



CALL FOR PROPOSALS

Facilitation of Book Writing Process

July 2012

BACKGROUND

The Urban Land Market Programme Southern Africa (Urban LandMark) has been working on land access issues since 2006. During that time it has gathered a wide range of evidence, implemented projects, developed an approach, and influenced actors, all with the objective of improving access to land and land markets for poorer people and communities. Much of this experience has been written up along the way.

In the process of implementation, the Programme has tested and enhanced the concept of making urban land markets work better for the poor, and learnt lessons which we would like to bring together in one place in the form of a publishable book. We want to reflect on what we now know about urban land markets in southern Africa that we did not know when the programme started six years ago. Further to that, we believe that by describing the approach and investigating the lessons learnt, it will be possible to make an important conceptual contribution to thinking and practice.

PURPOSE AND SCOPE

The purpose of this assignment is to:

- a) research and write up lessons learnt during programme implementation; and
- b) coordinate and write a 80-100 page publishable book on the Urban LandMark approach and the lessons learnt.

The writing of the book will involve facilitating discussions amongst Urban LandMark staff, partners and consultants. It will include reviewing a wide array of material generated from the programme, and interviewing key informants. It will involve developing a clear concept and messaging for the publication, in partnership with Urban LandMark.

Sequence

The process will include collecting together Urban LandMark source information, assessing it, brainstorming ideas with a Reference Group, doing some broader background research (i.e. accessing additional resources as needed). Much of the material is available on our website and some would be supplied to the successful

service provider on appointment. Any new lines of investigation would need to be agreed early in the project.

After initial research, the service provider should prepare and present a convincing book concept for discussion and approval. This should be followed by a facilitated writing process involving staff and five research theme managers who have been involved in programme implementation.

The aim of internal group discussions with a Reference Group, and interviews with key informants, is to distil the new knowledge/learning and establish the Programme's contribution to knowledge.

This phase of the work should include a comprehensive book proposal for a publisher (including a process to identify the best publishing house to satisfy the objectives of the book project).

The book should be designed to make an original contribution to the sector, and to ensure the maximum impact locally and internationally.

The service provider should facilitate an in-principle agreement with a publisher on the book concept and the process to be followed to reach publication (timeframes, costs, authorship, marketing and dissemination, etc.).

The next phase would involve drafting the text for the book, and drafting a template for the layout. After comment from Urban LandMark and the Reference Group, the text should be finalised and proof read, so that it is ready for publication to the standards and format agreed with the chosen publisher.

Requirements of the Service Provider

The assignment will require excellent analytical and communication skills, knowledge of the publication process and a good grasp of the urban land and property sector. The service provider would need to work closely with the Urban LandMark programme director and other potential contributors to define the concept and agree on the best way forward.

A Reference Group comprising involved staff and potential contributors would engage at key points in the process. The service provider would be answerable directly to the Urban LandMark programme director.

TIMEFRAMES AND DELIVERABLES

This is a 4 to 5 month assignment. Quotations should include all professional fee and disbursement costs likely to be incurred by the service provider.

The outputs within this assignment would be as follows:

	Deliverable	Payment milestones as % of professional fees
a)	Preparation and approval of final work plan	20%
b)	Written assessment of source material and draft concept development	
c)	Workshop on draft concept with Reference Group, and approval of concept	30%
d)	Book proposal negotiation and agreement with potential publishers	
e)	Writing and facilitated writing activities and sessions.	
f)	Draft text for book	30%
g)	Workshop of draft text	
h)	Finalisation of text	
i)	Final submission to publisher	20%

On appointment of the successful party, contractual arrangements will be finalised, and payment will be made on timely delivery of products of an acceptable standard.

INVITATION AND CRITERIA

Interested individuals or organisations are invited to make a proposal to Urban LandMark by 4pm on Thursday 2nd August 2012 which should include your planned approach to this assignment, an outline of previous experience of this type of work, examples of your own writing, evidence of a track record of timely delivery on similar projects, and an indication of availability for the work starting in September 2012.

Proposals to undertake this assignment should also include a curriculum vitae with references, company profile if relevant, the proposed fee structure (hourly rates) and levels of effort for each phase, and a clear quotation to do the work. Urban LandMark will bear additional expenses related to the workshops which are specified above, including costs of venue and travel for the Reference Group if required.

Proposals should be submitted in electronic format to Mark Napier (mark@urbanlandmark.org.za), cc Lerato Ndjwili-Potele (lerato@urbanlandmark.org.za).

For enquiries on the project, please contact Mark Napier by email.

Urban LandMark will award the contract based on:

Appropriateness and quality of response to this call as expressed in the proposal (25%)

Relevant, demonstrated competence of the organisation/s and individuals to undertake this work (45%)

Affirmative action scorecard: ownership, management, staff development (10%)

Cost breakdown, professional fees (20%).

Urban LandMark reserves the right to ask organisations or individuals making proposals for best and final offers should this be deemed necessary. We also reserve the right not to make an appointment should that prove necessary or advisable.

SOURCE MATERIAL

Please see www.urbanlandmark.org.za and other on request.