

# Flats above shops Q&A

## Creative assets design and strategy invitation to tender

1. What level of creative are you expecting to see as part of the tender?  
&
2. If you are expecting bidders to submit creative campaign concepts and ideas?

*In the submission we hope to see evidence of your creative and strategic thinking, and gain confidence that an effective set of materials could be created. If you feel you can show that best through creative concepts, an approach to creating it, a draft strategy, or through case studies or any other way of addressing our brief, then please make that judgement. Fundamentally we need a demonstration that you can successfully create and deliver an effective set of assets for the brief.*

3. We would love to bid for the project but are cautious of creative pitches as a rule. Can you confirm that ideas delivered as part of the bid process will not be used in future if the bidder is unsuccessful overall? IP remains with the bidder.

*We can confirm that ideas delivered as part of the bid process will not be used in future if the bidder is unsuccessful overall. We cannot rule out that multiple bids include the same or similar ideas, however we will not use ideas delivered by unsuccessful bidders unless they were shared by a the successful bidder during this tender process.*

- a. You mention 3 different pilots - would you be looking for 3 different sets of creative to support each pilot?

*We are not looking for three sets of creative. The same assets would be trialled in the three different pilots – the different locations will give us an understanding if only some assets/interventions work in all locations or are unique to particular circumstances. Some assets may only work in some locations, for example the width of pavement in some areas may mean grit bins are not feasible, however if this project is successful we would love to develop these creatives into a toolkit for London boroughs that they could then take and adapt to their areas. As such, we are seeking a variety of street situations for the three pilots.*

4. How will you ensure parity of assessment if different bidders take different approaches to costing?

*We will ensure parity of assessment through the evaluation criteria outlined in section 8 of the brief. Price is worth 20% of the overall assessment. If bidders take different approaches*

*to costing, we will consider this against what is in scope for the project and what is out of scope, as detailed in section 5 of the brief.*

5. It will be difficult to cost for a project with unknown outcomes – are you happy that elements may be excluded from the budget cost of £21k and may incur additional as they are defined in the project – or would you like us to allow contingency for unknowns?

*We would recommend including costings for all in scope elements of the project with reference to the brief outlined in sections 3 and 5. The budget is highly unlikely to be able to surpass the £21k so if you think a contingency budget would be required we would recommend including this.*

6. If you really want to achieve behavioural change, the communications should be closely linked to the interventions and should be as targeted as possible. As your selection of your pilot areas/ interventions will be made after the award of this contract, how can we ensure that our proposal ideas are relevant?

*In the background section of brief we have given information and photos the sorts of street spaces we will be looking at. In terms of area selection, are looking at a broad group of street spaces and will be seeking to utilise this project, if successful, to create guidance for all London boroughs on how to best manage household waste for flats above business premises. In terms of the interventions, we have made reference to some of the interventions we think could work from the findings of the ethnographic research. To ensure proposal ideas are relevant whatever the agreed interventions are, we would suggest considering the research and we would also add that what we are fundamentally looking for in a response, is a demonstration that you can successfully create and deliver an effective set of assets for the brief.*

7. Our organisation has expertise both in behaviour change consultancy and delivery of creative communications assets and would like the opportunity to provide both if possible? We can use COM-B as preferred.

*We are very open to working with the same agency for both the creative and behaviour change aspects of the project as we are aware of the potential for overlap and as addressed in the brief, will need elements of collaboration. The budget allocation for the behaviour change section of the project has not yet been confirmed. We would suggest that the response for this brief focuses on the brief and therefore the creative for this project, however you can of course make reference to expertise in behaviour change in the response.*