

# Lockleaze Local Lettings Policy

Design Brief for getting the word out about this amazing policy and how it can help local people in housing need keep connected to their community

## Background

Lockleaze Neighbourhood Trust (LNT) is a registered charity (1063275) and a Company Limited by Guarantee, incorporated in 1997. The organisation is led and managed by residents of Lockleaze, supported by a small staff team to support residents to achieve positive change for themselves and their community. We do this through the provision of community space, activities and projects that support residents to connect, find information, and work together to make change both for themselves and for their community. The goals and projects that we work on have been identified within the Community Plan, and through regular conversations and targeted engagement with residents.

The Community Plan, [Our Lockleaze](#), has been underpinned by extensive engagement and consultation with local residents. The results from this consultation show that the top priority for Lockleaze residents was housing. Lockleaze has more development sites than anywhere else in the City with more than 1000 new homes planned. Through community conversations, local people made it clear they did not believe that new housing would benefit them. They thought it would:

- a) Not be affordable
- b) Not be allocated to local people in housing need

At Lockleaze Neighbourhood Trust we think it is important that there is a high level of affordable housing as part of new homes built and that new social rented housing benefits existing residents. Through the planning process we have argued for high levels of affordable housing and we have worked with the community to produce a Local Lettings Policy which ringfences a portion of new social rented housing for existing local residents in housing need. Bristol City Council has agreed to adopt this policy for new social rented housing in Lockleaze. This brief is to produce communication assets that will inform the Lockleaze community about the Local Lettings Policy and demonstrate how they could benefit from it if they are in housing need. For further background on the process for coming up with Lockleaze Local Lettings Policy you can visit <https://www.lockleazehub.org.uk/community-led-housing>

## Scope

We are looking to commission the development of an information leaflet, customer journeys, social media posts and a short video that explains what a Local Lettings Policy is and how the local community could engage with it. We will use this information directly with residents (physical copies), on our website, through social media and via partner organisations to make sure all residents who are eligible are aware, can benefit from the Local Lettings Policy, and as wider information about the positive impact that residents have had on local developments and their community.

The audience for this work are local people, particularly local community members who are in housing need (homeless, over-crowded, etc). Some of them may be the housing register, in existing social housing, privately rented accommodation and some might be living with friends or family or of no fixed abode. Some may be eligible to be on the housing register but are not currently, and need to be aware of this opportunity.

We imagine the video will be animated and would take advice from the designers on what is an appropriate length and style to be engaging, accessible, informative and keep the audience's attention. We have our own draft storyboards, will provide factual information and broad vision and brief designer(s) to create the content.

The video will set out:

- What the local lettings policy is
- How it could benefit local people
- How they can access the policy
- Where to find out more
- Be the right length to keep people's interest
- Be clear, and accessible (aware of non English and varying literacy levels)
- The achievement of the Lockleaze community in making this positive change in housing policy

The leaflet will include:

- An accessible overview of what the local lettings policy is
- How it could benefit local people
- How local people can access the policy
- 4 customer journeys
- Where to find out more information
- Be clear, and accessible (aware of non English and varying literacy levels)

Individual customer journeys will also be able to be used independently to the leaflet. We expect there to be consistency or at least complementarity across the video and the leaflets.

Social media posts would spotlight individual elements from the leaflet and the video that direct people to find out more.

## Specification

The successful designer will be tasked with ensuring the video and leaflet design provides the following outcomes:

- Fun, engaging and relatable

- Is a clear accessible explanation of the Lockleaze Local Lettings Policy, free of jargon, in plain English, making use of design rather than words to help get messages across
- Builds on the brand and values of Lockleaze Neighbourhood Trust to enhance our reputation
- Can be easily shared digitally, and physically

## How to Apply

If you would like to apply to this brief, please submit a proposal that includes the following information to Alex Bugden [Alex@lockleazent.co.uk](mailto:Alex@lockleazent.co.uk) by 10 January 2022:

- A cost breakdown for each of the elements within the brief: to produce the video, leaflet and social media content in partnership with Lockleaze Neighbourhood Trust
- Provide your project timeline to deliver the different components
- Examples of relevant work previously undertaken
- A reference from a previous project

For informal queries you can contact Alex Bugden 07761491520 or Suzanne Wilson 07989 985608

## Intellectual Property

Please note that the selected designs and video will become the intellectual property of LNT. We may wish to use the design elements to create social media posts and reminders as part of an ongoing targeted campaign to raise awareness.

The successful designer will provide LNT as the Client with art files of the graphic and visual material upon completion of the final design.

## Project Timescales, Deliverables and Costs

We have recently agreed the Local Letting Policy with Bristol City Council, new social housing is being built in Lockleaze now and we expect that residents will be able to apply for it from March onwards. Therefore it is important that we can get information out as soon as possible to ensure that residents can access this opportunity. We accept this may mean staged delivery of outputs. We have set out below an ambitious timetable to meet this deadline and welcome feedback on whether you think this is feasible and if you have availability to meet this timetable. If you are not able to deliver as written below, please set out what you can deliver in the timeframe and how long you would need to complete the project.

As a small charity our funds are limited so we need to achieve value for money from limited charitable funds, whilst also ensuring quality and communicating this very important message.

## Indicative Programme

Item	Date
Tender released	21st December 2021
Deadline for submissions	10th January 2022
Tender responses reviewed and shortlisted	11th January 2022
Shortlisted designers invited to interview	13th January 2022
Designer appointed	14th January 2022
Inception meeting	20th January 2022
Review of initial concepts	3rd February/ 10th February
Present designs	24th February
Final designs delivered	10th March

We expect the consultant to be paid by a form of stage payment:

- Receipt of initial concept designs - 50%
- Final design selected and art files received - remaining 50%

Please note that the commission should allow for up to two design revisions, if required.

## Criteria

Submissions will be considered on a 60% quality and 40% cost basis. The following evaluation criteria will be used to assess the quality element of tenders (60%):

- How well does the submission meet the specification of the design brief? (40%)
- What is your experience of designing and creating videos and leaflets, particularly for community organisations? (40%)
- Our confidence in the designers ability to put across complex issues in accessible and engaging way (20%)

## Contacts and Intention to Respond

If you have any queries or would like further information, please contact Community-led Housing Manager Alex Bugden, via email at [alex@lockleazent.co.uk](mailto:alex@lockleazent.co.uk). Tel No. 07761491520

If you wish to apply for this brief, please submit your response to Alex Bugden by 10 January 2022. Unfortunately any submissions after the deadline will not be considered.