

One Vision Housing market research proposal

Research Brief: Greenfields and Kings Park high rise regeneration projects

Produced: Monday 19th July 2010

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Regeneration

Market Research Brief

1.0 Background of the organisation

One Vision Housing is the largest social housing provider in Sefton with 11,692 homes throughout the borough, including 553 leasehold properties.

The organisation was formed in October 2006 after a successful transfer from Sefton Council and embarked on an ambitious investment programme. To date it has spent £130 million on decent homes work, and is planned to spend in excess of £200 million on decent homes, regeneration, assets and environmental works by 2012.

1.1 Regeneration of Marsh Lane and Kings Park high rise blocks

In addition to the decent homes investment, a further £55 million has been assigned for regeneration projects in Bootle and Seaforth, namely Greenfields Place and Kings Park.

1.2 Greenfields Place

The £35 million Greenfields regeneration project is a complete modernisation of four existing high rise blocks (Chesnut, Stanley, Mersey and Salisbury) situated in the Marsh Lane area of Bootle L20.

In consultation with stakeholders and local residents the Greenfields vision is to create 'cleaner, safer, greener homes and spaces'. The plans will extend each of the blocks by an additional 2 'penthouse' floors, creating in total 346 apartments of mainly 2 bedroom and some 3 bedroom apartments.

All properties will be to a high specification, upgrading the existing residences and communal areas beyond decent homes standards to ensure 30 year life expectancy of the properties. External communal areas will be designed to ensure a safer community spirit is inherited by all residents within the development; this will include secured car parking area and private landscaping designated for residents only.

Work started on Greenfields in January 2010 with the first phase of properties available in March 2011. There is a staffed information centre on site including a project manager, customer relationship manager and neighbourhood officer.

The wider area encompassing 'The Strand' has seen significant investments, particularly with the relocation of the HSE Head Office from London, extension of Hugh Baird HE College, numerous facelifts of Sefton Council office blocks, expansion of the business district and redevelopment of parts of Stanley Road.

Building communities & futures

Due to the large community spirit within the blocks, 140 of the current 310 residents have expressed a desire to return to their previous home. In addition our choice based letting system shows that 72 people have already expressed an interest to live in the area.

1.3 Kings Park

The Kings Park project is situated approximately 2 miles away from Greenfields in Seaforth and encompasses 3 existing high rise tower blocks: Alexander House, Churchill House and Montgomery House.

The 3 tower blocks were built during the late 1960's and in January 2010 permission was granted to carry out £20 million of internal / external regeneration, including the building of two new wings on the east & west elevations and 3 additional stories at Alexander and Churchill House and the building one new wing on the east elevation and 3 additional stories at Montgomery House.

The design principles and specifications are similar to those employed at Greenfields, as are the aspirations and needs of local residents and stakeholders. This project will produce 116 new dwellings, from the original 174 to 290.

Work commenced in Spring 2010 and is expected to be completed in 2013. There is a staffed information centre on site including a project manager, customer relationship manager and neighbourhood officer. The numbers of tenants who have requested to return to their home once work is completed is currently lower than that in Greenfields.

2.0 Brief

The market place and socio/economic/political environment has dramatically changed since the initial plans and funding was approved. As a charitable and provident organisation we have a responsibility both to our board and to communities we serve that strategic decisions regarding any lettings or sales policies reflect the needs of customers in Sefton. Equal and fair access to good quality affordable housing is also important in terms of community cohesion.

One Vision Housing wishes to commission market research to determine the letting and sales opportunities for the apartments. Approximately 150 units have no restrictions as they are new units, however those units that previously existed would need consent from our investors and the Department of Communities and Local Government if we choose to offer for private sale or shared ownership.

We would expect any research to consider the following factors, however the brief is open to looking at other areas that may influence the sales and letting of these properties.

- Demographic / Geo-demographic segmentation of potential customers
- Current demand and market size for apartment style properties: social, private rent, sale, shared ownership
- Any emerging markets
- Analysis of supply and demand in area including competition of both private and other social housing providers
- Average rental income and service charges in surrounding area per sqf.
- Average square footage of similar properties
- Average finish and specification of similar properties
- Additional extras offered such as car parking, deposit paid, first time buyer initiative etc.

3.0 Research methods

We would expect this project to utilise mainly desktop and secondary research, however if there is an argument for utilising primary research please include this in your bid. Within your tender please include timescales and budgets for any methods chosen.

4.0 Tender Process

Following the initial tender process, applicants will be shortlisted and asked to present their recommendations for completing this research to a panel of One Vision Housing key staff. The opportunity to discuss further any information will be presented.

5.0 Report

An interim report will need to be presented in written format with a supporting table of results and any changes or recommendations that may deviate from the agreed brief (See timing schedule below.) The findings will be discussed with members of our project team and the winning contractor. A final report will be expected to make recommendations on ways forward, benchmarking against similar properties within a 5 mile radius. The format of the report needs to include a summary, detailed main report, methodology, findings and key points. The successful contractor should also produce a separate executive summary of key findings and recommendations.

The winning tender will also be asked to undertake presentations to OVH Executive Management Team and to the board, the costs of which should be included in submission. Presentations may be outside of office hours.

6.0 Costs and Payments

Payment will be subject to the satisfactory completion of the study. The winning tender must provide a breakdown of costs for each component of the study. Further details relating to our procurement policy are available on request. Note - all suppliers are subject to our approved suppliers rating system.

7.0 Timing

All tender submissions must be completed by Monday 2nd August with the shortlisted candidates available to pitch w/c 9th August. A suggested project timetable is set out below:

- Brief issued Monday 19th July 2010
- Proposals returned Monday 2nd August 2010
- Shortlist interviews w/c Monday 9th August 2010
- Consultants commissioned Friday 13th August 2010
- Interim report and meeting Friday 28th August 2010
- Report due Monday 13th September

8.0 Proposal

Your proposal should include details of:

- Company experience in similar projects
- Proposed methodology
- Project staff (number, experience, relevant professional qualifications)
- Quality procedures
- Project timeline
- Breakdown of costs for each project strand

9.0 Weighting criteria

Submissions will be assessed on the ability to meet the requirements set out in the brief. The weighting given to each of the criteria is stated below:

- Cost and value for money 60%
- Methodology 20%
- Ability to deliver to timescales 20%

10.0 Additional Information

As part of the submission tenders should also provide the following additional information:
A brief summary of the experience and expertise of the consultant in undertaking housing market research and need assessment surveys

- Contact details for two previous clients who would be willing to provide references
- Details of how focus groups, stakeholder groups and interviews will be carried out.

11.0 Contact Details and submission

Please submit any applications by email to diane.mannix@ovh.org.uk

For clarification or further details of any of the above please contact Mark Howard, Partnership Manager mark.howard@ovh.org.uk or Diane Mannix, Data Analyst diane.mannix@ovh.org.uk tel: 0300 365 1111