

Understanding post project recycling behaviours and attitudes from flats above shops – resident insight research

29th April 2024

Tender ref: 24/25-01

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1. Overview

This document is an invitation to submit a proposal to ReLondon (the trading name of the London Waste and Recycling Board) to undertake resident insight research with residents who live in a flat above a shop across six streets in three London boroughs – the London borough of Hammersmith and Fulham, the London borough of Islington, and the London borough of Waltham Forest.

The purpose of the insight research is to understand residents experience of the new waste and recycling service on their street (introduced in Spring 2024), and whether recycling improvement interventions deployed by ReLondon and the boroughs have led to claimed long term recycling behaviour change. These resident interviews are requested to be undertaken in September 2024, and results provided to ReLondon at the end of October 2024.

The work will be awarded as a fixed-term project subject to ReLondon's standard terms and conditions (available on request).

For guidance, this tender has a budget of up to £35,000 including VAT

2. Background

2.1 ReLondon

[ReLondon](#) is the operating name of the London Waste and Recycling Board (LWARB) that was established in 2008 under the GLA Act. ReLondon is a partnership of the Mayor of London and the London boroughs to improve waste and resource management and transform the city into a leading low carbon circular economy. Our mission is to revolutionise our relationship with stuff, helping London waste less and reuse, repair, share and recycle more.

More information about ReLondon can be found on our website www.relondon.gov.uk.

2.2 Background to the project

In 2022, ReLondon embarked upon a project to address the challenges of waste storage and disposal for residents who live on a busy road in a flat above a shop – aka a flat above a retail unit such as a fast-food outlet / takeaway (hot / cold), dentist, pub, restaurant, cafeteria, or post office.



Figures I-3: Example of flats above shops.

Unlike kerbside properties or purpose-built flats who typically have bins for their waste and recycling, almost all flats above shops ('FLASH') in London are provided with single use sacks¹ (on a roll) which are delivered by the borough at either regular intervals throughout the year, or at the request of the resident. Residents may also be encouraged to collect their recycling sacks from local points such as libraries when they have run out. Residents are not usually provided with sacks for their refuse – boroughs request that residents provide their own sacks. Residents are then instructed to store their waste inside of their property and present it on the highway/pavement on a specific day and time, known as "time banded collections". Unlike kerbside properties or purpose-built flats, most FLASH will access their flat from a single communal door with a single communal letterbox where post falls into the communal entrance, rather than having an accessible letterbox for each flat either on the exterior of the building, or individual letterboxes per door.



Figure 4: Example of post left in hallways

The above factors – no bins, strict rules around waste presentation, communal entrances, and letterboxes, presents challenges for local authorities. Firstly, the ability to engage

¹ Results from a ReLondon survey to London boroughs - September 2022

residents in the waste collection and recycling service is reduced if there is no method to communicate with individual properties. Secondly, there are limited options to provide any containers other than sacks as waste must be presented on the highway. This is because there is no space for bins at the front or rear of the building – and in many cases if there is space at the rear of the property, boroughs do not own the land behind such properties to place bins. These factors lead to lower levels of recycling, higher levels of contamination and fly tipping.

In February 2023, ReLondon commissioned ethnographic research² to understand the barriers of the current waste service from the perspective of the residents to help shape the delivery of the project. Insight research was conducted with 30 residents across 10 London boroughs who provided a recycling service using single use sacks presented on the pavement.

The research told us that:

- Most residents claimed they didn't receive any information from the borough on how and when to dispose of their waste
- Some were unlikely to engage with borough communications about waste even if received
- The communal entranceways led to a build-up of post
- Residents were not reading the information on the recycling sacks provided to them
- Their landlords aren't providing them information about their recycling service
- They follow what everyone else is doing i.e. social norms, rather than the rules the council have set – through word of mouth or observing what others are doing, and recycling based on habits rather than what can be accepted in their area
- Residents find the rules more confusing – they have to store and then put their waste out on specific days and times unlike other property types who have their own bins
- Most hadn't received any feedback about whether they were recycling correctly.

The report recommended that:

- Feedback must be more visible to residents
- Recycling must be no more difficult than disposing of their residual waste
- Information is required in other locations other than just post

Based on this report, ReLondon enlisted the expertise of a behaviour change consultancy to provide guiding principles in conjunction with the design agency to maximise the success of the project.

These were:

- Find new ways of getting things to people
- Simplify instructions and information
- Use the pavement to its full potential
- Take it into people's homes
- Bring it together to create a clear moment of change

² "Recycling in flats above shops" 31/5/2023, Revealing Reality - <https://relondon.gov.uk/resources/report-recycling-in-flats-above-shops>

In addition to improving recycling for the boroughs and residents who live in FLASH, London boroughs have targets to meet both in the London Environment Strategy – to achieve a 50% household recycling rate by 2030 – and a national target of 65% of municipal waste recycled by 2035, under DEFRA’s Resources and Waste Strategy, which mandates that food waste, and prescribed dry materials³ are collected from every household in England by March 2026– currently without exception.

2.3 The current ‘live’ project

To address the challenges highlighted and implement the recommendations of the ethnographic research, behaviour change agency and expertise of the design agency, ReLondon in conjunction with three London boroughs – Islington, Hammersmith and Fulham, and Waltham Forest deployed the below interventions which are aimed at improving the dry recycling service for residents – with the aim of increasing the amount of recycling collected – and trialling how best to capture food waste in light of upcoming Government legislation. Around 1,300 households are included in the project, distributed across six streets (two streets per borough).

Table I describes the different intervention trials for each street and borough

Borough	Islington		Hammersmith and Fulham		Waltham Forest	
Street	A	B	C	D	E	F
Number of households	184	419	182	220	179	150
Intervention type	Dry recycling only	Dry recycling only	Dry recycling and food	Dry recycling only	Dry recycling and food	Dry recycling and food

A table describing the interventions can be found in Appendix B.

2.4 Other monitoring and doorstepping



To understand whether the interventions had any impact on increasing the quantity of dry recycling and food waste, ReLondon undertook ‘set out’ monitoring prior to the deployment of the interventions, on the days and times residents were instructed to place their waste and

³ Glass bottles and containers, paper and card, plastic bottles, pots tubs and trays, steel and aluminium tins and cans.

recycling out. This was undertaken for the equivalent of one full week, in October and November 2023, including weekends. This was repeated in April for two boroughs and May 2024 (one borough), approximately 6 weeks after the interventions were deployed, as any change in behaviour or formation of new recycling habits would likely have developed by this time⁴.

In addition to the set-out monitoring, a separate research company was commissioned to undertake in-person resident surveys across the six streets. These surveys were undertaken after the set-out monitoring to ensure the behaviours of the residents were not influenced by the questions asked by the research company. The purpose of this face-to-face survey at the doorstep was to provide insight into whether residents were aware of the interventions (e.g., received the communications, engaged with them, and identified the on-street communications) and whether they claimed to have recycled more because of them. Residents were asked a series of short questions with answers recorded against a pre-determined list of answers. The results of this research will be available in June 2024, which can be shared with the successful bidder. The company were also required to include a question on whether residents would be willing to participate in a further survey in September, which they would be paid for (this tender). The purpose of this question was to attempt to alleviate the challenges of recruiting residents who live in flats above shops. Any residents who provided their details will be contacted by ReLondon to confirm their participation and will be provided to the successful bidder.

3. Objectives

The purpose of this brief is to build upon the initial FLASH ethnographic research completed in 2023 and provide ReLondon with evidence as to whether the interventions deployed on each street have claimed long term/lasting changes on the recycling behaviour of residents, and if any environmental, motivational, or physical barriers continue to exist preventing them from fully engaging with the recycling service. For example:

- 1) Whether residents know what to do with their waste and recycling – including any residents who have moved into the area after the interventions were deployed
- 2) Whether the residents recycle now or if they don't, why
- 3) If they claim the interventions have boosted how much they recycle (or not)

ReLondon require the successful bidder (from here on referred to as the 'Service Provider') to recruit a sample of 6 individuals from different households per street (min of 4 per street) who live in a flat above a shop within the project areas and who represent a range of claimed recycling behaviours (e.g., committed recyclers and non-recyclers). The scale of qualitative research will be such that general themes can be drawn out from the project as a whole, and

⁴ ReLondon discussed the timeframes for habit formation with five agencies involved in behaviour change

there is sufficient evidence to provide insight from residents of each street, and to draw out suggested recommendations from the interviews.

These insights may include:

- Awareness of the communications provided to them in the home in March/April 2024
- Whether they have kept any of the communications provided to them (e.g., use of the 'gifts', or placed any of the information provided in their home such as on the fridge, cupboard, or internal communal noticeboard) and whether they refer to it periodically
- Awareness of the external communications in their immediate surroundings (e.g., signage or floor vinyl's on their street)
- Their understanding of the waste services provided to them – whether they understand they have a dry recycling service or food waste service (where deployed)
- Their understanding of how to manage their waste – including if they know what to recycle – and where and when they need to present it for collection
- How different waste streams are stored in the property and if that has changed since being provided the new smaller recycling sacks designed to make recycling easier for them
- Whether residents understand they are to provide their own bags for refuse or whether only being provided recycling bags leads to confusion or misuse of the bags (e.g., using them for their refuse instead of recycling)
- How they manage large items like large cardboard and larger items such as furniture or white goods
- The motivating factors (or lack of) for residents wanting to recycle, store them in their home and then present them correctly on collection day(s) and whether the communications/interventions have impacted how they store their waste or how much they recycle
- Suggestions of improvements (by residents) how they can be better communicated with, including whether residents understand how to obtain more recycling sacks using the new stickers and tokens provided to them.

ReLondon does not wish to be prescriptive about the method of achieving the objectives, but examples of the insight research could include (but are not limited to) online or written waste diaries, telephone interviews or face to face interviews. We encourage cost incentives can be used to recruit participants such as 'cash' incentives.

The outcome of the work will be a report of no more than 20 pages and a presentation to ReLondon of the gained insights. Further detail on this can be found in the deliverables section. This report will be used for internal use and will not be published outside of ReLondon. The report format can be provided in the format of your standard client reports. ReLondon will incorporate the findings from this report into a separate **report detailing the overall project, which will be published circa November 2024.**

4. Scope of work

ReLondon would like the Service Provider to consider that a range of household types and demographics provided to flats above shops is represented on each of the streets as practically possible. As noted in section 2.4, ReLondon may be able to provide the details of some residents on each of the streets who consented to being further contacted from the doorstepping survey in April/May 2024. ReLondon will contact the residents initially to ensure they consent to further contact by the Service Provider. However, some recruitment will be required to be undertaken by the Service Provider and to ensure – as best as is practicably possible – a range of demographics are represented.

ReLondon would like the Service Provider to use their expertise and experience to outline the following in their bid:

- The sampling methodology – including how you would reach the target number per street (min 4 interviews from separate households per street).
- We would welcome thoughts around using the recruitment stage to collect information from residents which would be valuable for the project but not necessarily a full interview e.g., the opportunity to collect comments from residents or claimed recycling behaviours as part of the recruitment process.
- The methodology for carrying out the research e.g., online questionnaire, online/in-person interviews etc.
- How key factors influencing waste management will be identified.
- Any examples of previous research where the subject and methodology are similar to this tender (see Appendix A for previous ethnographic research commissioned by ReLondon)
- Timeline and budget allocation for delivering the project by **23rd October 2024**, with interviews to occur by **20th September 2024** and **no earlier than August 2024**.

5. Deliverables

The Service Provider is to deliver:

- To attend an inception meeting via Teams or in person on **Wednesday 12th June 2024, 2.30pm**
- Inception meeting minutes setting out the action points and if needed a description of how the work will be delivered (delivered within 5 working days).
- Online calls with ReLondon to review updates during the planning stage – determined at a frequency at the inception meeting
- Development of all aspects of the research methodology i.e., survey questions including any online, telephone or face to face interview questions for both tenants who live in the flats and any organisations who may be used to recruit tenants.

- To demonstrate how GDPR compliance will be met with regards to collecting personal data.
- A copy of the raw data responses – the format to be discussed and agreed with ReLondon and ensuring GDPR compliance (i.e. no personal information can be attributed to individual responses).
- A two-hour meeting (online)⁵ presenting of the results and key findings to the ReLondon project delivery team⁶ and likely two members of staff from each of the three London boroughs. Included within this time should allow at least 45 minutes for Q+A from ReLondon and officers.
- A final report of no more than 20 pages summarising the findings, which should be broken down into key themes where found. Allow for up to three rounds of amends.

Please note that ReLondon will provide you with address data for the properties who have received the interventions, which will require you to sign the data agreement template as per requirements of the Public Sector Geospatial Agreement see

<https://www.ordnancesurvey.co.uk/licensing/public-sector-contractor-licence#agreement>

6. Budget

The budget for this project is £35,000 including VAT. Please include in your pricing schedule (using the template in Table 3) a breakdown for:

- Incentive payments to recruit candidates
- Research/recruitment costs
- Final report/presentation to ReLondon

Table 3: Bidder pricing schedule template

Task/Item/Milestone	Cost inc. VAT
Total inc. VAT	

⁵ Note that this is up to two hours.

⁶ This will be the ReLondon project delivery team and will consist of an estimated 5 members of staff - the Project manager (1), project delivery officers (2), a member of the steering board (1) and a member of the communications team (1).

7. Evaluation

ReLondon must be satisfied that each potential contractor has the appropriate capabilities and resources available to undertake the work to our requirements and provide the necessary services. The process we use to select contractors is a competitive one. Your tender submission will be evaluated by ReLondon officers looking at the following criteria

	Weighting
Price ⁷	20%
Methodology proposed to meet the deliverables of the project including delivering the project within the timescale	60%
Experience of allocated personnel, their skills and technical capability	20%

For the purposes of price evaluation, ReLondon will evaluate the price for the resident insight work - excluding the commercial/crew option.

Unless otherwise stipulated by the bidder, bids shall remain valid for 60 days from the closing date for receipt of tenders.

Scoring	
Outstanding- cannot be faulted	100
Excellent	90
Very good	80
Good	70
Above average	60
Average	50
Below average	40
Poor	30
Very poor	15
Total expenses	100

Responses will be evaluated based on written submissions. In the event of a high response rate and numerous submissions, two or three Service Providers will be drawn up and presentations required. These will not ask for any additional development but for a face to face (via Teams) presentation of your submission.

⁷ This will be assessed by deviation from the lowest compliant tender. Note as a minimum staff are expected to be paid the London Living Wage.

8. Timescales

Activity	To be completed by
Brief sent out by ReLondon	Monday 29 th April 2024, noon
Deadline for tender clarifications	Monday 6 th May 2024, 5pm
Clarification responses back to bidders	Thursday 9 th May 2024, 5pm
Proposal submitted to ReLondon	Friday 24 th May 2024, 5pm
Notification of award	Friday 7 th June 2024, noon
Inception meeting	Wednesday 12 th June 2024, 2.30pm
Complete the delivery of the resident research fieldwork	Friday 20 th September 2024
First draft of the report to ReLondon	Friday 4 th October 2024*
Delivery of final report*	Friday 18 th October, noon
Delivery of presentation and project close*	Wednesday 23 rd October, 2pm

* Please note that timeframes for each round of amends and feedback from ReLondon will be agreed with the Service Provider after the first draft, depending on the number of amends required (up to 3). The final report must be delivered no later than Friday 18th October, noon.

9. Interface/Contract management

Upon appointment, ReLondon will provide the Service Provider with the following:

- The names of the streets with flats above shops on them for each borough.
- An Excel spreadsheet of service provision information for each street including what materials are collected and the method of collection provided on that street to the flats above shops. This will include what residents were required to do prior to the interventions and what they are required to do after the interventions.
- A PowerPoint presentation with the images of the collateral received by residents, per street.
- A copy of the previous Flats above shops ethnographic report.
- A copy of the results of the doorstepping survey (results due June 2024)

10. Acceptance of bids

In issuing this invitation to bid, LWARB is not bound to accept the lowest or any bid, and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise. LWARB will not enter into discussion with non-selected potential suppliers or justify its decision. Potential suppliers are deemed to have accepted these conditions by the act of submitting their quote.

11. Period for which bids shall remain valid

The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed. The contract will be formally let by the London Waste and Recycling Board (operating as ReLondon) and ReLondon's standard terms and conditions will apply (available upon request).

12. Submission details

Submit tenders to tenders@relondon.gov.uk quoting 24/25-01 in the email title by **Wednesday 24th May, 5pm.**

Appendix A

ReLondon's previous residents insight work

ReLondon have previously commissioned resident insight research on recycling from flats above shops, purpose-built flats, and houses of multiple occupancy (HMOs) to understand how to help Londoners recycle better and recycle more.

In 2023, the first known ethnographic research into waste insights for residents who live in a flat above a shop was published, forming the evidence basis for the current project

- <https://relondon.gov.uk/resources/report-recycling-in-flats-above-shops>

In 2018, ReLondon's original flats project – “Making recycling work for people in flats I” - commissioned the first ever ethnographic research and in-depth analysis of the recycling behaviours and attitudes of residents living in purpose-built flats. The project found that better quality recycling is achieved when residents want to recycle (motivation), know how to recycle (knowledge), and find it easy to do so (ease). For more information: relondon.gov.uk/resources/research-making-recycling-work-for-people-in-flats.

The findings resulted in the development of a package of measures, known as the Flats Recycling Package ('FRP'), which provided the tools for local authorities and housing providers to implement recycling improvements on their estates. For more information visit: relondon.gov.uk/resources/report-making-recycling-work-for-people-in-flats.

The second flats recycling project commissioned in 2021 built upon the findings of the first Flats project alongside the introduction of new communications and food, textiles and small electrical appliance recycling points. The findings from this project on the new communications, bins and additional material collections, resulted in an updated FRP, toolkit and cost-benefit calculator for authorities and housing providers. For more information visit: relondon.gov.uk/resources/report-making-recycling-work-for-people-in-flats-2-0.

For residents living in HMOs – a growing housing trend – insight work was commissioned to understand how their recycling habits and experiences compared with tenants in purpose-built flats. For more information visit:

relondon.gov.uk/resources/report-recycling-in-londons-hmos.

Appendix B (next page)

Table 2: The activities undertaken against each pillar

Pillar	Streets	Intervention type	Rationale
Find new ways of getting things to people	All	Flat packed dry recycling sacks	Designed to fit through letter boxes
	All	Delivered by zero carbon fleets instructed to hand deliver items or leave “sorry we missed you” cards with the flat number on the front where residents could collect from their local shop, library, or have the item re-delivered if residents were not in.	Hand delivered to residents rather than sacks being left outside. Providing a card tells the resident we have attempted to make a delivery, with easy options to collect or have the item delivered.
	A,B	Packed into designed paper mailers which were addressed to each flat. The design was eye-catching and packed together to ensure items did not just drop onto the floor in the communal hallway.	Designed to look fun and eye catching and not be obvious that it was for waste/recycling which people may not engage with. Packed as a small parcel which is not an expected communication from “the council”.
	B,C,E	Additional collection points or re-starting sack deliveries	Make it easier for residents to collect recycling sacks or food waste caddies
	All	QR code on the front of the flat packed sacks which requests residents scan it to find out where to obtain more sacks	Make it easier for residents to know where to obtain sacks in a simple, no jargon, format
	E	Temporary flat pack pop up food waste caddy	Cardboard flat pack food caddy delivered in the paper mailer to provide a food service to residents rather than the challenges of delivering a plastic caddy where residents may not be in.
	C, F	Delivering 3l plastic food waste caddies with recycling sacks, food sacks and recycling info in it with a tag on the handle “A little something for your home”	Placing all items into the caddy to keep them secure and encourage residents to take the items out of the caddy which they could clearly see from the top. Caddies were addressed to each flat, and the tag on the handle tied to ‘personalise’ the caddy, which stated it was something for their home.
	All	Posters or countertop strut cards at point of sale in ‘every-day’ businesses (newsagents/dry cleaners/cafes) advertising the new collection points	Passive messaging to residents about the time banding
Simplify instructions and information	All	“Stick man” images and clear images for refuse/recycling on all assets.	Instructional illustrations to overcome potential language barriers
	All	Street name included on all assets.	Help the residents know these communications are for them.
	All	Use of “your” and “my” on all materials.	Personalise to the resident and create a sense of responsibility
	All	Redesign of the external and internal sacks to much simpler messaging and reducing the size of the sack to be better accommodated in the home	Encourage residents where a previous barrier may have been space inside the home and encouraging them to recycle “little and often”. Sack design simplified as the ethnographic research told us that residents don’t read the sacks to obtain information.

	All	Yellow token “tear off” to claim more bags	Residents tear of a token from a tear-off sheet and take this to their nearest collection point. Used as a reminder to collect more dry recycling bags but as a reminder of where and how they collect bags.
	A,B,D,E	Sticker for recycling using their own bags	Where residents are not able to visit a library/sack collection point or order more recycling sacks (e.g., shift workers), residents were provided a sticker (in one borough, this was 4 stickers on an A4 sheet) they could stick on their own carrier bag to indicate they still want to recycle but are still yet to order the ‘official’ bags.
Use the pavement to its full potential	All	Floor vinyl stickers in green (recycling) and grey (refuse) indicating where the collection spot is, with information about collection times on them and what to put on which spot.	Indicates where the resident must place their items and the time banding information on the floor vinyl’s is a permanent reminder where people may have discarded the internal communications. Separate floor vinyl’s for recycling and refuse to, (like kerbside properties), engage the action of separating waste rather than just it all being placed into one spot.
	All	New signage above the collection spots.	Provide another reminder of the time banding
	A	New grit bins to contain sacks for dry recycling – residents requested to place their recycling sacks into these grit bins and place their refuse next to it on a floor vinyl	A trial to containing dry recycling only to containerise the dry recycling to prevent wind-blow and actively separate it for collection from the refuse. These grit bins were chosen for their small footprint, as well as having enough capacity to contain the recycling sacks as they are emptied twice daily.
	C,E,F	New food waste collection bins to collect food waste	A trial to collect food waste on three streets using bins originally developed to capture cigarette and dog waste. These were adapted to accept food waste as their width was very narrow and therefore could fit onto the street and could blend in with existing street furniture like lampposts and trees. For one street, a bespoke food bin containing a single 23l bin was created with a local company using reclaimed wood, as the street could not accommodate standard wheelie bins and we wanted an alternative unit to test. The bin was made locally, with local materials and a local engraver to help blend it in/match it with the surrounding street aesthetics (a conservation area).
Take it into people’s homes	All	“Gifts” packed into the paper mailers or inside the plastic caddies (detailed below)	Small items to encourage and motivate residents to use the items provided to them and to remind them of what to do inside their home if the other communications (e.g., leaflets) have been disposed of.

	C,E	Tea bags (x2) and a tea bag rest and roll of food caddy liners	Tea bags provided as per the Flats 2.0 project, (see section 2.5) to encourage residents to use their new food service. Two were provided as there was likely more than one person living in the household (e.g., partner or housemate) to try to encourage all people within the household. Tea bag rest to encourage residents to dry their tea bags to prevent rapid degradation of the compostable liner, and to potentially act as a visual prompt to all in the household to recycle their tea bags.
	F	Tea bags (x2) only and a roll of food caddy liners (no tea bag rest). Tea caddy rest inside the plastic caddy upon collection.	As above. The tea bag rest was placed in the plastic bin, so residents would receive this as an extra gift upon collecting their permanent caddy.
	A,B,D	Notepad	Notepads as they are likely to be useful for residents, and the collection time serves as a reminder.
Bring it together	All	Vinyls/bins installed first and then communications hand delivered to residents.	Installation or delivery of vinyl's/bins to show that the project is live, with communications soon-after to indicate residents can begin to use the 'new' service.
Feedback intervention (not a pillar)	All	'Thank you' A6 card to all residents with message inside around improving recycling behaviours and keeping the street clean.	This is due to be deployed mid-May. This intervention is to provide residents with a cue that we are acknowledging their efforts. This is based on recommendations from the ethnographic report.

In addition to the above, all residents were door knocked by a ReLondon and borough officer to explain the changes, and were hand delivered an unenveloped letter which explained what the resident would be provided with. This was undertaken around three weeks prior to the deployment of the project.

Businesses across all six streets were also delivered a letter explaining the changes they may see on the street/outside their business. ReLondon and a borough officer on four streets also spoke with businesses, and hand delivered them letters (or where businesses were not able to speak to officers, left the letter with a member of staff). In Hammersmith and Fulham, ReLondon attended two business forums with local businesses and presented about the upcoming changes.