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## MAKING URBAN LAND MARKETS WORK FOR THE POOR

www.urbanlandmark.org.za

December 2011

#### CALL FOR EXPRESSIONS OF INTEREST

### DEVELOPMENT OF BOOK CONCEPT AND PROPOSAL TO PUBLISHER

# **Background**

The Urban Land Markets Programme has been working on land access issues since mid-2006. During that time it has gathered a wide range of evidence, it has implemented projects, developed approaches and influenced actors, all with the objective of improving access to land markets for poorer people and communities. Most of the projects, the positions, the approaches and some of the impacts have been written up along the way.

In the process of implementation, the Programme has tested and enhanced the concept of making 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. Further than that, we believe that by describing the approach and reflecting on 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 collect together Urban LandMark source information, assess it, brainstorm ideas with a Reference Group, do broader background research (i.e. accessing additional resources as needed) and develop a convincing book concept. The output for this phase of the work will be a comprehensive book proposal for a publisher (including a process to identify the best publishing house). The outcome of the assignment would be agreement with a publisher on the book concept and the process to be followed to reach publication (timeframes, costs, authorship, marketing and dissemination, etc.).

To summarise, the phases of the assignment would be:

- Phase 1 Review of source material (much of which is available on our website and some of which would be supplied to the successful service provider on appointment) and identification of additional material needed.
- Phase 2 Internal group discussions with a Reference Group, and stakeholder engagements which add new thinking of where we have come to, to distil the new knowledge/learnings and establish the contribution to knowledge.

- Phase 3 Develop the core concept for the book, designed to make clear the contribution of the work, and to ensure the maximum impact locally and internationally.
- Phase 4 Write the book proposal for discussion and approval.
- Phase 5 Define and agree the publication agreement, including identifying the best route towards publication.

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 two-month assignment and could lead to further phases of work where development of the book itself is concerned, depending on performance, appropriateness of skills and the availability of project funding. Alternatively, depending on the advice given by the service provider and the discussions held, future phases of work on writing a book could pass to another agent or to authors within the organisation.

The outputs within this assignment would be as follows:

	Deliverable	Timeframe	Payment milestone
a)	Preparation and approval of final work plan	End of week one (after appointment)	20% of total
b)	Written assessment of source material and draft concept development	Four weeks from inception	
c)	Workshop on draft concept with Reference Group	End of week 4	40% of total
d)	Testing of concept with wider target group. Finalisation of concept.	One week	
e)	Preparation of book proposal – draft for discussion	Two weeks	
f)	Workshop and finalisation of proposal	End of week 7	
g)	Final submission to publisher	End of week 8	40% of total

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 Friday 20 January 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 between February and April 2012.

Proposals to undertake this assignment should also include a curriculum vitae with references, 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 (on CD or by email) 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/or 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.