

# Restricting residual waste to increase recycling

## Communications support brief – July 2016

*Ref: 2016/17:13*

### 1. Introduction

Resource London is a jointly funded support programme for London waste authorities, delivered in partnership by the London Waste and Recycling Board and WRAP, the UK's resource efficiency body.

Its primary goal is to help local authorities across London achieve 50% recycling by 2020. The stated objectives of the programme are to:

- achieve the Mayor of London's target that London recycles 50% of local authority collected waste by 2020;
- make an effective contribution to the Mayor of London's CO<sub>2</sub> emissions performance standard; and
- make a significant contribution towards England achieving its 50% household waste recycling target in 2020.

More information about Resource London can be found on our [website](#).

### 2. Background

London faces particular issues which are reflected in the Resource London programme plan: a highly transient population, a strong private rentals sector, a larger than average percentage of flats and communal recycling systems, and an extremely diverse (and multi-lingual) population – many of whom travel across borough boundaries several times a day and therefore experience a range of recycling approaches and systems.

There are 33 boroughs in London, all of whom have slightly different approaches to recycling including frequency of collection, systems used by residents to present their recycling, the materials that are collected etc.

In response to these issues, Resource London has a strategic focus on restricting residual waste in order to increase recycling. What this means in practice for councils is:

- Decreasing the frequency of refuse collections, for example moving to fortnightly where they are currently weekly, or moving to three-weekly where they are currently fortnightly; or
- Introducing wheeled bins where councils currently collect unlimited amounts of waste in black bags; or
- Reducing the size of wheeled bins in order to promote greater use of the recycling services offered locally; or
- A mix of two or more of the above.

Some London boroughs have recently introduced measures such as these – Ealing and Hounslow so far this year (2016-17) – and others are planning to implement similar changes in the coming year.

## **2.1 Wider (national) context:**

In England and Wales restricted residual services are in place in a large number of local authorities, with some councils introducing or exploring three weekly residual options. For Recycle Now (the ‘parent’ campaign for Recycle for London, and national recycling campaign delivered by WRAP) there is a need to understand consumer attitudes to these service changes in order to provide information and communications advice to local authorities.

## **3. The communications context**

Recycle for London provides waste authorities across London with a range of tried and tested communication templates for use with residents, including:

- Leaflets, flyers and posters;
- Vehicle livery designs;
- Adverts – Adshel, 48-sheet, lamp-post banners, bus-backs, digital banners and press adverts; and
- Bin stickers, food caddy liner artwork and other operational items.

These are generally based on national (Recycle Now) materials and tend to focus on motivational messaging – why residents should recycle, what happens to the items they put into their recycling, local and global benefits, etc. – but there are very few detailed service-based materials available for councils and waste authorities to use and adapt. Authorities are increasingly asking for this kind of service-based material and in particular for support in developing communications to help deliver one or more of the residual waste restriction options outlined in section 2.

## **4. The requirement for London**

Those boroughs currently planning to restrict their residual waste in 2016-17 are all requesting communications support and advice to deliver those service changes. London boroughs planning changes in 2016/17 are having to develop their own communication plans and materials from scratch, using what research is available to feed in to their approach – Resource London’s focus group work in early 2016 in support of Ealing and Hounslow’s service changes is an example of this (and will be made available to the winning bidder).

There is therefore now a need for a set of consistent, effective and tested communications materials to support boroughs when restricting their residual waste collections.

## 5. Objectives of the work for London

The key objectives of this work are to:

- Develop a deeper understanding of residents' feelings across London towards the restriction of their residual waste service and whether restriction will encourage them to re-consider recycling behaviours;
- Understand how to communicate across households that have different attitudes to recycling and different levels of engagement with waste prevention and their local council services;
- Determine the risks relating to messages around restricting residual waste; and
- Provide waste authorities with easy-to-use, adaptable communications approaches for successfully rolling out new services and following up when people mis-use or mis-understand the new service.

## 6. Work phases & outputs for London

The work will be split into five phases:

- Phase 1 - Initial literature review and/or exploratory research into messaging and channels, including looking at messages and good practice from other authorities
- Phase 2 - Development of messages and campaign materials (all materials will need to align with the Recycle for London brand)
- Phase 3 - Consumer testing of messages, campaign materials and preferred channels
- Phase 4 – Refinement of materials & messages
- Phase 5 – Sharing of messages, campaign materials and sample plans with authorities via web sharing platform

The contractor will ultimately develop a toolkit of effective messages, along with compelling creative treatments and recommended media strategies for each of three different scenarios:

- Waste authorities delivering capacity restriction to weekly collections through either the introduction of wheeled bins, or by reducing the size of wheeled bins provided to residents;
- Authorities delivering restriction by decreasing frequency of residual collection (either with or without changes to the containers available for residual collections); or
- A combination of both of the above.

Materials developed will need localisation on roll-out to reflect variations in waste authorities' service specifications. However, they will need to form a robust, tested base on which each authority can build their own targeted communications. Deliverables will depend on the outcome of the consumer research but are likely to include some or all of the following:

- Sample press releases, editorial and Q&A documents
- Leaflet, flyer and letter templates – both to introduce the change in service and provide instruction
- Vehicle livery and/or billboard and Adshel advertising templates
- Sample posters and press ads

- Web content, digital adverts, social media content and interactive banners
- Scripts for door-knocking
- Calendar designs, stickers, bin-hangers and associated 'service reminder' items
- Pull-up and lamp post banner designs

## **6.1 Extension of work beyond London:**

In order to support authorities outside London with residual restriction service changes, additional research-centred work is required.

In Wales, the Recycle Now campaign has a programme of support for local authorities. Under this programme communications materials have recently been developed for this type of service change. These will be used in September/October and the materials will be available for the successful bidder.

The aim of the work for Recycle Now is to gather consumer insight about restricted residual services with a particular focus on three/four weekly collections. This includes seeking feedback from residents in one local authority area in Wales where the communications materials have been used.

The objectives of the work are to:

- Develop a deeper understanding of residents' attitudes and beliefs in England and Wales towards the restriction of their residual waste service and whether restriction will encourage recycling behaviours; and
- Determine the risks relating to messages around restricting residual waste and how these might be mitigated.

We would like this element of the work to be integrated as far as possible with the London-specific activity, and to be carried out in two stages as follows:

- Stage 1 – carry out focus groups in Conwy to learn from the experiences, attitudes and beliefs of residents who have experienced a restricted residual waste change as well as to determine what worked and what did not in terms of communications
- Stage 2 – use the findings from the above to carry out focus groups in both England and Wales to determine how best to improve/change the approach to communications

The budget for the wider England and Wales research work is up to £30,000. Bidders should provide a methodology that ensures the research is representative both in terms of demographics and collections systems, also taking account of Welsh language requirements.

Until stage 1 is complete it is not known if new messages and visuals will be required and therefore tested; so bidders should detail an approach for stage 2 that can be adapted in light of findings from stage 1 and the outputs from the London element of this work.

## **7. Supplier requirement**

We recognise that a mix of skills and expertise is required to deliver this work so would welcome responses involving collaboration between organisations.

To ensure the quality of evidence and testing required, we request that Phase 1 and Phase 3 of the London work, as well as the additional (England & Wales) requirements for Recycle Now, are conducted by a research agency with a proven track record of delivering high quality consumer research.

A creative agency will be required to demonstrate excellent messaging, creative thinking and design skills for Phases 2 and 4, and will need to consider the Recycle for London consumer campaign branding when developing communication messaging and materials for testing. Brand guidelines will be provided to the successful contractor.

## 8. Budget and project timeline

Budgets have not been finalised for this work but responses should assume a budget 'ceiling' of £45k including VAT for the core London elements.

As mentioned in 6.1 above, the budget for the wider England and Wales work is up to £30,000 including VAT.

The contract will commence in September 2016 and terminate in March 2017.

Phase	Activity	Achieved by
1	Literature review (please exclude reviews of fortnightly to three weekly residual service changes as this work is being carried out by WRAP) <i>Survey of existing research and materials</i>	19 <sup>th</sup> September 2016
2	Message drafting for London <i>The creation of several message sets to test with residents</i>	26 <sup>th</sup> September 2016
	Creative options development <i>Visual treatments to test with residents – no more than three approaches, in line with RfL guidelines</i>	1 <sup>st</sup> October 2016
3	Consumer research <i>Testing of messages, media strategies and visual treatments, resulting in lead option</i>  <i>(See above specific requirements for England and Wales: Phase 1 – Conwy focus groups Phase 2 – Focus groups in England and Wales)</i>	4 <sup>th</sup> November 2016  <i>England/Wales focus groups Oct/Nov – dates tbc</i>
4	Materials refinement for London <i>Draft set of materials and messages finalised</i>	25 <sup>th</sup> November 2016
5	Template production <i>Art-worked materials uploaded to partners site</i>	21 <sup>st</sup> December 2016
	Message & media recommendations shared <i>Documentation &amp; training/workshop for London authorities to share outcomes and support wider implementation</i>	By end February 2017

## 9. Procurement timeline

Steps	Responsible	Deadline
Brief sent out	RL	Fri 5 <sup>th</sup> Aug
Deadline for questions on the brief	Contractors	5pm - Mon 15 <sup>th</sup> Aug
Deadline for submission of tender responses	Contractors	5pm - Wed 24 <sup>th</sup> Aug
Responses evaluated	RL	W/c 29 <sup>th</sup> Aug
Contractor appointed	RL	Fri 2 <sup>nd</sup> Sept
Inception meeting	RL/contractor	Mon 5 <sup>th</sup> Sept

## 10. Your response

Responses should be no more than 12 pages in total (including CVs and case studies) and must include the following:

- **A description of your working methods** and the methodology you will employ to deliver the work, including an outline programme of work showing tasks and timescales.
- **A short proposal on extending the work beyond London** – in response to 6.1 above, outlining costs and timelines for integrating the England & Wales requirement into the core London work.
- **No more than 3 case studies** of relevant projects or work undertaken on behalf of other clients, including visuals of creative work produced and reference to evaluation of the work once completed.
- **A description of the project team who will manage and deliver the work** including a list of individuals, their respective roles within the organisation and, for the purposes of this work their relevant skills and experience including any relevant professional qualifications. This shall include subcontracted personnel employed specifically for this work. Where the work will be delivered by a collaboration, an indication who is the lead partner is required.
- **A full breakdown of costs including VAT** showing the distinct phases of the work, as well as day rates for key members of the team. Expenses should be identified separately and travel to and within London must be included as part of the total cost of the work (see section 12 for more details on travel expenses).
- **An invoicing schedule** detailing what the payment milestones will be.

Bids must be submitted by email to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk) by 5.00pm Wednesday 24/08/2016 with the reference “LWARB tender: 2016/17 – 13”.

Any queries about the core brief and the London work in particular should be directed in the first instance to [ali.moore@resourcelondon.org](mailto:ali.moore@resourcelondon.org) or, in her absence, [alice.harlock@wrap.org.uk](mailto:alice.harlock@wrap.org.uk); and questions relating to the England/Wales element of the brief should be directed to [roisin.jones@wrap.org.uk](mailto:roisin.jones@wrap.org.uk)

## 11. Evaluating the responses

Resource London 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 both Resource London, WRAP and borough representatives by looking at the following criteria:

<b>Evaluation criteria</b>	<b>Weighting</b>
Price <sup>1</sup>	15%
Methodology; an approach and timeline that will deliver against objectives outlined above, including project and stakeholder management: - 20% for phase 1 and 3 - 15% for phase 2, 4 and 5 - 10% for extended research work beyond London	45%
Evidence of having produced high impact creative work to similar briefs in the past.	20%
Authority and experience of allocated personnel, their skills, creativity and technical capability.	20%

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

## 12. Contract

The contract will be let by the London Waste & Recycling Board, as the contracting organisation. The following special terms for travel and expenses shall apply:

All fees shall be inclusive of any travel and subsistence costs incurred in/to locations in Greater London. Where additional expenses are incurred, they must be agreed with Resource London in advance and the following rates will apply:

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<sup>1</sup> This will be assessed by deviation from the lowest compliant tender

<b>SUBSISTENCE</b>	
Hotel accommodation	Value for money must be sought at all times. Cost should not exceed £200 per night in Greater London and £175 per night elsewhere. Extras such as newspapers, minibar costs and entertainments will not be reimbursed. Prior approval should always be sought before hotel stays are booked.
<b>TRAVEL</b>	Actual costs incurred only may be claimed.
Public Transport (Train, tube, tram, bus, light rail)	Rail travel must be standard class. Upgrades to First Class travel may be paid personally but are not reclaimable.
Taxis	Taxis are only to be used in exceptional circumstances when other public transport is unavailable or impractical. Actual costs only may be claimed.
Mileage	You can only use your car where reasonable public transport is not available and you have a valid business insurance cover. HMRC approved rates are applied

### 12.1 Acceptance of bids

In issuing this invitation to bid, Resource London 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.

Resource London 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. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

### 12.2 Period for which bids shall remain valid

Unless otherwise stipulated by the bidder, bids shall remain valid for 30 days from the closing date for receipt of tenders.