



Housing 21 is seeking 'Expressions of Interest' (EOI)

From experienced providers with a proven capability
of becoming a Facilitation Partner to support local community engagement for
a Cohousing project in Birmingham

Expression of Interest Response requirements

Invitation to quote – close date & time	Monday 31 st August 2026 at 12pm midday
Individual clarification calls via Microsoft Teams are available with the Cohousing Partnership Manager by emailing:- dawn.carr@housing21.org.uk. A date and time will be arranged for calls to take place for approx. 30 minutes on either Thursday 13 th August 2026 and Monday 14 th August 2026.	
Quotes must be returned to	Dawn.carr@housing.21.org.uk
For all clarification questions-contact	Dawn.carr@housing21.org.uk
Contract Duration	Work is not guaranteed and will be called off per project assignment and may be for up to 5 years
Aspirational Contract Start date	End of September 2026 (one year contract initially)

Section 1- Introduction to Housing 21

Thank you for expressing an interest in this opportunity.

Housing 21 are a leading provider of safe, quality and affordable properties for older people, empowering you to live independently with on-site care or support. . We have more than 60 years' experience and operate in 215 local authority areas, managing 24,000 properties and providing over 49,000 hours of in-house social care each week. www.housing21.org.uk.

We are pleased to offer the following distinct service offers to customers:

Retirement Living: In Retirement Living, residents enjoy the privacy and independence of their own property, with the support of an on-site Local Housing Manager during the week and a communal lounge to socialise with family, friends and neighbours. The Local Housing Manager supports residents whilst ensuring the management of the building, including organising repairs.

Extra Care: Residents in our Extra Care schemes may need a little more help or be planning for the future. They still enjoy the privacy and independence of their own property, the support of an on-site manager and communal facilities including a lounge, bistro and salon. But here, they have the reassurance of on-site Care Workers are available 24/7 for planned and emergency care, enabling couples of differing care needs to remain living together. Like Retirement Living, the on-site Housing or Housing and Care Managers support residents with the management of the building and scheduling of repairs. You can find out more about Retirement Living and Extra Care directly from our residents:

- [Retirement Living](#) [Extra Care](#)

And Co-Housing: Cohousing is the most recent initiative for Housing 21 which aims to promote the benefits of living as part of a community, but with the privacy of individual homes.

[Cohousing is a new initiative for Housing 21 where residents help to shape the design of the scheme](#)

We are proud to be the first local housing association to produce a Cohousing Strategy, which outlines how we plan to deliver cohousing schemes for older people. In particular, we are keen to focus on areas of deprivation and of diverse ethnic backgrounds, where accessing quality, purpose-built housing can often be more of a challenge.

Our strategy underpins the following good practice principles we believe will support its success:

- **Partnerships:** Partnerships are essential to delivering meaningful social value in cohousing developments. By working collaboratively, stakeholders can create inclusive, sustainable, and resilient communities that reflect local needs and aspirations. Strategic partnerships with architects, community groups, contractors, local authorities, and housing developers can enhance social value outcomes in the development of cohousing schemes in urban areas of the UK. The roles of each partner, their contributions to social value, and approaches to engagement and evaluation can be as follows: -

- **Architects:** - **Architects promote wellbeing and inclusion through design** i.e. they lead participatory design processes, ensure inclusive and sustainable design, and foster placemaking.,
- **Community Groups:** - **Community groups enhance social cohesion and cultural identity** i.e. provide local knowledge, deliver social programmes, and support integration with the wider neighbourhood,
- **Contractors:** - **Contractors create economic opportunities and reduce environmental impact.** Some examples include offering local employment and training, support community initiatives, and implement sustainable construction practices.
- **Local Authorities:** - **Local authorities ensure alignment with strategic priorities and enable access to resources,** i.e. aligning developments with wider policy, providing land or funding, and supporting monitoring and evaluation.
- **Housing Developers:** - **Housing developers support affordability, stewardship, and long-term sustainability.** This can be achieved through enabling the delivery of innovative housing design, sharing innovation and best practice and supporting resident governance

Cohousing

Our flagship cohousing scheme for older people is Rupali Court is located in Lozells, one of Birmingham's most diverse cultural areas. developed by Housing 21 in partnership with Legacy WM and Triangle Architects.

Rupali Court is a pioneering cohousing pilot, bringing together an inclusive community of residents to create a supportive, connected way of living. The scheme has been developed with a strong focus on community, wellbeing, and mutual support. This launch marks an exciting milestone as residents have now begun to move in and shape the community together.

The key features of the scheme are as follows: -

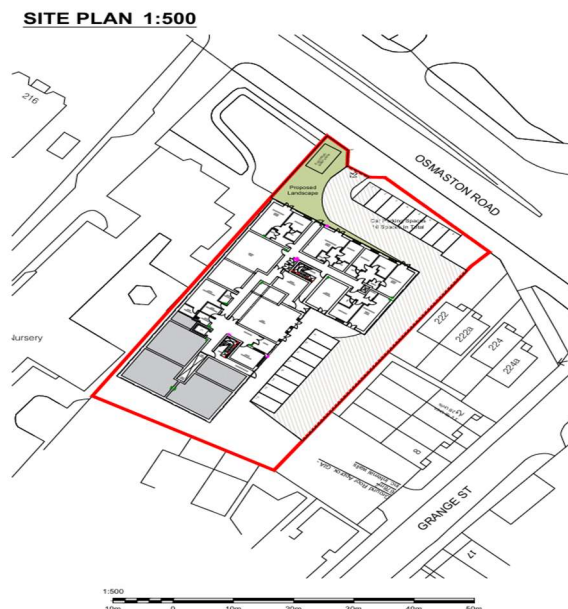
- 25 one- and two-bedroom apartments for social rent.
- Shared spaces: communal kitchen, residents' lounge, multi-faith room, garden, and allotments.
- Designed with input from a local residents' group to reflect cultural needs (e.g. muslim ritual ablution room).
- Aims to foster interdependence, reduce loneliness, and promote ageing in place.

Section 2 Core Specification for Project

2.1. Context:

The primary focus of the project will be Phase 1 - Cohousing Group Development of a proposed site on **Barn Lane Cohousing, in Birmingham.**

Bespoke Construction Services Limited has developed a layout plan to deliver a 29-unit Cohousing apartment scheme, with a unit mix of 23 x 1-bedroom and 6 x 2-bedroom apartments. It will have associated car parking and external private & communal amenity space. The proposal also consists of a housing managers office in line with the Housing 21 Design Brief.



The layout of the scheme will ensure an enhancement of the urban environment, minimise the impact on adjacent premises and respect the existing street pattern. The footprint of the building has been designed in keeping with the urban vernacular of the area.

For more information about the Barn Lane development visit the consultation page link on our Housing 21 website here :- [Barn Lane consultation](#)

Important note regarding site visits: The site is still under construction so at this time, visits are unavailable

2.2. Project objective of the Expression of Interest task

The primary objective is delivering **Phase 1 – Cohousing Group Development**, for the proposed site on Barn Lane Birmingham, in partnership with Housing 21 and the development team

2.3 Core specification requirements

The minimum core specific requirements that have been selected to measure the outcome of delivery of Phase 1 Group Development are as follows: -

Phase 1 – Group development	Facilitation Partner core examples	Housing 21 will provide:
1. To identify local community groups and local people with a shared interest in cohousing	❖ Register the Cohousing Group as members of UKCN ❖ Support the development of the cohousing group and sign-up new resident expressions of interest. • Identify and attend community networking events to promote cohousing. • Identify and document contact details for community groups and local projects. • Use social media and other methods to promote cohousing • Attend community events and meetings to promote cohousing. • Use opportunities to present at community events • Meet with community groups and local people to promote cohousing • A dedicated web page to promote the project	A handover including the local cohousing brief & FAQ's Leaflets, banner H21 braded Expression of interest forms
2: To support Housing 21 in arranging related community engagement events	❖ Coordinate local information workshops or fringe sessions (minimum of 3) • Promote events, using social media, flyers, posters, presentations, local contacts etc. • Identify local people and support them to attend events, including arranging transport and sending reminders. • Identify and book suitable venues. • Advise on design and translation of flyers and leaflets to support engagement • Set up the room for events.	Housing 21 project team will deliver the presentation and workshop in person

	• Enable translation when needed. • Document attendees contact details	
3: To liaise with prospective cohousing project group members and support development of forums to support the cohousing initiative, such as steering groups with residents as required.	❖ Set up project groups and enable regular meetings. • Enable potential residents to be “tenant and tenancy ready • Develop group vision • Ensure all voices are heard • Help the group choose and implement consensus decision making • Help the group to implement conflict resolution process • Support and enable commitment to the cohousing projects • Work with Housing 21 to design and deliver training and a skills building programmes	• Cohousing Coaching Training • Toolkit • Site & property search • Feasibility & business case • Partnership development
4: To share cultural & local expertise where it may benefit Housing 21 cohousing planning design & progress such as reflections of local resident’s design preferences and ideas	❖ To be a critical friend to Housing 21 to enable culturally sensitive services and building design to meet the needs of residents from a range of backgrounds • Advise on current housing landscape • Advise on Faith based needs • Capturing residents housing histories • Language & interpretation	• Cohousing design brief • Social Value • Specialist research • H21 Cohousing Focus Group
5. To attend training and development opportunities appropriate and relevant to the cohousing project.	❖ Attend Housing 21 training courses, external training, conferences etc as agreed with H21	❖ Cohousing Coaches Training • Role of the Coach/boundaries • Core knowledge • Skills based training
6.Community capacity building	❖ Tenant readiness • English for Speakers of Other Languages-(ESOL) • Digital inclusion • Financial Inclusion	Right to rent training Barclays Digital Eagles

Key indicators for BAME Housing needs (taken from Housing Diversity Network)

- Demographic mapping Monitor housing quality by ethnicity, age and place
- Design culturally sensitive homes – Faith and communal norms reflected in policy
- Promote BAME representation and BAME leadership in housing associations

To summarise, by the end of Year 1 Housing 21 expects:

- An established cohousing group.
- Regular resident-led meetings.
- Agreed group vision and values.
- Minimum number of active participants.
- Improved understanding of the scheme among local communities.
- Established communication channels and governance arrangements.

2.5. Monitoring and reporting

a. Quarterly Monitoring & Evaluation

The contract value will be paid quarterly upon satisfactory receipt of our quarterly monitoring form template, example included in EOI Pack.

b. Engagement Activities

Effective inclusive engagement that may include: -

- Co-designing workshops with residents and community stakeholders.
- Volunteering and skills training initiatives led by contractors.
- Public events and cultural programming with community groups.
- Regular liaison meetings with residents, local authorities and developers
- Facilitation of other Cohousing site visits

c. Social value

Social value outcomes should be tracked using clear metrics provided by Housing 21, which may include

- % of local labour used
- the demographics of the workforce involved in the project
- Number of community-led initiative
- % of homes at social rent
- Volunteer hours contributed

d. **Case Studies**

Our marketing team may occasionally coordinate the collection of case studies and testimonials, examples include:

- Video testimonials
- Written case studies
- Briefing documents/Lessons learnt

e. **Output requirements -Key performance Indicators (KPI's)**

Key performance Indicator	Requirement	Frequency
1	To engage support the Cohousing Group	Specific KPI's to be mutually agreed at contracting stage, i.e. number of local people contacted, conversion to becoming part of the group, number of events created, number of community events attended
2	Regular quarterly reporting on the outcomes set out in the core requirement	
3	Regular project team meetings with the Cohousing Partnership Manager	Times may vary so as an example within a three-month period of contract commencement

Failure to successfully achieve the above performance reporting, may result in contract cancellation.

Section 3- Quote Assessment Consideration

Information received from this exercise will be used for review to choose a suitable provider(s) based on the Assessment criteria set out below. Top scoring providers (quality and price) may be invited to a subsequent conversation with Key Housing 21 personnel, which may include residents in view of refining information to final form. Information review will include the following assessment consideration

Housing 21 reserves the right to record details of the second or third highest scoring company, for other related projects, if required

Providers are requested to develop their 'own form of response', detailing responses to the following questions:

Assessment Questions	Weighting
1. CV including minimum personal qualification information. Minimum qualification requirements may include the following, or equivalent • Community engagement experience - A strong local connection and proven experience of inclusive community engagement is essential. As examples, this may include training in: ▪ Community Led Housing ▪ Asset based community development ▪ Study and questionnaire design ▪ Participatory research ▪ Community Regeneration	10%
2. Experience of delivering Community-Led Housing, Cohousing or Community Regeneration Please provide evidence of previous experience supporting community-led housing, cohousing, community development, neighbourhood regeneration, community organising, participatory research, asset-based community development or similar initiatives. Include examples of outcomes achieved and lessons learned	10%
3. Introduction and Communication approaches. We invite you to provide no more than a 3 min video for you to introduce yourself and to demonstrate your key innovative ideas in this area and how you aim to engage with the community to deliver the core specific requirements. Please mention any local partners that you intend to work with.	50%
4. Past case study demonstrating past capability to successfully deliver a similar natured contract. We are particularly interested in people with experience of asset-based development and/or participatory research in BAME communities	10%

5. Day Rate with VAT (assume an 8-hour day), Housing 21 anticipates commissioning between 16 hours per week (2 days a week) per annum	20%
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Important information

- This is not a formal tender. Outcome award is not expected to exceed UK Threshold for the contract duration, so this opportunity is being supported by both advert and emailing networks to seek quotes.
- Responses will be scored against the following consideration:

Score	
0	Vague response. Unclear
1	Vague response gaps in presenting ability, capacity and or experience
2	Satisfactory response
3	Good response-lacked supporting information
4	Excellent response - fully comprehensive and innovative response with good supportive information

Summary

At Housing 21, we are proud to be an inclusive organisation centred around respect and inclusion. We ask all our employees, residents and partners to support us in achieving inclusivity by adhering to our Respect and Inclusion Charter, which has four key principles:

- We treat everyone with dignity and respect
- We create an environment where everyone can be themselves
- We seek out diverse perspectives and hear all voices
- We seek to understand other cultures, practices and experiences

These principles are explained further in our [respect and inclusion video](#).

We particularly welcome contractors who will adhere to our charter, who have “similar, shared aspirational goals” and who demonstrate the highest, most courteous standards of behaviours with customers. Our three guiding principles are:

21	Being a modern and forward-looking organisation
Better	Never being complacent and striving for continuous improvement
Experience	Seeking to provide great experience and customer service to residents

Important note - Award of work -

- Will be below the UK Threshold-therefore is not subject for formal tendering
- Will be supported by Housing 21 terms and conditions
- Will not commence until receipt of the signed contract which **must be** received within 30 days of the email date -it was sent
- Will be supported by publication of a below threshold details notice¹

Thank you for your time and interest in this opportunity.

¹ Public Procurement Act 2023 Section 87 Regulated below-threshold contract: notices (3) As soon as reasonably practicable after entering a notifiable below-threshold contract, a contracting authority must publish a contract details notice