the Oldham Partnership.

### **3. Further Information**

In formulating Expressions of Interest, potential Delivery Agents should also bear in mind that the Oldham Partnership Strategic Research Working Group Assessment Panel, which will consider their submissions, will expect to see the following detail:

- Measurable, quantifiable Outputs, which demonstrate the effectiveness, scope and scale of the work undertaken
- A fully costed Expenditure Profile, which demonstrates value for money and effective use of financial resources
- A work schedule, which shows clearly how the Commissioned Activity will be completed within the designated time scale
- Contingency plans / risk assessments to cover eventualities such as the departure or sickness of key staff during delivery of the Commissioned Activity
- Evidence of a proven track record in successfully undertaking survey research
- Demonstrable knowledge of survey research methods and a working knowledge of community cohesion, wellbeing and issues relating to social and financial inclusion
- Evidence that equality and diversity issues generally have been taken into account in planning the delivery of the Commissioned Activity.

#### **4. Deadline for Submission of Expressions of Interest**

Electronic versions of the Expressions of Interest **together with two references** should be submitted on the template provided and e-mailed to:

**shirley.allen@oldham.gov.uk**

In addition, a **hand-signed, hard copy** of the Expression of Interest, (on the template provided), must be sent to the address listed below.

All Expressions of Interest, (electronic and hard copy versions) **must be received by 1.00 pm, Monday, 9<sup>th</sup> November 2009. Submissions received after the stated deadline will not be considered.**

It is the responsibility of the potential Delivery Agent to ensure that a signed, hard copy of their Expression of Interest has been received at the following address within the stated deadline.

Private and Confidential  
(2009 You and Your  
Community Survey)  
Shirley Allen  
Partnership Support Team  
Oldham Council  
Room 441  
Level 4  
Civic Centre  
West Street  
Oldham  
OL1 1UL

All Expressions of Interest received from potential Delivery Agents within the stated deadline will be considered by an Assessment Panel, which will meet during the week commencing **9<sup>th</sup> November 2009**.

Depending on the Expressions of Interest Received, the Assessment Panel may wish to shortlist potential Delivery Agents and invite those shortlisted to an interview. In the event of this, interviews will be held in the week commencing **16<sup>th</sup> November 2009**.

Applicants will be informed of the Assessment Panel's decisions within 21 days of the Assessment Panel meeting.

# APPENDIX A

## Background information about Oldham

Oldham is part of the Greater Manchester conurbation and has a population of around 219,500 people living in about 90,000 households.

- Around 81% of the population are from White British backgrounds, whilst 7% have Pakistani heritage and 5% are of Bangladeshi heritage. Oldham also has smaller Indian, White Irish, Black Caribbean and Black African populations. About 1% of Oldham population are from other white backgrounds.
- Overall, Oldham has a more youthful age structure than England or the North-West (2007 Population Estimates by Ethnic Group)
  - 22% of Oldham residents are aged 0-15 (compared with 18.9% for England and 19% for the North-West)
  - 60.5% of Oldham residents are of working age (16-64 for men, 16-59 for women), compared with 62.2% in England and 61.8% in the North-West
  - 17.3% of Oldham residents are over working age (compared with 18.9% in England and 19.1% in the North-West).
  - As is usual for second and third generation communities, Bangladeshi and Pakistani heritage populations within Oldham have a more youthful age structure than white British populations. Among white British Oldham residents, for example, 19.9% were aged 0 -15, while the comparable figure for young Pakistani Oldham residents (35.3%) and Bangladeshi Oldham residents (38.4%) were higher.

Oldham includes a number of wards with very high levels of deprivation:

- Coldhurst ranks among the 1% most deprived wards in England (IMD 2007)
- A further four wards, Werneth, Hollinwood, St. Mary's and Alexandra, are ranked among the 5% most deprived in England (IMD 2007)
- Half of Oldham's wards ranked among the 20% most deprived in England (IMD 2007).<sup>1</sup>

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<sup>1</sup> Oldham Corporate Research and Intelligence Team, "Comparing the Indices of Deprivation at ward level between 2007 and 2004 in Oldham Comparison of the Index of Multiple Deprivation (IMD), Income and Employment Deprivation (June 2009).