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# **Hounslow Residents Surveys – Market Engagement**

The information we gain through our market engagement will help to inform our commissioning intentions and refine our specification and delivery model for the future of this service.

It should be noted that this engagement is not a formal tendering process. Participation in this exercise is completely voluntary and submitting, or not submitting a response, would not preclude you from any further procurement activity. We are keen however, to engage as wide a market as possible to draw on your expertise and experiences and would therefore encourage you to participate.

**Summary**

Hounslow Council wants to ensure it has effective and responsive insight into its diverse communities. Systematic understanding of the views of residents, their perceptions of living in the borough of Hounslow, their satisfaction with the services the Council provides and what support they might need will help the Council deliver key priorities, improve services and enhance its and the borough’s reputation.

The Council wants to commission a market research partner to support it with its next biennial residents survey, a survey of its tenants and leaseholders, and a series of up to three ‘deep dive’ surveys a year, focusing on a particular community, geography or issue for which we want greater insight.

The Biennial Resident Survey will be the fourth biennial survey of Hounslow Residents. The first took place in 2014, for which a core set of questions was developed, and this was followed up in 2016 and 2018. The scheduled survey for 2020 was postponed due to the COVID 19 pandemic. Our intention is that many of the questions in the 2022 survey will mirror the core set of questions asked in previous surveys to give the Council comparative data to enable us to continue building time series data.

This market engagement focuses on the ‘deep dive’ element of the brief.

**Deep dive surveys**

In addition to the core Resident Survey the Council wants to carry out separate, ‘deep dive’ surveys into specific demographics, geographies or issues to complement the set piece biennial residents survey. It is anticipated there could be up to three deep dive surveys a year, spread across the year, for the next two years. These could be informed by findings from the residents or tenants and leaseholder surveys or carried out in response to other drivers as considered necessary.

Their scope will be defined on a case-by-case basis but will be smaller and more targeted than the residents or tenants and leaseholder surveys. We anticipate each one will be collaboratively developed with the market research partner and delivered from conception to report publication within three months.

For us to include these Deep dive surveys in our Request for Proposals we would like to know the following information:

1. Based on your experience what/ how much information would you require to give an estimated price for these specific surveys?
2. Should the information you would ideally receive for the question above not be available how would you propose to structure a pricing schedule (based on day rates for example) so the Council have a rate card to call upon?

We are requesting responses to the questions above from suitable suppliers. This will help us to define the specification for our Residents Survey. Please send responses to [procurement@hounslow.gov.uk](mailto:procurement@hounslow.gov.uk) by 4th February using Hounslow Residents Survey – Market Engagement in the subject line.