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EAST MIDLANDS COMMUNITY LED HOUSING

PROCUREMENT OF SERVICES TO DEVELOP A 2020-24 MARKETING AND COMMUNICATIONS STRATEGY FOR THE EAST MIDLANDS CLH-HUB

- Title of Tender: **Market and Communications Strategy for East Midlands Community Led Housing Hub**
(A commission to procure marketing and communications advice that can expand the operations and impact of East Midlands Community Led Housing)
- Tender issued by: **East Midlands Community Led Housing**
- Brief description: **Consultancy advice** is sought to evaluate EMCLH's present marketing of its operations and to advise on how EMCLH could increase its effectiveness and communication with current and future stakeholders
- Estimated value: The budget available for this tender is in the region of **£10,000**
- Estimated duration: The contract will be undertaken during Autumn 2020.
- Name of Contact: The lead contact at EMCLH will be **Martin Field**
- Timetable: Tenders to be returned by 12.00 noon, **24th September 2020**
Prospective interviews week beginning **5th October 2020**
Completion of all contracted work by **18th December 2020**

Overview

East Midlands Community Led Housing (EMCLH) is an independent not-for-profit organisation that supports communities, community groups and other interested households to create local housing solutions to meet identified needs. EMCLH operates the '**East Midlands Community Led Housing Hub**' as a regional centre to promote the practical expertise that can support community-led projects to succeed.

EMCLH's services are shaped to meet the recognised sequence of tasks undertaken by a wide variety of 'community-led' housing project, including community land trusts, housing co-operatives, cohousing neighbourhoods, development trusts, self-build projects and other tenant-management arrangements. Projects can be for newbuild projects, projects to renovate empty homes, or projects solely focused on the future management and maintenance of local properties by tenants and residents.

Services that can be commissioned from the **CLH-hub** cover the following work:

- Group stage** - group capacity-building and skills development; legal incorporations; obtaining start-up grants; funding applications;
- Site stage** - site appraisals; financial assessments; partnership building;
- Plan stage** - co-ordination of planning and design issues; procuring technical agents; initial project management; planning agreements;
- Build stage** - facilitation of grant and financial investments; facilitation of construction partners; Investment Partner and brokering role; construction contracts; project management during on-site works;
- Live stage** - property sales and transfers; property and tenancy allocations; property management and maintenance skills; policy development.

EMCLH provides routine information on its operations via Outlook e-mails, announcements on Mailchimp, Twitter feeds, newsletters, and other publicity and promotional leaflets. Its website is located at www.emclh.co.uk.

The target audience for this information is routinely that of local authorities, housing associations, parish councils, local community and resident groups, local land-owners and developers, and other community bodies.

The work now being tendered is :

- to evaluate EMCLH's use of these media and information formats in its circulation of information to these stakeholders across the region
- to provide critical consideration of what other formats could be utilised to promote EMCLH's services and achievements to stakeholders in the region
- to devise a marketing strategy for EMCLH that can be monitored over the coming years to promote its community-led housing activities and services

The desired outcomes of this work will be to increase EMCLH's visibility within the region, and to increase awareness of potential achievements by local community-led housing projects.

Desired outputs/deliverables from this tender

The following outputs will be required:

- an assessment of whether EMCLH's current marketing of its role and services is 'fit for purpose' or not
- a critique of the media and methods used by EMCLH in its marketing to date
- a collation of feedback and views on EMCLH from regional stakeholders:
 - previous users of EMCLH services
 - current CLH groups that have contact with EMCLH
 - local government bodies (at city, district and parish levels)
 - other stakeholders with community-based interests
- research into good practice examples of effective marketing from the housing and community-led housing sectors – to include an indication of resources needed to implement such examples
- recommendations for how EMCLH could position its role and its service offer for community housing opportunities, and proposals for the use of specific media
- recommendations for how EMCLH could market its role and services to the cultural and ethnic communities who are present in the East Midlands
- a draft marketing strategy for EMCLH, with resource implications and proposed milestones and action points for the next two-year period
- a mid-term report in Word-format (approximately mid-November)
- a final report in Word-format (mid-December)
- a set of relevant research data, to be stored in a readily accessible electronic format such as Excel

The appointed contractor will be required to discuss and present the final work with members of the EMCLH board and staff.

Proposed Methodology

EMCLH invites bidders to specify the methodology or methods that will be used to satisfy the objectives of the work.

All bidders should include in this work a practical understanding of :

- EMCLH's regional coverage and its ambitions to continue with work across Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Northamptonshire and Rutland
- EMCLH's work across a wide range of 'models' for community-led housing initiatives, including co-operatives, cohousing, land trusts, self-help, self-build and tenant management projects.
- EMCLH's engagements with the national Community Led Homes alliance

It will be helpful to have an understanding from bidders of what a representative sample include.

All collected data will be considered confidential to EMCLH and confined to its own internal use, unless stated otherwise.

Contract management

- *EMCLH expects the commissioned work to begin week of **12th October 2020**.*
- *The final report shall be submitted to EMCLH by **18th December 2020**.*
- *The anticipated budget is in the region of £10,000, which is to include all expenses and VAT.*
- *The payment schedule will be payable in relation to the completion of key milestones : a first 33% % payment on the delivery of the 'mid-term' report, a second 33% on delivery of the detailed strategy; and a final 33% on the completion of satisfactory final evaluation of how the competed strategy is being used in place.*
- *All meetings with EMCLH are likely to be conducted through Zoom or an equivalent web-based system. Face-to-face meetings would be arranged in Lincoln, if so agreed with EMCLH*
- *The commission will be managed on a day to day basis for EMCLH by Martin Field, Senior CLH Facilitator (contact martinf@emclh.co.uk).*

Tender Composition

All submitted proposals for undertaking the proposed work should include:

- a detailed methodology for undertaking the study
- details of the bidder's staff being allocated to the project, together with experience of the bidder and the staff members in carrying out similar projects (the bidder's Project Manager / Lead Contact should be identified)
- the allocation of days and work between members of the team
- the daily charging rate of individual staff involved
- a timescale for carrying out the commission (for example as a Gantt chart)
- an overall cost for the work (including any VAT and all expenses)
- information provided within the specific parts of the [pro forma provided here](#).

(This tender document and pro forma are available via our website <https://emclh.co.uk/>)

Tender Evaluation

The following criteria will be used by EMCLH to evaluate all submitted tenders:

1. To what extent does the proposal demonstrate an understanding for the provision of a critical evaluation of marketing and communication practices undertaken by EMCLH?
2. To what extent is the proposed methodology appropriate to an assessment of current and future marketing practices in the East Midlands region?
3. What degree of experience does the bidder demonstrate in order to successfully complete the work required by EMCLH?
4. How well has the bidder structured a team in order to manage the contract and deliver the required work to the budget and timetable required, and how will this represent good value for money?
5. What detail will support the proposed recommendations that the completed work will provide?

Scoring of the tenders will be undertaken through apportioning a maximum 20% of the tender's total mark (out of 100) to each of the questions 1 – 5 noted above.

Procurement dates

The procurement process will be:

- All tenders should be submitted to EMCLH by 12.00 noon, **Thursday 24th September 2020**
- All proposals should use the forms provided in Word-document format and be returned by e-mail to Julie Perkins at EMCLH juliep@emclh.co.uk
- Tender returns will be evaluated and scored by Wednesday **30th September 2020**, using the criteria noted above.
- Interviews with prospective consultants are planned to be held via Zoom week beginning **5th October 2020**
- Confirmation of contract week beginning **12th October 2020**
- Completion of all work by **18th December 2020**

For any further information please contact:

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