



Chartered  
Institute of  
Housing  
Cymru

# Research specification



## Overview

**How can housing professionals ensure that the homes we build satisfy both housing need and desirability for the existing community and potential tenants. What matters when we develop to ensure community wellbeing and cohesion.**

This is an invitation to tender for research focusing on how when developing new homes we are not just meeting housing need but ensuring the homes we develop are desirable to existing communities and potential tenants.

The research has a maximum budget of £9k and a full report is to be delivered within 26 weeks of the contract being awarded. Your proposal should include:

- Engaging with tenants, local authority strategy teams, registered social landlords and communities directly
- To provide a contemporary snapshot of the perceptions that exist around new social housing developments including the opportunities and threats of these developments
- Provision to include a brief, informative overview of the activity, policies and legislations (in both a Wales and UK context) that apply to this topic, including some best practice examples
- An approach to stakeholder engagement to add value and insight to the work
- The aim of producing a clear, jargon-free, short report with a targeted set of recommendations.

**All applications to undertake this research should be sent to [cerys.clark@cih.org](mailto:cerys.clark@cih.org) by February 28 2023 at 5pm.**

## Introduction

Tyfu Tai Cymru (TTC) is a 5-year housing policy project currently nearing the end of its final year, with a focus on providing insightful analysis and filling evidence gaps to support policy progression. To see the kind of research we have done to date, please see our website.

Funded by the Oak Foundation the project is managed by the Chartered Institute of Housing Cymru. TTC works across three key strands:

- Building the right homes to meet demand
- Making sure housing is always a priority for local government
- Demonstrating housing's role in keeping people well and healthy

Building the right homes to meet demand is vital given the current housing need in Wales, the increase in the ageing population and the need to prepare the right homes for future generations. We welcome the Welsh Government's 20,000 affordable homes target and the emphasis on housing within 'Prosperity for All' - working towards this ambition alongside accelerating delivery should also drive up standards, quality and accessibility.

Making sure housing is always a priority for Local Government, particularly as local authorities continue to consider how best to deliver high quality public services against the backdrop of austerity is vitally important. For us, understanding how housing functions within local authorities operate in this climate is imperative, particularly given the varying picture of housing functions across Wales, and the recent drive for local authorities to begin building homes again.

Demonstrating housing's role in keeping people well and healthy is something that is recognised as vital by many people from the housing sector across Wales. Innovative practices have led to reductions in delayed discharges from hospital, less pressure on GP services, and the speeding-up of the installation of vital home adaptations. The TTC project will focus on how this practice can be spread and shared across Wales to ensure everyone is able to access fair and consistent services no matter where they live.

Mirroring the remit of CIH Cymru, the TTC project operates on a cross-tenure basis, recognizing the need to ensure that whether renting or buying, people should have access to a safe, secure, affordable home.

## Background

We are seeking to commission an individual/organisation to complete research on our behalf exploring how to ensure the homes we develop are desirable to communities and potential tenants enabling tenants and communities to thrive.

Local Authorities in Wales are required to undertake a periodical review of housing need in their area. Housing need is defined as the amount of affordable housing needed in an area. Housing need is an estimate of the arising need and unmet need for affordable housing and is calculated using the following data inputs and assumptions:

- Household projections
- Private rent data
- Income data
- Income data
- House price paid
- Existing unmet need
- Existing stock and planned supply.

This will then provide the Local Authority with the number of affordable homes needed in their area. This number will in turn inform the local development plan, s.106 agreements and the social housing grant program.

What is missing from the process is an assessment of what property types are actually desired by potential tenants or existing tenants. Previous research carried out by Tyfu Tai Cymru: Right place, right home, right size? found that even though one bed flats were not desirable they were often included on developments to ensure they were financially viable.

Often when developing new social housing there is a need to overcome stigma from the existing community. Tyfu Tai research into stigma found that negative perceptions of social housing are strongly concentrated among those individuals who do not live in that tenure.

We feel that there is a need to look at ways to involve the community and potential tenants in assessments of housing need and development planning to ensure that the homes developed are desirable to the community and meet the needs of potential tenants.

## Aims of the research

This is a primary piece of research seeking to find new data and insight and is being commissioned with the aim of producing work which:

- Provides a clear analysis of what steps are needed for communities to be involved in the assessment of housing need and subsequent development planning.
- Is comprehensive in its coverage of engagement and collaborative working.
- Shows an understanding of and reflects on the suitability of policy, legislation and resources provided at both a Wales and UK Government level.
- Identifies impact of this work, providing a clear analysis of the challenges, benefits and opportunities for Local Authorities, Housing Associations, communities and potential tenants.

## Activities and outputs

- Design a methodology that incorporates a mixed-methods approach identifying sources to gather and gain appropriate data and intelligence
- Establish an approach to stakeholder engagement that ensures the research gains the insights of those involved in different aspects of the social housing sector in Wales.
- Capture and identify information that warrants additional focus to uncover new insights relevant to the work
- Produce a short report analysing the findings of the research to inform the views of a broad audience base, formulating recommendations in collaboration and agreement with the CIH Cymru team.

### Project timescale

The project timeline should reflect the desire to produce a final report 20-26 weeks following the awarding of the contract.

### Budget & other resources

The following budget and resources are available to support this research:

- We have a budget of £9000 (inc. VAT) to cover time spent undertaking this work. (Please note that payment will be made in stages against agreed project milestones).
- Access to the CIH Cymru policy team
- Access to the wider CIH Cymru network of contacts and the TTC advisory board

## How to apply

Applicants are asked to submit a written proposal (no more than 10 pages) outlining a potential methodology, addressing research aims and ability to undertake the outputs described above within the timescale. In addition, applicants should provide information relating to their experience, examples of previous work and a proposed implementation plan and budget.

Scoring criteria, we will mark all applications as set out below.

- 60% - Proposed research design and approach
- 40% - Evidence of knowledge skills and expertise

**All applications should be sent to [cerys.clark@cih.org](mailto:cerys.clark@cih.org) by February 28th 2023 at 5pm.**

### Fancy a chat?

If you would like any further information about this research proposal, or would like an informal chat about the work - please contact [cerys.clark@cih.org](mailto:cerys.clark@cih.org) 07939302566.



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Housing  
Cymru

## Meet the team:



**Cerys Clark CIHCM**

policy and public affairs manager, CIH Cymru

E: [cerys.clark@cih.org](mailto:cerys.clark@cih.org) T: 07939 302 566



**Matt Dicks**

director, CIH Cymru

E: [matthew.dicks@cih.org](mailto:matthew.dicks@cih.org) T: 02475 312018