

London Recycles

Consumer behaviour change campaign

May 2021 – April 2023

Tender reference: 2021-22 – 03

Q + A document

1. What do you predict the biggest barrier to success of campaign activity to be? (Aside from the behavioural change challenge itself.)

This would have to be budget. In terms of advertising spend, the amount we have is small. This means that the agency selected will need to be fleet of foot, creative and able to keep costs as low as possible whilst still delivering a quality campaign which reaches as much of our target audience as possible. In order to achieve this, we will need to be very targeted, choose our channels wisely and be as data driven as possible to ensure campaign leakage is kept to a minimum. In addition, the campaign needs to meet the needs of a wide variety of stakeholders, including the GLA and the London councils, so we need to work hard to ensure we remain focused on the campaign objectives.

2. Have you seen work from other county/city councils that you think worked well?

Leeds Council collaborated with Hubbub on a campaign called 'Leeds by Example' which performed really well. The impact report can be found [here](#):

Whilst this campaign did really well, it didn't solely rely on communications – physical interventions in the form of brightly coloured bins were an integral part of the campaign. It is unlikely that we will be able to replicate this with the budget we have available, although potentially a small-scale intervention could be feasible within the parameters we have set.

Recycle Week 2019, which was inspired by Extinction Rebellion's protest and activism was one of my favourite outputs designed by WRAP. They reported the campaign reached 16 million people on digital channels and 91% of people who saw the campaign said they recycled more than in the previous year. See the campaign showreel [here](#).

It's worth saying that council budgets are constrained, and they rely on us to provide recycling communications which they can edit and use for little to no cost. Most recycling teams only have enough budget to cover essential services –

additional items such as recycling communications and campaigns just aren't feasible for many of them. Our role, as London Recycles, is to provide local authorities and waste disposal authorities with assets and toolkits which they can localise to communicate with their residents. For this reason, you won't find many local authority-created campaigns. It's also important, from a consistency point of view, that as many local authorities as possible use the communications we create so that across London, people receive high-quality recycling communications with the same look and feel.

3. In the past, you have undertaken infrastructure changes alongside communications as part of a more holistic intervention to change behaviour. Are you open minded to this? How much 'stick' can there be as part of the activity in terms of policy/recycling infrastructure?

For this campaign we are not expecting to make any infrastructure changes alongside our activity. In general, projects where we have done this have been highly focused on specific locations, such as estates, and all activity has been delivered and tested within those areas. Those projects have also had a much larger budget meaning that changes to the physical landscape have been possible to make. A good example is our flats project. You can read the report [here](#). With this campaign, we are aiming to deliver a more traditional communications campaign, in the sense that we will be creating and delivering messages to a target audience using a variety of above and below the line channels. We are looking to reach as many of our target audience as possible, and influence their behaviour, rather than working deeply with a small number of people. With our target audience being on the younger side, we expect much of the activity to be digital so that we can be as highly targeted with our messaging as possible.

4. Is the focus on dry recycling specifically around household behaviours, or out and about as well?

The focus will be on household behaviours rather than out and about. Issues with waste disposal on the go are more to do with littering which doesn't fall within our remit. In addition, we do not have any control over street bins whereas we have a measure of influence with regards to waste disposal within the home (i.e., buying or hacking a recycling bin).

5. How much do you envisage wanting to tweak the creative over the years? The budget feels as though it's mostly front-weighted for strategy and campaign production, but there isn't much left to refresh materials as the wider world and context shifts?

We will want the assets updated for the second year and were envisioning to re-group after the first burst of activity to evaluate campaign performance, including that of individual creatives and messages. Therefore, we will need some of the budget to be reserved for materials refresh. We will take guidance on budget split, but current thinking is 60% for initial strategy, creative and production and 40% for refreshes and tweaks at key moments.

6. Do you have any further insight or research on the secondary audience (families) around food waste behaviours?

As with our recycling audience segments, we have access to audience segmentation undertaken by WRAP which focuses on attitudes towards food. We will be able to share these profiles with the winning agency, but as WRAP own the IP, we can only share confidentially with the winning agency. We do not have specific insights work of our own with this audience segment.

7. Do you have access to MOSAIC data to help identify clusters of particular audience segments?

We don't currently have access to this data. However, we can share the in-depth recycling audience segmentation profiles with the winning agency, as well as the London boost, we conducted which shows where in London these segments over-index.

8. What are you looking for from a creative / comms agency? Are you looking for a creative agency with a preferred media buying partner, or as you are procuring this separately, are you looking for an agency that is comfortable working with whichever media buyer you choose?

Should you work with a preferred media buying partner, we would be happy for you to share our media tender when this is ready and encourage them to apply. However, as this tender is taking place separately, and there is no guarantee that your chosen partner will be selected, we will require an agency that has the flexibility to work with a different media buying agency of our choice.

9. Can the submission be PDF / PPT (provided it follows the 12 A4 pages of size 12 font) or does it need to be a word doc?

You can submit your proposal in any format you wish, as long as it follows the page number and font size guidance.

10. If the media buying budget is separate, and this budget is predominantly for the creative development, do you see the bulk of the spend being used up front? (With the exception of the £10k allowances for creating Christmas/food-specific content under the main campaign umbrella and perhaps a refresh of content at a mid-point?)

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11. You mention that Forster Communications is already on board as a PR agency – how will you go about procuring for communications support for specific PR activity to support the campaign launch/key moments over the years?

Forster communications is our contracted PR agency, but our retainer only covers corporate support. As we do not have a separate PR budget for this campaign, should you feel there is a PR requirement, please cover these costs within your campaign tender.

12. Beyond the evaluation criteria outlined in the brief, how else will you shortlist, given this is an open tender?

Our evaluation process will run in the following way:

- Responses to the brief received which will go through a first shift based on the evaluation criteria outlined. Depending on the number of responses received, the first shift may be done by the project manager or by the evaluation panel;

- A shortlist of eight to ten agencies will be decided upon – again dependent on the number of submissions received;
- The shortlist will be evaluated by panel members separately and then discussed at an evaluation meeting;
- At the meeting, a final shortlist of a maximum of three agencies will be selected;
- The finalists will be asked to present their pitch at a meeting, and this will also be an opportunity for both parties to ask questions and find out more about ways of working and team dynamics. The focus will be on your creativity and ideas, as well as ability to deliver a campaign that meets the objectives of our brief.

13. You have referenced the shift beyond recycling to incorporate wider circular economy issues over recent years. Do you have a view on what proportion of the campaign messaging you would like to focus specifically on recycling?

As our budget is pretty small, we need to ensure that we don't try to do too much, and a consequence dilute our messaging too much. At our core we are a recycling campaign, and so the focus should be primarily on this. A good split would be 70% recycling and 30% wider circular economy issues such as waste prevention. The two messages can also be integrated, however. For example, in the past, when we have communicated about an item or material which cannot be recycled, rather than just saying "no this can't be recycled" we have also provided a solution that either focuses on waste prevention or suggests reusable alternatives.

14. Are you aware of any plans for further changes to recycling services across the London boroughs over the campaign period?

Additional food waste collections may be rolled out, but we are not aware of any service changes yet, other than trials in individual boroughs which will be highly targeted and focused on smaller numbers of households, which shouldn't impact our campaign.

15. Do you have any insights into why engagement was low when you tested food waste recycling messages in year one of the 'One bin is rubbish' campaign?

We ran a research project with 18-34-year-olds' attitudes to recycling in 2016 and can share the findings and video footage with the winning agency. This provides

more insight into why food recycling is such a challenge with this audience. In summary, this segment finds food recycling disgusting, smelly and too much effort. The idea of having a bin full of “rotting” food in their kitchen is off-putting, and in the research conducted, we heard opinions such as, “I will never, ever, ever, ever recycle my food. Never”. We saw similar comments in the social posts we shared where we used imagery of chicken bones or fruit peelings. These posts also received the lowest engagement and generally performed much worse. As there is so much resistance towards the idea of food recycling with this audience, and as our budget for this messaging is small, in order to make most effective use of the budget, we need to focus on dry recycling only with this audience, where we can make the biggest difference.

16. Please confirm that the scope of this brief regarding social media and web extends to strategy, creative and content production only. We understand that running the social media channels and website, along with any paid social media advertising, will fall outside of the budgets provided. Is that correct?

Yes, this is correct. You will be responsible for strategy, creative and production. Paid social media and any other advertising will be handled by the contracted media buying agency. Organic posting will be handled by the ReLondon team. We do however expect you to liaise with the media buying agency so that they can use the assets you create in the best way possible. There will also be an element of sharing expected between the two agencies, as any lessons learned by the media buying agency will need to feed into campaign evaluation moments so that content is tweaked and tailored for the following campaign burst to ensure best possible delivery.

17. Please advise if case studies and CVs for the proposed team can be attached as appendices to the proposal or if they need to be included in the 12-page limit.

Case studies and CVs can be provided as appendices and will not fall within the page limit.

18. Please advise if there is a specific time on Friday 18th June by which proposals should be received.

Proposal should be submitted by 23:59 on Friday 18 June.

19. Could you clarify some aspects of the budget please? Is £78,000 the total budget across two years or the budget for each of the two years? Are the amounts to be ear-marked for Christmas and food activities to come entirely from the budget above, or do these ear-marked amounts include media spend for these activities?

£78,000 is the total campaign budget and not for each of the two years. The £10,000 for Christmas is inclusive of creative, production and media spend. The £5,000 for food is for creative and production only and the media spend will be allocated separately.

20. Please advise how marks will be awarded for the price element of the score.

The cheapest tender will be awarded the maximum score available. Other tenders will be awarded scores relative to the cheapest (for example, a tender twice the price of cheapest will receive half the score of the cheapest). We will be checking that the total figure does not go above our budget cap.