Renewal proposal: tenant feedback dashboard service, Reedwell Housing Partnership

November 23, 2026

Table of Contents

01 Executive Summary

02 Partnership Recap

Fictional partnership timeline

03 Value Delivered

04 Usage & Adoption

05 Your Feedback Addressed

06 What's New

07 Renewal Terms

Scope and included capacity

Renewal pricing

Payment basis

Compliance matrix

08 Continued Success Plan

Proposed service rhythm

Proposed support model for agreement

Proposed resilience and security review

09 Expansion Opportunities

10 Terms & Conditions

11 Renewal Acceptance

Renewal proposal: tenant feedback dashboard service, Reedwell Housing Partnership

Prepared for: Reedwell Housing Partnership

Prepared by: Larkfield Analytics Ltd

Proposal type: 12-month renewal

Commercial validity: 60 days from the date of issue.

FICTIONAL WORKED EXAMPLE:

Reedwell Housing Partnership, Larkfield Analytics, all stated service history, people, metrics and figures in this proposal are fictional and are provided solely as a worked example.

This proposal continues the existing tenant feedback dashboard service for a further 12 months. It retains two daily data feeds and the monthly narrative, and adds one quarterly workshop. It includes no new integration and no survey fielding.

Executive Summary

We appreciate the opportunity to continue our partnership with you following the first fictional year of the tenant feedback dashboard service. This renewal is designed as a straightforward continuation of the existing service: your dashboard remains available to named users, two daily feeds continue, and our proposed delivery allocation supports a monthly narrative and one quarterly workshop.

The proposed 12-month renewal price is **£31,240 excluding VAT**, calculated from the 12-month hosting and licence rate, 12 Senior Survey Analyst days for monthly narratives, and four Engagement Director days for quarterly workshops. This is within your stated renewal budget of £45,000 to £50,000 excluding VAT.

No new integration or survey fielding is included. We have not claimed measured service outcomes, dashboard performance results, response times, or service levels because these are not stated for the existing Reedwell service.

To be confirmed: renewal start date, renewal end date, current service outcomes, agreed service-level targets, VAT treatment, and the commercial basis of the preceding agreement for

comparison.

Partnership Recap

Fictional partnership timeline

Period	Fictional service history and renewal activity	Status
Previous 12 months	Reedwell Housing Partnership used Larkfield's tenant feedback dashboard under an invented agreement. The dashboard had 18 named users, received two daily data feeds, and supported a monthly service review.	Buyer-supplied fictional context
Renewal term	Continue the dashboard service for 12 months, retaining two daily feeds and the monthly narrative and adding one quarterly workshop.	Proposed renewal scope
Renewal dates	Effective date and end date.	To be confirmed: renewal effective date and renewal end date

We propose to use the renewal period to maintain a clear operational rhythm: daily data availability, a monthly analyst narrative for service review, and a quarterly workshop to review the dashboard and priorities with you.

Value Delivered

The stated fictional service history confirms that the dashboard is in use by 18 named users, receives two daily feeds, and is used for a monthly service review. These are indicators of the service configuration and use; they are not measured outcomes or evidence of a quantified benefit.

Value area	Established information	Measurement status
User access	18 named users currently use the dashboard.	Buyer-supplied fictional context
Data availability	Two daily data feeds currently support the dashboard.	Buyer-supplied fictional context
Management insight	The dashboard is used for a monthly service review.	Buyer-supplied fictional context
Impact or return on investment	No Reedwell before-and-after results, financial benefits, response-rate changes, time savings, or outcome measures are supplied.	To be confirmed: Reedwell ROI and value metrics

During the renewal, we propose that you and we agree practical measures for reviewing value, such as dashboard access, feed completeness, narrative completion, workshop actions, and the use of agreed insights in service reviews. These are proposed measures for approval and are not claimed outcomes.

Usage & Adoption

The current fictional service context records 18 named users. The hosting and licence rate supports up to 40 named users, giving capacity above the stated current user count without changing the rate-card hosting price.

We propose to review named-user access quarterly alongside the workshop. Subject to your approval and technical validation, this review would confirm active users, remove access no longer required, and identify users who need refresher guidance.

Our documented dashboard service includes browser-based dashboards with role-based access. We propose that roles, permissions and named-user access are reviewed with your nominated administrator before renewal commencement and then quarterly. **To be confirmed:** Reedwell's nominated access administrator and the current role-permission model.

To be confirmed: current usage frequency, adoption measures, user feedback, training needs, and the definition of successful adoption for the renewal term.

Your Feedback Addressed

Your stated renewal request has shaped this proposal directly: we have retained the existing two daily feeds and monthly narrative, added one quarterly workshop, and excluded new integration and survey fielding.

Stated request	Renewal response	Status
Renew for 12 months	We propose a 12-month renewal term.	Included
Retain two daily feeds	Two existing daily feeds continue; no new integration is included.	Included
Retain monthly narrative	We propose 12 Senior Survey Analyst days, one proposed day for each monthly narrative.	Included, subject to approval of allocation
Add quarterly review workshop	We propose four Engagement Director days, one proposed day for each quarterly workshop.	Included, subject to approval of allocation
No survey fielding	No survey fielding is included.	Excluded from scope

To be confirmed: feedback from Reedwell users or stakeholders beyond the stated renewal requirements.

What's New

The new element of the renewal scope is one quarterly workshop. We propose that each workshop considers the monthly narratives from the preceding quarter, dashboard questions raised by users, data-quality observations, access needs, and agreed next actions.

Subject to your approval, each workshop would be led by Imogen Farrow, Engagement Director, who has 16 years of public-sector research experience and leads Larkfield contracts. The proposed workshop output is an agreed action record with owners and target dates. **To be confirmed:** workshop attendees, venue or remote format, and approval of the proposed workshop format.

No new integration, survey fielding, new data source, or new dashboard build is included in this renewal proposal.

Renewal Terms

Scope and included capacity

- 12-month hosting and licence for the dashboard platform.
- Hosting and licence capacity for up to 40 named users.
- Continuation of two existing daily feeds.
- 12 proposed Senior Survey Analyst days for monthly narrative delivery.
- Four proposed Engagement Director days for quarterly workshops.
- No new integration.
- No survey fielding.

Renewal pricing

Line item	Rate	Quantity	Calculation	Price excluding VAT
Dashboard platform hosting and licence for up to 40 named users	£1,400 per month	12 months	£1,400 × 12	£16,800
Senior Survey Analyst time for monthly narratives	£820 per day	12 proposed days	£820 × 12	£9,840
Engagement Director time for quarterly workshops	£1,150 per day	4 proposed days	£1,150 × 4	£4,600
Full-scope renewal total			**£16,800 + £9,840 + £4,600**	**£31,240 excluding VAT**

The total comprises the rate-card hosting licence for 12 months, plus the proposed analyst and director allocations required for the stated monthly narrative and quarterly workshop scope. Rates are fixed for the whole term of a contract, including any extension.

The stated renewal budget is £45,000 to £50,000 excluding VAT. The proposed full-scope renewal total is £31,240 excluding VAT. No discount, prior-year price, budget difference, multi-year option, or renewal incentive has been stated.

To be confirmed: pricing change from the preceding agreement, multi-year options, incentives, VAT amount and treatment, and approval of the proposed 12 analyst days and four director days.

Payment basis

We will invoice monthly in arrears. Payment is due within 30 days. This proposal is valid for 60 days from the date of issue.

Compliance matrix

Requirement identifier	Buyer requirement	Status	Response location	Evidence basis	Remaining gap	Next action and responsible role
R1	12-month renewal	Proposed	Executive Summary; Renewal Terms	Stated renewal requirement and proposed term	Renewal dates	To be confirmed: renewal effective date and renewal end date. Responsible role: Reedwell commercial lead and Larkfield bid team.
R2	Retain two daily feeds	Proposed	Partnership Recap; Renewal Terms	Existing fictional service configuration	Technical validation of continued feed operation	To be confirmed: current feed specifications, owners and access arrangements. Responsible role: Reedwell technical lead and Larkfield delivery lead.

Requirement identifier	Buyer requirement	Status	Response location	Evidence basis	Remaining gap	Next action and responsible role
R3	Continue monthly narrative	Proposed	What's New; Renewal Terms	Dashboard service includes analyst-written monthly narrative summaries	Approval of proposed analyst-day allocation and narrative acceptance criteria	To be confirmed: monthly narrative format, recipients and acceptance criteria. Responsible role: Reedwell service lead and Larkfield bid team.
R4	Add one quarterly workshop	Proposed	What's New; Renewal Terms	Dashboard service includes quarterly review workshops	Approval of proposed director-day allocation and workshop format	To be confirmed: workshop attendees, format and acceptance criteria. Responsible role: Reedwell service lead and Larkfield bid team.
R5	No new integration or survey fielding	Included	Executive Summary; Renewal Terms	Stated scope exclusion	Confirmation that no scope change is required	To be confirmed: confirmation of no additional data source or fielding requirement. Responsible role: Reedwell service lead.
R6	Service schedule, capacity, service-issue response routes, exclusions, renewal dates, monthly and annual price basis	Partially proposed	Renewal Terms; Continued Success Plan; Terms & Conditions	Rate-card prices, documented escalation route and proposed support model	Dates, agreed service levels and approved support contacts	To be confirmed: renewal dates, agreed service-level targets and named service contacts. Responsible role: Reedwell commercial lead and Larkfield bid team.

Requirement identifier	Buyer requirement	Status	Response location	Evidence basis	Remaining gap	Next action and responsible role
R7	Monthly invoicing in arrears within 30 days; 60-day quote validity	Included	Renewal Terms; Terms & Conditions	Stated payment and validity terms	Date of issue	To be confirmed: proposal issue date. Responsible role: Larkfield bid team.

Continued Success Plan

Proposed service rhythm

Activity	Proposed cadence	Deliverable	Dependency	Observable acceptance criterion
Feed continuity review	At renewal start and as required	Confirmed two-feed operating record	Continued access to existing feed arrangements	Both existing feed arrangements are documented and reviewed with Reedwell
Monthly narrative	Monthly	Analyst narrative summary	Dashboard data available for the review period	Narrative is provided to Reedwell's nominated recipient in the agreed format
Quarterly workshop	One per quarter	Workshop action record	Attendance by agreed Reedwell stakeholders	Actions, owners and target dates are recorded
Access review	Quarterly	Named-user access review record	Reedwell administrator confirmation	User access changes are approved by Reedwell's nominated administrator

The timetable above is a proposed operating approach subject to technical validation and your approval. It is not a stated service-level commitment.

Proposed support model for agreement

To provide a complete service-issue route, we propose an unapproved support model covering 09:00 to 17:00 UK time on working days during the renewal term. This proposed model requires agreement before it becomes operational.

- **Priority 1:** dashboard unavailable to all users or a suspected personal-data incident. Proposed initial response target: four working hours; proposed updates: every four working hours.

- **Priority 2:** material impairment affecting a significant dashboard function or feed. Proposed initial response target: one working day; proposed updates: each working day.
- **Priority 3:** individual-user issue, question, or minor defect with a workaround. Proposed initial response target: two working days; proposed updates: weekly until closure.
- **Escalation:** proposed first escalation is the delivery lead; the documented named escalation route is Imogen Farrow, Engagement Director, followed by Larkfield's managing director.

To be confirmed: support mailbox, telephone route, named support contacts, approved support hours, incident priority definitions, response targets, update targets, and closure criteria.

Proposed resilience and security review

Larkfield's documented approach hosts client data in a UK data centre, encrypts data at rest and in transit, uses named-user access, and includes a quarterly access review. Larkfield will notify a client of a confirmed personal-data breach within 24 hours, stating what happened, affected data, and actions underway.

Subject to technical validation and your approval, we propose a renewal-start review of access controls, an agreed backup and restore procedure, and one recovery test. The proposed procedure would identify the backup owner, document restoration steps, agree a test dataset or controlled environment, record the result, and assign any corrective actions.

To be confirmed: current backup method, backup owner, restore objective, recovery-test environment, approved recovery-test procedure, and Reedwell information-security approval requirements.

Larkfield's dashboard approach is built to WCAG 2.2 level AA and tested against that standard before launch and at each major release. **To be confirmed:** whether a renewal-period accessibility review or release is required for the existing Reedwell dashboard.

Expansion Opportunities

No expansion activity is included in the renewal price. If you later wish to change scope, we would agree requirements, dependencies, price and acceptance criteria before undertaking additional work.

Illustrative fictional experience informs potential future discussions, but does not represent Reedwell outcomes or a commitment to reproduce results:

- **Wexcombe District Council:** Larkfield replaced four separate feedback forms with one survey and a weekly dashboard. The fictional response rate rose from 9 percent to 23 percent over 18 months. This illustrates a possible future survey consolidation discussion, not included in this renewal.

- **Tavistone Housing Association:** Larkfield redesigned an annual tenant survey around regulator-required measures and built a quarterly board dashboard. The fictional first quarterly dashboard reached the board six weeks after contract start. This illustrates a possible future reporting review, not included in this renewal.
- **Ardmoor Borough Council:** Larkfield joined three complaints and compliments sources into one dashboard for 14 service managers. The fictional median quarterly-report production time fell from 11 working days to 3. This illustrates a possible future data-source expansion, not included in this renewal.
- **Hollin & Rye Stores:** Larkfield connected till, stock and loyalty data and produced weekly dashboards per shop manager. Fictional reported stock-outs fell from an average of 14 per shop per month to 6 within four months. This illustrates a possible operational-dashboard use case, not included in this renewal.

To be confirmed: whether Reedwell wishes to consider any future expansion, including additional data sources, survey fielding, user growth beyond 40 named users, or additional dashboard development.

Terms & Conditions

- All stated prices are excluding VAT.
- Rates are fixed for the whole term of a contract, including any extension.
- Invoices are issued monthly in arrears and are payable within 30 days.
- Expenses are not charged unless you agree them in writing in advance. Agreed travel and out-of-pocket costs are charged at cost.
- This proposal is valid for 60 days from the date of issue.
- Governing law is the law of England and Wales, with disputes referred to the courts of England and Wales.
- Larkfield is a registered data controller and processor.
- Larkfield holds the fictional Clearfield Data Practice assurance mark, renewed in March 2026.
- Larkfield has public liability insurance of £5 million and professional indemnity insurance of £2 million, both renewed each January.
- Larkfield declares that it has not colluded with any other bidder, offers no gift or inducement to any officer of the buyer, accepts the buyer's standard terms and conditions, and lists no clarifications.

To be confirmed: contract execution process, renewal legal effect, warranty terms, renewal grace period, final VAT treatment, data-processing terms, named approvers, and Larkfield submission authorization for this specific renewal.

Renewal Acceptance

To proceed with the proposed renewal, please confirm that Reedwell Housing Partnership accepts the 12-month scope, the full-scope total of £31,240 excluding VAT, and the proposed allocations of 12 Senior Survey Analyst days and four Engagement Director days.

> ***Acceptance statement:*** *We accept the proposed 12-month renewal for the tenant feedback dashboard service, subject to confirmation of renewal dates, VAT treatment, the support model, and the outstanding items identified in this proposal.*

Acceptance item	Confirmation required
Authorised Reedwell representative	To be confirmed: name and role
Acceptance date	To be confirmed
Renewal effective date	To be confirmed
Renewal end date	To be confirmed
Contract or purchase-order reference	To be confirmed

Your next step is to provide written acceptance and confirm the outstanding commercial, technical and service details so that we can agree the renewal schedule and operating arrangements.