

Flats above shops creative assets design and strategy

22nd June 2023

ReLondon tender: 23/24: 8 - FLASH comms”

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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 develop and design communications to increase the amount of dry mixed recycling and/or food waste collected from residents living in a flat above a shop in London ('FLASH').

For guidance, this project has a budget of £21,000 including VAT.

2. Background

[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.

1.2 The current project

London has ambitious recycling targets to meet by 2030, and Government has ambitious plans to help residents in England recycle as much as possible. In the next few years, councils might need to change the way they collect dry recycling and food waste from households – providing a mandatory food waste collection service and collecting a prescribed set of dry materials for every household in England.

In London, around 4% of the households in each borough comprise of residents who live in a flat above a shop ('FLASH') – these are flats which are typically found along busy high streets, and sit above a commercial property, like a café, a takeaway, or a retail unit. For this project, we are specifically focusing on locations which are 'typical' flats above shops – these might have a single entranceway which leads to multiple flats. Although the number of these household types comprise of a small percentage of the housing stock in comparison to the number of residents who live in a house or purpose built flat, flats above shops have unique challenges when it comes to how they dispose of their rubbish and recycling.

Residents in FLASH – unlike those who live in purpose-built flats or houses – don't have their own bins to put their rubbish and dry recycling in, and almost none have access to a food waste recycling service. This is because there is no space on the pavement or around the back of the shops for the boroughs to place bins for these residents. As a result, they are asked to put their dry recycling (items like cans, tins, glass bottles, cardboard, and plastic bottles) into a single use sack, and this sack is then placed by the resident onto the pavement for collection (at a location decided by the borough). For their dry recycling, residents are usually delivered a roll of sacks by the borough once every few months or are provided with a local collection point like a library to collect them from. For their rubbish (anything that can't be recycled like polystyrene and nappies), they're usually asked to provide their own bin bag.

Usually, the borough will ask residents to place their dry recycling or rubbish sacks out at a specific location by a certain time and day – sometimes the rubbish and recycling are collected at the same time (and are put into separate compartments in the collection vehicle). FLASH are usually located along busy high streets (both in terms of traffic and pedestrians) – so the boroughs have limited times when they can provide a collection.

This project aims to improve recycling for residents who live in FLASH by making it make it easier for them to know where and when to place their sacks, and increase the amount and quality of recycling collected and reduce the amount of rubbish. We want to do this by trialling different pilots in three different London boroughs.



Figure 1: Example of flat above shops along a busy high street



Figure 2: Example of how waste is presented

These pilots could be things like:

- Deploying 'grit bins' to containerise rubbish and dry recycling sacks left on the pavement
- Introducing food waste collections by putting new types of bins on the pavement
- Trialling communications like signage on lampposts or by redesigning the single use sacks they are provided.

We haven't yet decided on what the pilots will be – this is because there are several

factors to be considered when sitting infrastructure like grit bins or food bins on the pavement, such as pavement width, cycle routes, traffic and road considerations for vehicle stopping, pedestrian crossings etc (as well as gaining the necessary approvals). However, all interventions will be designed utilising the COM-B model of behaviour change, ensuring residents have the **ease**, **knowledge**, and **motivation** – these are key to improving recycling rates (see more below). The boroughs we're going to work with will be selected in June 2023, and the sites that we will trial the interventions at will be selected at the start of July 2023.

Some of the boroughs we'll be working with might already have their own pilots and communications in place and will be partnering with us to try and boost what they've already done.

Up to 1,500 households will be part of the pilots – around 500 households in each of the three boroughs. We aim to determine what the interventions will be, where they will be located, and how they'll be delivered by **September 2023**, in order to deploy them no later than **November 2023**.

This project is being led by ReLondon, and the pilots will be co-designed with the boroughs, with input from a behaviour change expert/agency. We are currently recruiting a Project Steering Board comprised of the Greater London Authority ('GLA'), London Councils, a representative from a Business Improvement District and other external partners (not yet confirmed). We expect this to be in place for the start of July 2023.

2.2 Ethnographic research and waste composition analysis

In October 2022, ReLondon commissioned Revealing Reality, who are an independent social research agency, to undertake ethnographic research with residents living in a flat above a shop to understand the challenges they face with regards to recycling. In depth interviews were undertaken with 30 residents across 10 London boroughs, and also with the businesses that were below (or along the same street) as those residents to understand how the residents in the flat and the businesses influenced one another's' behaviour.

The report (which will be provided to the winning bidder) found that:

- Residents in FLASH can be confused by the on-street rules (e.g., when or where to put their waste)
- They share entryways / post-boxes which means that mail often gets left if its not directly addressed to them (and therefore left unread)
- They're influenced by how others are disposing of their waste because the waste on the street is visible to them
- They're recycling by trial and error e.g., asking neighbours or the below business what to do
- Collections from the businesses beneath the flats can cause confusion if they are different to those of the households. Collections could differ in terms of the materials collected, receptacles provided and the service provider (as some businesses may have a private waste collection, and not have this service provided by the council)
- They're reluctant to interact with their landlord

The ethnographic research also told us that the residents aren't reading the information printed on the recycling sacks delivered to them (this information on the sack tells them

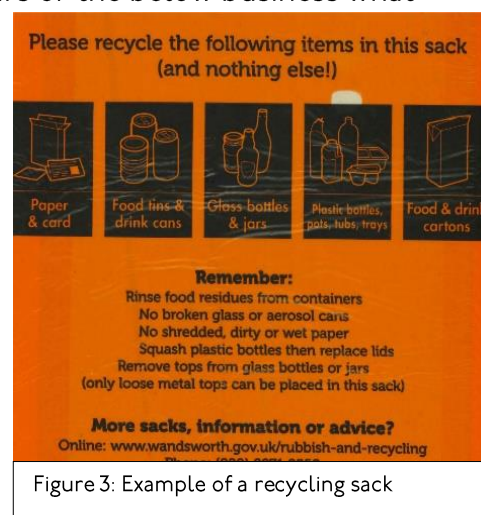


Figure 3: Example of a recycling sack

what can be recycled). Residents also share hallways (so might miss post like letters about recycling the council might send them), their landlords aren't pro-actively telling them how to recycle, and there's no visible on street signage to help guide their decision of what or where to put their waste.

To help improve recycling, the recommendations of the report were:

- Recycling cannot be any harder than getting rid of their general rubbish, otherwise this might nudge them away from recycling
- We need to find ways of giving feedback to residents and making it more visible if they're doing the right or wrong thing
- We need to use other channels than just post to communicate with them

The basis of these pilots, along with the key principles of ease, knowledge, and motivation, will take direction from these recommendations.

In addition to the ethnographic research, we aim to undertake a waste composition analysis at the start and end of the project, to determine whether the different pilots (and associated communications) have been successful in boosting recycling rates. A waste composition analysis involves collecting the dry recycling and rubbish sacks that residents have put out on the street, sorting through them, placing the items into different categories, and weighing how much of those items were present. This tells us how much of each material residents are either throwing away in their rubbish sacks or putting in their dry recycling.

We aim to have the first waste composition analysis completed before any pilots 'go live' (~October 2023) and a second six months after the pilots have been deployed (likely May 2024).

2.3 ReLondon's previous research

ReLondon have previously commissioned resident insight research on recycling from purpose-built flats and houses of multiple occupancy (HMOs) to understand how to help Londoners recycle better and recycle more. These projects have resulted in evidence-based toolkits, which London boroughs can download to use within their own areas. We want this project to complement the existing suite of research around improving recycling for residents living in flats.

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 recycling rates improve 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 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 including the branding for the communications assets: relondon.gov.uk/resources/toolkit-flats-recycling-package

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.

3. The brief

3.1 What we're asking

We are seeking an agency to develop and design communications that aren't just "the norm" to support the pilots that will be deployed across the three boroughs to help us boost recycling rates from residents living in FLASH. We understand that these are mostly residents who live alone or with non-related people in flat shares, rather than families, and are likely to be transient.

The ethnographic research tells us that we need to communicate recycling information in different ways other than just through post, and we need to give residents better feedback on how they're recycling to motivate them to continue to recycle. Communications will play a critical role in bringing to life and supporting the launch and ongoing support to improving recycling. Therefore we need the bidder to think about the whole recycling journey from the perspective of the resident living in the flat above the shop and what communications – and messaging – is appropriate, and where the placement of these communications might work best. ReLondon aim to appoint a behaviour change expert to help the bidder develop the appropriate messaging / medium / placements.

As stated, we don't yet know what the pilots could be until the boroughs and the streets we visit are selected. Pilots will predominantly be focussed around improving dry recycling, but may also include introducing food waste collections in one of the selected boroughs. Therefore, will need ideas and communications focussed on dry recycling, residual waste and for one borough, food waste.

We don't yet have a definitive list of communications that will need to be developed and produced – these could evolve based on the perspective you bring. We will need communications for residual waste, recycling and food waste – however some of these material streams might be combined on the same piece of collateral. We envision we could need:

Start of the project (pre and at launch):

- Overall campaign theme
- Launch communications (e.g., collateral and copy to inform residents of the changes being made)
- Stickers or signage for any grit bins or other bins we deploy (stickers for recycling, residual and/or food)
- Signage for lamp-posts which advise residents where to place their sacks including any time banded restrictions (residual / recycling / food – these materials could be combined onto the same sign if the presentation point is the same)
- Redesign the look and messaging of the single use dry recycling sacks
- Redesign the look and messaging of any posters at sack collection points (like libraries)

During the launch:

- Reminders/feedback for residents on how well they're recycling or if residents are engaging in behaviours like placing bags in different places to where they've originally been directed, nudging their behaviour.

At the end of the project:

- Amendments to any artwork from learnings of the project e.g., minor artwork changes
- Amend all assets in 'ready to go'/adaptable formats for boroughs to be able to adapt with their own logos See: [Toolkit - Flats recycling package - ReLondon](#)

It's unlikely we will utilise any social media because of the small household size and very targetted nature of the project. The only 'digital' media we envision may be including QR codes within the communications assets which link to the boroughs' website, for example. The QR code would be provided by us/the borough.

The above list isn't exhaustive –we need to make sure that the communications disrupt people's current behaviour patterns, motivate them to recycle as much as possible, and importantly nudge them into undertaking the correct behaviours, specifically when it comes to where people are placing their waste on the pavement as this influences how other residents also behave.

To help you develop and design the communications, we will share the ethnographic research with you, and once the boroughs have been selected, provide you with information about the streets where the pilots will be deployed (locations and photographs of the surrounding area including the street furniture like benches and litter bins), and what materials the communications will need to be targetted to (e.g., residual waste and dry recycling or dry recycling *and* food waste). We are separately seeking behaviour change support to help shape and appraise the pilots, and would require the appointed organisation/individual to work with you to develop the messaging and appropriate placements for the communications. We envision that this would be by means of an introductory meeting to provide you an overview of the 'behavioural' elements the communications need to consider, and additional input when the initial creative briefs are completed.

The design/look/feel of the campaign needs to still be something that residents associate with their local borough (as it's the borough who will be providing the service) – we don't need a campaign strapline, but we do need the recycling 'swoosh' on materials to tie in with our

wider London Recycles messaging, and we will need the individual boroughs' logos to be present on the designs too (see Appendix).

We would also welcome thoughts around any creative interventions we could deploy which don't necessarily involve communications assets – as long as they are replicable.

Designs need to be signed off by the end of **September 2023** (at the latest) to 'go live' by **November 2023**.

All artwork should be provided to ReLondon in both a print ready format with appropriate bleed lines / CMYK values etc and the Indesign files (and associated assets with PDF previews) so that we can adapt for future work with new boroughs outside of the project.



3.2 Challenges

We acknowledge that the target audience for this brief might be more difficult to reach than when developing communications and messaging for traditional 'recycling' campaigns for kerbside or purpose built flats, because the residents in FLASH share the street-space with general public and the businesses they reside above.

The pavement where they place their waste for collection physically limits the type of pilot that can be deployed – narrow pavements, railings along the street, bus stops, cycle lanes, cycle parking etc all impact the placement of where their 'waste' can be placed. This is different to a house which generally has its own bins, and different to a purpose built flat that generally has a bin store to house their bins, and has walls to be able to mount communications like signage on.

Unlike a purpose built flat or house who would more likely have their own postbox, they also are more likely to share a postbox with their neighbours.

We would like you to consider the 'waste journey' from the point of view of the residents living in these properties, and what type of communications in the outside space could best be utilised (which is where most of their interaction and influence with the waste service is). You will have access to the behaviour change support ReLondon will appoint to help develop your messages and appropriate placements (this relationship would be managed by ReLondon).

4. Objectives

The objective of this project is to use communications based support to increase the quantity and quality of recycling from residents in flats above shops. This could be done by increasing dry recycling (cans, tins, cardboard etc), or food waste, or both.

5. Scope of work

Within scope for the supplier:

- Developing ideas for the types of communications and mediums that could be deployed for each phase of the project utilising behaviour change theory
- Developing messaging to encourage and motivate residents to increase how much they recycle also utilising behaviour change theory
- Design and development of all communications (including assets not limited to illustration, photography etc)
- Providing print ready assets or any printed communications and InDesign files and associated assets and PDF preview.
- Providing any other assets developed in the format as agreed

Out of scope:

- Messages aimed at any properties other than flats above shops
- Buying media placements
- Designing for social media like Instagram, Facebook, TikTok etc or other online advertising

6. Deliverables

The following specific deliverables should be included in your quote:

- a) Attendance at a virtual inception meeting with the Project Manager (Thursday 20th July at 1-2.30pm)
- b) Attendance at an introductory meeting with the behaviour change specialist (date tbc, expected to last no longer than one hour, virtually)
- c) Initial idea generation
- d) Creative examples
- e) Presentation to the Project Board of the proposed creatives (allow for one hour including questions) (date tbc)
- f) Amends to the proposed creatives
- g) Artwork, production and supply of final creatives (InDesign plus assets and PDF preview)
- h) Attending virtual meetings with the ReLondon project manager at key decision points to be agreed at the start of the project (note these will **not** be regular half-hour weekly or fortnightly meetings).
- i) Please note that we **may** also host an in person ideation workshop with the boroughs and behaviour change expert aimed at shaping the interventions that we would ask you to attend. We anticipate this would be approximately 3 hours. Please include a separate line in your quote for your attendance to this.

7. Budget

For guidance, the budget is £21,000 including VAT.

8. 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 us against the following criteria:

Criteria	Weighting
Price ¹	20%
Understanding of the project objectives and ability to deliver the brief	30%
Allocated personnel, their skills and technical capability (including case studies)	20%
Creativity and relevance of ideas suggested in response	30%

Scoring	Actual
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

¹ Assessed by deviation from the lowest compliant tender

9. Timescales

Activity	Completed by
Brief sent out by ReLondon	Thursday 22 nd June 2023 5pm
Deadline for tender clarifications	Tuesday 27 th June 2023 noon
Clarification responses back to bidders	Wednesday 28 th June 2023 5pm
Proposal submitted to ReLondon	Friday 7 th July 2023 5pm
Notification of award	Tuesday 18 th July 2023 12 noon
Inception meeting (virtual)	Thursday 20 th July 2023 1pm – 2.30pm
Initial development of broad approach	By 4 th August 2023
Production of designs	By early September 2023
Delivery of artwork/designs	Start of October 2023

Please note that the above timescales are indicative only. Timescales from manufacturers may mean that some pilots might be deployed in February 2024 instead of November 2023.

10. Contract management

The contract will be formally led by the London Waste and Recycling Board, operating as ReLondon, and ReLondon's standard terms and conditions will apply (included as an attachment).

It is the responsibility of the Contractor to gain copyright for ReLondon to publish any such photographs, illustrations or other material where such material is obtained by but not produced by the Contractor as part of this project. The contractor must send evidence of permissions gained if requested by ReLondon.

11. Quality of service

The Service Provider shall provide the services in a competent, timely manner in accordance with recognised industry quality standards. The Service Provider shall ensure an adequate supply of suitably qualified and competent personnel are available to fulfil the requirements of the Contract.

12. Acceptance of bids

In issuing this invitation to bid, ReLondon 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.

ReLondon 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.

13. 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.

14. Submission details

Please provide a proposal demonstrating how you would achieve the objectives and project deliverables as outlined above. Your response should be no more than 8 sides of A4 (excluding the front and back cover, and delivery team details) and should include:

- Your approach to meeting the objectives outlined in this tender
- Commentary around the proposed timeframes including whether these timeframes are achievable to meet a launch date for the project by November 2023
- Experience or evidence of developing and delivering communications of a similar nature (either in London or other dense urban areas)
- Details of the personnel comprising the Delivery Team and a description of their role in delivering the contract (this can be in an appendix and doesn't form part of the 8-page limit)
- Your costs – including account and project management – broken down by hours/deliverables (include VAT)

Any clarification questions must be submitted by email to tenders@relondon.gov.uk by Tuesday 27th June 2023.

Bids must be submitted by email to tenders@relondon.gov.uk by Friday 7th July 2023 12 noon

For both questions and bids, please use the reference “ReLondon tender: 23/24: 8 – FLASH comms”

Appendix

Examples of the previous communication assets produced for the Flats Recycling Package – examples of pre-launch assets, and the ‘recycling swoosh’, and editable assets.

