

Recycle for London re-launch

Website development brief – ref: 2015/6 - 4 Recycle for London

1. Introduction

Resource London is the new, 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 CO2 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](#).

A key element of this 5-year programme is to **re-launch the Recycle for London** consumer campaign (RfL), and under that umbrella to deliver London-wide communications and borough level communications support – including tailored Love Food Hate Waste and Love Your Clothes campaigns – which will encourage behaviour change amongst London residents to help achieve our objectives.

2. Background

In order for Resource London to achieve its programme objectives, and specifically to support the behaviour change needed to achieve the 50% recycling target by 2020, it needs to build a strong suite of London-wide communications channels, messages and campaigns to promote recycling and waste prevention in London.

London faces particular issues which need to be reflected in the Recycle for London strategy: 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.

The role of Recycle for London is to ensure that all Londoners have the information they need to recycle the right things, in the right way, no matter where they are in the capital. It should also motivate Londoners to look for this information and act on it – increasing participation across the city and contributing to higher recycling rates.

3. Recycle for London re-launch

Recycle for London will be officially re-launched at the end of October 2015. At the heart of this re-launch will be a new (or refreshed) Recycle for London website, supported by social media channels including Facebook, Twitter and Instagram.

The website will be used as Recycle for London's main channel to provide Londoners with the information they need to recycle effectively, and in the process should help build the motivation and skills to change Londoners' behaviour through campaign messaging.

In addition, the re-launch will include:

- A new Recycle for London partner communications template toolkit, made available to London waste authorities through a partner page on the website, to help provide consistency across London communications activity at both a London-wide and local waste authority level;
- A supporting PR campaign to drive traffic to the new website and build social media following; and
- Localised activities through waste authorities and partner organisations to promote the re-launch and also drive traffic and followers.

4. Website aims

The main aim of the website is to provide Londoners with the information they need to recycle the right things, in the right way, no matter where they are in London. To this end it must have the recycling postcode locator as primary content on the home page.

In addition the website must host campaign, event and other information which will encourage Londoners to engage with our campaigns and, as a consequence, recycle more. A first draft content plan is contained at Annex A.

We would like to appoint a digital agency to help us achieve those aims, by:

- Determining the most effective digital content management platform to support the Recycle for London website and social media channels for launch in October 2015;
- Visualising the new/refreshed website, based on the Recycle Now and Recycle for London guidelines (content provided by Resource London), and developing it ready for launch in October 2015;
- Ensuring the new website provides Londoners with the information they need to recycle effectively and reduce the amount of waste they produce; and
- Advising on ways to drive traffic to the Recycle for London website, capture data and maximise social media views, likes and followers.

5. Related sites and history

There is an existing [Recycle for London](#) website which has been used to support previous London waste and recycling campaigns. However, the style and content of this site is now outdated and it has not been updated since the previous campaign was ended in April 2013.

As part of the development of the new website, consideration needs to be given to style and content of the national [Recycle Now](#) website which provides generic information on recycling and waste reduction. In developing this brief we have also been considering content and look & feel on related recycling websites such as [Recycle for Wales](#) and [Recycle for Scotland](#).

Our new website must appeal strongly to Londoners in particular and engage them in London-wide as well as local (borough-level) recycling and waste prevention messages, events and campaign activities.

6. The brief

We wish to commission an experienced digital agency to design and build the new (or refreshed) Recycle for London website and social media channels as part of the re-launch programme. Please provide a response based on one of the following three build options:

Option 1:	Update the existing Recycle for London site
	The existing website would be need to be updated to reflect the new 'look and feel' for Recycle for London. New content would need to be added in accordance with the agreed content plan.
Option 2:	Clone the national Recycle Now site and create a London version
	Recycle for London is supporting the national Recycle Now (RN) campaign. We have carried out a review of the Recycle Now site, Recycle for Scotland site and Recycle for Wales websites all of which support similar content. An option would be for Recycle for London to simply clone the look and feel of the sites but, just like Wales and Scotland, localise the content for London.
Option 3:	Design & build a new website based on the refreshed Recycle Now and Recycle for London guidelines
	Develop a brand new site that includes the agreed content and reflects the new 'look and feel' for Recycle for London.

Please note your submission must indicate a preferred option from the above, and develop a creative response based on that recommendation.

7. The response

Your response should be no more than 8 x A4 sides (excluding case studies and CVs) and focus on the requirements outlined above. Responses should include:

- Confirmation of understanding of, and ability to deliver, the brief;
- Visuals of the home page and how it might look, possibly supported by another couple of screens;
- Recommendation of a preferred build option (outlined in section 6 above) along with details of the content management system;
- A description of your working methods to deliver the site, including an outline programme of work showing key tasks and timescales – confirming that you can meet our deadlines;
- Description of delivery team and technical expertise;
- A full breakdown of costs (including any travel or incidental costs that will be charged to Resource London and VAT where appropriate); and
- Two or three case studies which relate to the requirements of this brief.

Please consider the following as part of your response:

7.1 Design:

- A 'look & feel' for the website – how can we design a website which appeals to Londoners while using Recycle Now and Recycle for London brand guidelines?
- The national Recycle Now website has two widgets that will need to be embedded into the Recycle for London website. These are:
 - The recycling locator widget; and
 - Re-processing animations which demonstrate how materials are recycled.
- A draft content plan has been developed and is included in **Annex A**. This outlines a suggested navigation approach but is by no means fixed. It also provides more detail of the main content required.

7.2 Build:

- Mobile use is particularly high in London, so the new/refreshed site must be responsive to mobile devices.
- How can we maximise search engine optimization?
- Suggested approach for website backup and recovery systems;
- Suggested browsers needed to support the website;
- Suggested mechanisms to collect and store email addresses as part of the blog sign-up/events notification sign-up procedure.

7.3 Maintain & monitor:

- Maintenance and updating: how can the site be updated and maintained once it has been launched? What are the likely cost implications of this approach?
- Monitoring and evaluation of the website will be vital, not just during the launch but as we use it to support other campaigns over the coming five years. What kind of analytics would you recommend? Please also consider relevant evaluation and reporting for social media channels.
- What are your recommendations for hosting the site? And the cost implications of this approach?

Please email submissions to: ali.moore@lwarb.gov.uk and call Ali with any questions or issues:

Tel 020 79603677 / **Mob** 07827 896150

8. Confirmation of next steps

Once appointed, the selected agency would be asked to:

- Attend a project inception meeting on 31st August for the next stages, to agree the methodology and confirm the deliverables including:
 - creative approach and 'look & feel'
 - content management platform
 - website structure and final content plan
 - evaluation mechanisms
 - project milestones and meeting dates
- Create wireframes and produce a project plan based on the recommended option;
- Attend a meeting with a brand agency and Resource London to discuss the partner toolkit requirements;
- Build and test the website;
- Launch the website and social media.

9. Timetable

The timetable for this process is very tight; we would like confirmation of

Step	Responsible	Deadline
Brief published	RL	31 st July
Initial response to brief	Agencies	5.00pm, 24 th August
Agency appointment	RL	28 th August
Inception meeting	Digital agency/RL	31 st August
Draft website wireframe, workflow and project plan	Digital agency	4 th September
Meeting with brand agency re: partner toolkit	RL/digital agency/ brand agency	7 th September
Finalise website wireframe and content plan	Agency digital agency	11 th September
Develop content	RL	18 th September
Start website build	Digital agency	w/c 14 th September
Finalise build	Digital agency	w/c 5 th October
Website testing	Digital agency	w/c 12 th October
Website launch	RL	Launch w/c 26 th October

10. Contract

All bidders are asked to supply their standard 'Terms and Conditions' with their tender. For the winning supplier their Terms and Conditions will be used for the contract subject to approval by Resource London.

The contract will be let by the London Waste & Recycling Board, as the contracting organisation.

11. Evaluation

The process Resource London uses to select contractors is a competitive one. Your tender submission will be evaluated against the following criteria:

Evaluation criteria	Weighting
Creative response to the brief	30%
Price ¹	20%
Methodology to deliver the project requirements	20%
Understanding of the project objectives and requirements, and technical elements of the work	15%
Experience of allocated personnel, their skills and technical capability	15%

Scoring	
Outstanding - cannot be faulted	100
Excellent	90
Very good	80

¹ This will be assessed by deviation from the lowest compliant tender

Good	70
Above average	60
Average	50
Below average	40
Poor	30
Very poor	15

12. 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.

12.1 Period for which bids shall remain valid

Bids shall remain valid for at least 30 days from the closing date for submissions.

Please email submissions to: ali.moore@lwarb.gov.uk by 5.00pm on Monday 24th August 2015, and call Ali with any questions or issues:

Tel 020 79603677 / **Mob** 07827 896150

Annex A – Recycle for London – draft content plan

Main navigation	Detailed content
HOME PAGE	<ul style="list-style-type: none"> ➤ New campaigns, events, news & headlines ➤ Recycling postcode locator ➤ What can be recycled? ➤ Why recycle? ➤ How it gets recycled ➤ Social media ➤ News, events and blog ➤ Quiz/poll/survey function ➤ Blog or events notification – sign ups (need to ensure unsubscribe available) ➤ About us ➤ Ts and Cs, accessibility, site map ➤ Links ➤ Contact us
RECYCLING EXPLAINED	<ul style="list-style-type: none"> ➤ Facts and figures ➤ Animations (see above) ➤ Recycling myths ➤ Packaging explained ➤ Furniture and electrical recycling ➤ Tips & tricks
LOVE YOUR CLOTHES	<ul style="list-style-type: none"> ➤ What it is ➤ What's happening in London ➤ How to get involved
LOVE FOOD HATE WASTE	<ul style="list-style-type: none"> ➤ What it is ➤ What's happening in London ➤ How to get involved
NEWS & EVENTS	<ul style="list-style-type: none"> ➤ Events (feed onto home page) ➤ Headline stories (feed onto home page) ➤ News archive ➤ Press contact information
PARTNER PORTAL	<ul style="list-style-type: none"> ➤ Login ➤ What's available? Templates, guidelines, media & information packs, animation widget and recycling locator widget etc. ➤ How to access it, including Ts & Cs

Annex B

Recycle Now website – main insights from recent consumer research

The national recycling website, www.recyclenow.com, has recently been reviewed and a survey conducted amongst visitors. Based on that research there is a set of tasks and resources that are most important to site visitors. The top tasks as voted for by users are as follows:

- Where can I recycle in my local area? (recycling centres, banks)
- Can this item be recycled/re-used?
- Reducing your household waste
- What can I recycle at home? (household recycling collection)
- Making recycling easier to do in my home
- Recycling symbols on product packaging explained
- Composting at home

This set of top tasks is consistent across different ages, households and location. Key outcome: Focus on tasks and not demographics.

Most site visitors are confident recyclers who want to recycle more.