Invitation to Tender:

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Title:

Living Wage Places

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The Poverty Alliance reserves the right to alter tender terms/specification/objectives of this invitation to tender and will not be held liable for any costs incurred in drawing up a tender proposal.
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1. Introduction

The Poverty Alliance is seeking to commission a feasibility study to examine potential models that could be used to officially recognise regional localities’ commitment to the real Living Wage, (such as a town or city). The study will outline a series of potential models and criteria for comparison and consideration, against a framework of priorities agreed upon with The Poverty Alliance.

Funding for this exercise has been provided by the Carnegie UK Trust to The Poverty Alliance.

The Poverty Alliance

The Poverty Alliance was formally established in 1992, growing out of an informal network of groups and individuals active since the mid-1980s. We are a membership organisation with a range of varied experience in addressing issues related to poverty and social exclusion. Our membership is made up of a wide range of organisations including grassroots community groups, individuals facing poverty, voluntary organisations, statutory organisations, policy makers and academics. We now act as the national anti-poverty network in Scotland, working with voluntary organisations, policy makers and politicians at Scottish, UK and European levels.

The In 2014, The Scottish Government provided funding to The Poverty Alliance to establish the Scottish Living Wage Accreditation Initiative (SLWAI) to increase the number of employers in Scotland that are recognised for paying the real Living Wage (currently £8.45 per hour in the UK and £9.75 in London). The Initiative in Scotland focuses on offering Living Wage Employer accreditation to employers headquartered here, and works in partnership with the Living Wage Foundation on delivery. The Living Wage Foundation offers Living Wage Employer accreditation to employers based outside of Scotland. SLWAI does not manage other types of accreditation that are offered by the Living Wage Foundation, namely the Living Wage Friendly Funder scheme or the Service Provider Recognition scheme.

Carnegie United Kingdom Trust

The Carnegie UK Trust works to improve the lives of people throughout the UK and Ireland, by changing minds through influencing policy, and by changing lives through innovative practice and partnership work. With a remit in our Trust Deed and Royal Charter to address the wellbeing of people throughout the UK and the Republic of Ireland, we are one of over twenty foundations worldwide set up in the early twentieth century by Andrew Carnegie, the Scots-American philanthropist. Our Fulfilling Work theme explores the links between work and wellbeing.

The Living Wage Foundation and the Living Wage

The Living Wage is an independent movement of businesses, organisations and people who believe a fair day’s work deserves a fair day’s pay.

The Living Wage Foundation are the organisation at the heart of this movement in the UK. A core activity is to offer formal recognition to employers that pay the Living Wage. The Living Wage is an hourly rate and is calculated according to the basic cost of living in the UK. Employers choose to pay the Living Wage on a voluntary basis.
It is important to note that the Living Wage is distinct from the ‘national living wage’ which is the current statutory national minimum wage rate of pay for workers aged 25 and over.

The UK Living Wage for outside of London is currently £8.45 per hour, and £9.75 in London. These figures are set by the Resolution Foundation and overseen by the independent Living Wage Commission.

Current recognition models to recognise commitment to the real Living Wage are as follows:

- Living Wage Employer Accreditation;
- Living Wage Service Provider Recognition;
- The Living Wage Friendly Funder Scheme.

More information on these schemes is available at www.livingwage.org.

2. Background
Currently, there is a concentration in Scotland of accredited Living Wage Employers in the central belt; therefore SLWAI’s current work-plan includes engaging with a broader geographical spread of employers.

At the same time number of different local groups within Scotland, and across other parts of the UK, have proposed the possibility of making a town/city a “Living Wage town/city/region” (LWT). The groups have varied composition, with strong political involvement in some areas, and a more grassroots element, in others.

In Scotland, the publication of the Fairer Fife Commission report in November 2015 and the Dundee Fairness Commission report in May 2016 called for a Living Wage region/city as a key priority. There has also been interest in the idea of Living Wage cities and regions from Perth, Renfrewshire and from the Isle of Arran in North Ayrshire.

At a UK level, colleagues at the Living Wage Foundation (LWF) had previously explored the idea of establishing ‘Living Wage zones’, initially focussed on Canary Wharf in London, but this approach has not progressed to date. LWF are keen to consider possible variations on this approach.

3. Project Aims and Objectives
The Poverty Alliance now wish to commission a contractor to conduct a feasibility study to explore the potential for establishing a model whereby a region, city or town can be officially recognised as ‘Living Wage Place’. A final technical report will be the main output from this work and this would be used by SLWAI to conduct discussions with the LWF as final arbiter of the Living Wage brand.

The research will be supported by the Living Wage Places Advisory Group drawn from key contacts of SLWAI and The Poverty Alliance more generally, and with the input of key stakeholders drawn from local groups in Scotland already aiming to make their town/city a LWT.

The objectives of the project are as follows:

- Undertake a mixture of primary and desk-based research to identify a series of possible models for a ‘Living Wage Place’ recognition system
• Develop a set of robust criteria against which these models can be assessed

• Complete an options appraisal exercise to score the possible models and provide a clear report setting out the strengths and weaknesses of each. We envisage that the options appraisal approach may include some basic modelling of the different options with a number of regions/towns/cities to assess the feasibility of official recognition as a Living Wage Place in each location against each model.

As a starting point, we anticipate that possible models might include: a flat accreditation system; a tiered accreditation system; or a looser guidance/framework-based approach. Key criteria for assessing the feasibility of different models are likely to include the potential for each model to: increase the number of Living Wage employers; increase the geographic spread of Living Wage employers; maintain/enhance the integrity of the Living Wage brand; increase awareness of the Living Wage movement and its brand, particularly in relation to differentiation from the ‘national living wage’ rates, be scalable; and be capable of being delivered within available resources. However, all of these are starting points and will need considerable development as part of the research process.

There are a number of other important questions for the feasibility study process to consider and develop:

• What standards should a region/town/city need to meet to in order to become a ‘Living Wage Place’? What would be the requirements in terms of the proportion of employers in that place paying the Living Wage; or the proportion of employees in receipt of it? What other standards should a place have to meet to receive official recognition?

• How can the geographical boundaries upon which an area might be recognised as a ‘Living Wage Place’ be clearly defined? As noted above, local authority areas; cities; towns; and islands have all expressed an interest in being recognised ‘Living Wage Places’

• Although the study focuses on Scotland, how applicable might the proposed models be across the rest of the UK? It will be important for the study to take account of work being undertaken by Living Wage Foundation at a UK level to consider these issues.

Consideration of these issues will need to be built into the potential models and the criteria for assessing their feasibility.

A final technical report will be the main output from this work and will be used by SLWAI to conduct discussions with the LWF to consider how a ‘Living Wage Place’ approach can be most practically advanced. This report will offer an important evidence base in identifying the feasibility of a Living Wage Place recognition model, and at the same time will assist in facilitating more meaningful, informed and productive discussions with stakeholders. If a model and standards are approved, then the next phase of the project would be beginning work on developing plans to pilot a model. This second phase of the project is not in the scope of this tendering exercise.
4. Anticipated Approach

We are interested to hear bidders’ proposals for how the above aims and objectives are best achieved. As a starting point, we anticipate that the research approach will include:

- Initial meetings with SLWAI staff;
- Desk based research on existing relevant accreditation schemes, operating in the UK where accreditation on a particular issue is awarded to a region/city/town;
- Regional stakeholder engagement with a small number of local areas;
- Engagement with members of the Living Wage Places Advisory Group
- Interim email/telephone communication with SLWAI to facilitate stakeholder engagement;
- Options appraisal exercise
- Interim meeting with SLWAI staff on production of a draft report;

We anticipate that the contractor will work closely with SLWAI staff throughout the research process, in particular: to draw up the potential models for recognising a region/town/city as a Living Wage Place; to consider what standards a region/town/city may have to meet in order to be recognised as a Living Wage Place; and to consider what criteria should be used to assess the feasibility of the different models.

Introductions between the contractor and stakeholders (regional stakeholder and members of the Living Wage Places Advisory Group) will be facilitated by SLWAI, although proposals for additional stakeholders to be included in engagement will be welcomed and considered.

Regional stakeholders are understood to be senior staff members or decision makers with the ability to influence local policy and/or service delivery.

This would include for example Senior Managers, Chairpersons, CEOs, and Spokespersons from a range of agencies including (but not limited to);

- Local Authority;
- Grassroots/community groups;
- Business representatives (Chamber of Commerce, Trade Association, Membership organisation);
- Third sector representatives (third sector interface, membership organisation, forum chairperson).

Regional Stakeholders will be senior staff members or decision makers with the ability to influence local policy and /or service delivery in at least three regional areas identified by SLWAI, involving at least three and no more than five people in each of those chosen regions.

The Regional Stakeholder groups would help suggest ideas for potential criteria for modelling and discuss how this would help address getting more people in receipt of the real Living Wage in their region. They would consider how scalable in their region this would be.

They would offer comment on the first draft and final written report.
Engagement will be required with a minimum of three and a maximum of five members of the Living Wage Places Advisory Group.

Members of the Living Wage Places Advisory Group are to be drawn from the Carnegie Trust, a representative from the SLWAI Leadership Group, and the Living Wage Foundation. Their role is to help sense check what criteria and models are being considered and offer in potential ideas for areas of modelling to explore, as well as feed in any developments from Living Wage Foundation. They would provide insight and challenge around the scalability of the model for Scotland and the UK as a whole.

They would be offered the opportunity to comment on the draft report and the final written report.

Stakeholder engagement should be undertaken using a variety of appropriate methods which could include:

- Individual telephone interviews;
- Roundtable discussions;
- Focus groups;
- Face-to-face interviews and meetings;
- Teleconferencing/Video conferencing.

5. Deliverables

As above, the final written report should outline between 4-6 potential models that could be applied for recognising a locality as a Living Wage Place. The final written report should incorporate findings from the approach used and should be no more than 10,000 words.

The final written report must include an Executive Summary. The final written report must also include a section outlining considerations for implementation of the proposed models. It is desirable that the final written include a recommendation by the consultancy on the preferred model, although not essential.

6. Timetable and Costs

The total budget available for the project is £15,000 including VAT, travel and all other expenses.

The successful bid must be available to start the project no later than 19th June 2017.

A draft report should be available within 2 months of start date, and no later than 19th August 2017.

The final submission of the report should be made within 3 months of the start date and no later than Tues 19th September.

The successful bidder must be available for follow up questioning and clarification by the Poverty Alliance for 1 week after the final report submission.

The end date for this exercise is expected to be Tues 26th September (3 months and 1 week from start date)
The contractor bidding for this exercise should detail their ability to meet the proposed timescale and requirements. Alterations to the exact timetable will be considered, but are not guaranteed.

7. **Performance & Quality Requirements**

The contractor bidding to undertake this work should outline:

1) Relevant experience in the use of social scientific research techniques.
2) Previous experience in conducting feasibility studies.
3) Previous experience in incorporating stakeholder engagement as part of social scientific and feasibility studies.
4) Previous experience of working on projects covering the subject matter, including themes relating to (but not limited to) the Living Wage, in-work poverty, inequality, place-based interventions and accreditation.
5) Demonstrable understanding of the topic to be investigated.
6) A timetable outlining proposals to deliver the key deliverables and milestones.
7) Details of personnel to be involved in the exercise, and an outline of staff allocation of time to specific aspects of this work.
8) An estimated budget for undertaking this work, including a daily rate.

Although this document sets out key questions to be addressed in the study, we welcome the views and expert opinion of the consultant.

The contractor will be responsible for ensuring compliance with the Data Protection Act (1998) and must agree to abide by any guidelines issued by their profession (for example, the Market Research Society Code of Conduct).

The contractor should ensure that all relevant staff involved in carrying out research activities are appropriately disclosed, through Disclosure Scotland, considering the target group for this work.

Ownership of all research outcomes, including the final report and all data produced as a result of the research, lies with The Poverty Alliance and the Carnegie UK Trust. Researchers should not discuss study findings in public before a final report has been cleared by us, although with prior agreement aspects of the study may be discussed. Following publication researchers are free to discuss the study in public; however, we should be given the opportunity to comment on any proposed presentation or publication using data or findings from this study.

The contractor should consider the wide range of equalities issues, including public duties, and ensure that these are all given due consideration at all stages of the research process.

8. **Selection Criteria**

The Poverty Alliance will make its selection on the basis of that proposal which represents the best value for money, taking account of the following criteria:

- Feasibility experience;
- Understanding of the topic to be investigated;
- Selection of appropriate methods;
- Likelihood of achieving project aims using approach identified in tender;
- Ability to deliver in specified timescale (inc. staff capacity);
• Confidence in ability to provide in-depth analysis of findings;
• Previous relevant experience of research method;
• Previous relevant experience of topic area;
• Price.

9. Form of Proposal

In their proposals for undertaking this work tenderers should provide the following information:
• name of tenderer, status in the company/institution and name of a person for further contact (if different);

• a statement detailing your understanding and interpretation of the purpose, specific objectives and scope of the project;

• a timetable, indicating dates for the completion of significant stages of the work and dates for the delivery of the final outputs;

• a methodology to meet the aims of the project and to deliver the required outputs for the project within timescales and budget;

• details of the analysis that would be provided as standard, and the scope and costs of any additional analysis that might be required;

• details of the cost for the work (all costs including staff, equipment, travel/subsistence and overheads);

• details of relevant experience, expertise and time of all staff to be involved in the project; and

• details of the quality control mechanisms that will be used in the fieldwork and the data analysis.

Proposals must be sent electronically to lynn.anderson@povertyalliance.org by 9am on Monday 22nd May 2017. No bids received after the deadline will be considered.

Potential providers are welcome to contact Lynn Anderson on 0141 553 0440 to discuss the aims of the project in more detail.