

Call for Proposals: Development of a Home Ownership Title Literacy Module

BACKGROUND

Established in May 2006 with funding from the UK's Department for International Development (DFID), Urban LandMark works to find remedies to the problems that have made urban land markets dysfunctional and hence land unaffordable.

Our initiatives aim to influence policies and practice to improve access to well-located urban land by making markets as well as land planning and management systems work better for poor people – in particular those who have insecure tenure over the use, trade and ownership of land.

Urban LandMark plays a catalytic role by using research to inform policy, and by promoting dialogue between key stakeholders – government, the private sector and civil society – to foster a common understanding of and find effective solutions to prevailing obstacles in urban land markets.

Our cities in South Africa share common problems with cities and towns in many other developing countries, such as rapid urbanisation, rising land prices, unequal access to services, uneven legal protection and limited state resources, and now also includes a Southern African regional focus.

SCOPE OF WORK

The purpose of this Call for Proposals is to appoint a consultant /consultants who will develop a title literacy module for home owners, especially those living in state-funded RDP housing and low-end bank mortgaged houses.

The consultant(s):

- Should ensure that the module is focused on the range of needs of first-time home owners which relate to holding title to property. This aspect is significant, for example, in terms of RDP homes, in particular to address issues that arise when owners decide to sell such houses, rent out homes, and bequeath or transfer title in the event of death.
- Will be expected to identify the knowledge gaps which exist amongst homeowners where title literacy is concerned.

Moreover, we recommend that additional experts be drawn in to form a reference group – including home ownership experts, government officials, financiers, conveyancers and estate agents – to advise the appointed consultant by providing practical input on developments on the home ownership and title front. In particular, such a panel should address information challenges and how they are/could be overcome. Such a process will provide invaluable information to consumers, enabling them to make informed decisions around buying or selling or bequeathing property or homes, and guide them through property transfer processes and the medium- to long-term implications thereof (three to ten years).

The module should therefore enable homeowners to understand the process of accessing existing houses in the formal market; in other words, the processes of buying and selling and the key issues for both of these (for example, this is where the role of estate agents becomes critical). This would include both accessing housing directly from government as well as buying houses from original government beneficiaries.

- Should ensure that homeowners understand the development process (turning a vacant piece of land into a plot with services and a house), as well as the roles of the different actors involved, including the municipality, town planners and conveyancers, which apply when new houses are built.

Focussing on these requirements but also proposing additional relevant issues which might not be mentioned here, the consultant(s) should:

- Define the content outline of the module, for discussion with and approval by Urban LandMark.
- Propose a booklet design suitable to the content structure and applicable to both print and electronic versions of the module.
- Prepare a booklet (length to be determined) for presentation to Urban LandMark.
- Manage the editorial process.
- Once approved, translate the manual into the official South African languages as agreed upon by Urban LandMark and the consultants.
- Prepare a print-ready proof as per printer requirements (print proofs should be approved by Urban LandMark before the manual is printed).

A content outline and booklet design should be complete by 30 November 2010.

A draft booklet should be completed for editorial consultation by 20 January 2011.

The final product should be completed by 28 February 2011 for approval by Urban LandMark.

EXPERTISE REQUIRED

- Experience in the broader field of education but specifically in the development of teaching/learning materials.
- Knowledge of housing, home ownership, titling issues and land markets.
- Excellent writing skills, especially in terms of accessibility of the material to the target audience. Access to translation and proofing services (to be included in the quotation).
- Editing and design skills to be able to take the manual from the conceptual through to the production phase.
- Project management skills.

As part of your proposal and quotation, please provide Urban LandMark with the proposed consultants' CVs and/or your company's corporate profile (including BEE credentials in terms of ownership and employee profiles).

ESTIMATED BUDGET

Please note that Urban LandMark will evaluate your proposal on a comparative basis. To allow this, your quotations should be presented in the following format:

Task	Description	Rate and time	Amount
1. Content outline			
2. Research and collection of initial material			
3. Preparation of the module content			
4. Editing of the draft text and graphics			
5. Layout and design			
6. Printing			
5. Other costs: including VAT and additional items which may not have been taken into account in the above breakdown			
TOTAL			

Note: Prices should include professional fees, including VAT and an estimate of disbursements.

COMMENCEMENT OF WORK

Work under this contract will commence upon signature of a service delivery contract and is expected to cover the period 1 November 2010 to 28 February 2011.

For further enquiries, please contact:

- Mark Napier, via email: mark@urbanlandmark.org.za, tel: 012 342 7636. or fax: 012 342 7639; or
- Abueng Matlapeng, via email: Matlapeng29@gmail.com or tel: 012 656 0329.

Please submit your proposal, quotation and supporting documentation to Lerato Ndjwili Potele (Lerato@urbanlandmark.co.za) on or before 12 noon on 25 October 2010.