

Invitation of Expression of Interest

The multifaceted needs of Pakistani communities: Manchester Insights

Introduction/Context

Community Health Equity Manchester (CHEM) was initially set up to address the disproportionate impact the pandemic had on specific communities in Manchester, including communities impacted by racial inequalities, disabled people, and inclusion health groups. The programme has been successful in engaging with and building trust with communities and is being developed to address the wider health inequalities that these groups face. Working with and listening to communities, CHEM aims to address and tackle health inequalities for marginalised communities across the city of Manchester through its infrastructure for building trust, advocacy, and amplifying community voice. CHEM also has a role in enabling the Making Manchester Fairer Action Plan.

Manchester is home to vibrant and diverse Pakistani communities comprising people from various regions, cultures, and backgrounds. The Pakistani population is the largest ethnic group in Manchester after the White British population. The proportion of residents identifying as Pakistani has increased from 8.5% in 2011 census to 11.9% in 2021 census. This is an equivalent to an increase of almost 23,000 people.

Due to growth of this community in the city, we are looking to commission an organisation or consortium to gather data and insights to help us better understand the Pakistani communities of Manchester. This research will provide insight into the clustering of the Pakistani population in specific areas based on historical

settlement patterns and social networks, reflecting variations in demographics. In addition, it will help us to better understand distinct community dynamics in neighbourhoods and the roles of community organisations and places of worship in these areas. This research will guide future culturally competent initiatives and services that are designed to meet the needs of these communities.

Project objectives and scope

The primary objectives of this project are as follows:

- Identify the various subgroups and demographics within the Pakistani population of Manchester recognising differences in age, gender, language, areas of origin, migration patterns, socioeconomic status, religious beliefs, and cultural backgrounds.
- Identify the geographical spread of Pakistani communities within Manchester and the factors that have contributed to the clustering of these communities in particular areas. Explore local community dynamics within these neighbourhoods and between neighbourhoods of similar demographics.
- Explore cultural support systems and identify key community hubs within these neighbourhoods and their significance within the community e.g., such as places of worship, community organisations and other places where community members congregate.

Scope of work

1. Develop and execute a comprehensive **community engagement** strategy to reach out to various Pakistani communities across Manchester.

2. Gather a **wide range of data**, utilising a mix of qualitative and quantitative research methods, including surveys, focus groups, and interviews.
3. Collect **demographic data** to identify different subgroups and their unique needs within the broader Pakistani communities.
4. Ensure that all research activities are **culturally sensitive** and respectful of the community.
5. **Analyse the data collected** to identify common themes, inequalities, and specific needs and challenges faced by different groups within the communities.
6. Produce a summary of findings in a **detailed report**

Contract amount and period

The contract value is £25,000, exclusive of VAT. It is anticipated that the delivery of this project will commence in April 2024 until December 2024.

Eligibility requirements

To be eligible to submit a proposal, we strongly encourage a partnership/consortium. Organisations must meet the following criteria:

- Proven track record in conducting similar in-depth research and community engagement projects.
- Demonstrated experience in working with diverse communities and ensuring cultural sensitivity.

Expression of Interest

In response to this invitation to apply, potential contractors should submit the following information (typed, including CVs, font size 12 point minimum):

General:

- Name of organisation, business address and lead consultant to be engaged in the work, together with the name(s) of any associates/other staff also to be engaged. Please include a one-page CV of those individuals who would lead or be heavily involved in the delivery of the programme. CVs (individual or organisation) should refer to work of a similar nature or related context that has previously been successfully completed.
- Please list in tabular format the responsibilities of all members of the team to be deployed and the activity that they would facilitate.
- Evidence to demonstrate the required expertise of the members of the team in delivering the type of programme required.

Applicants should submit as part of their proposal the following information:

- The quality management arrangements and processes which would be put in place to support the guaranteed delivery of the project.
- Any assumptions for activity that is anticipated would be undertaken by Manchester City Council and its nominated officers to ensure successful delivery of the programme.
- Any key risks envisaged to enabling the successful delivery of the project and the contingency plans that will be in place to address/mitigate these

- Any additional internal project management procedures that will be in place to deliver the project on schedule and in accordance with agreed costs.
- Clear measures/processes to ensure that consensus is reached between the contractor and commissioner as to expectations of the content and quality of the deliverables.
- Your interpretation of the brief and your outline methodology
- Your budget for undertaking the brief, including a cost profile of each key element of the study and any other costs that you consider should be included
- A proposed work programme with an indicative timetable of all the proposed tasks over the 9-month period
- Outline how the proposal will meet Manchester City Council's Social Value priorities. Further information on this can be found [here](#)

Please answer the below within your Expressions of Interest. Expressions of interest will be evaluated and short listed against the following questions:

- How will you achieve the objectives and manage the deliverables, including indicative timeline? (25%)
- What Social Value will be provided as part of this contract (see Annex for further information)? (10%)
- What are the core values and skills of your organisation, and how will you utilise these to undertake the research project? (25%)
- What is your organisation's experience or understanding of the barriers and inequalities faced by the Pakistani community and how will you use this to inform your community engagement strategy. (30%)
- Please provide a total costing and breakdown of financial expenditure. (10%)

Contact information and closing date

For further information or to submit your application, please email Saimah.anwar@manchester.gov.uk. **Closing date for applications: 10th March 2024.**