

Recycle for London

Press and media brief – April 2016

Ref: 2016/17:02-PR

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 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 [Recycle for London](#), the consumer campaign which delivers both London-wide communications and borough level support to encourage behaviour change amongst London residents to help achieve our objectives.

In addition, the Resource London team delivers targeted Love Food Hate Waste and Love Your Clothes campaigns in London.

2. Background

London faces particular issues which are 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 then 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. The PR brief & requirements

Since November 2015 PR has focused on:

- re-launching the Recycle for London campaign in November;
- promoting Christmas messages about waste and recycling during the festive season;
- supporting the national Recycle Now quarterly campaign themes (plastics, paper/card and metals/glass).

However, little PR delivery or planning has happened since January this year and we are now in the process of creating a detailed Recycle for London communications plan for the year (May 2016 to March 2017). To support this plan, we wish to work with an experienced PR/media agency to develop a detailed PR approach that will help us to:

- Increase awareness of Recycle for London through messaging targeted at London residents;
- Generate media coverage across London, through consumer, regional, local, trade and broadcast channels;
- Increase traffic to the Recycle for London consumer website;
- Increase followers on Recycle for London social media platforms; and
- Plan our longer term PR approach beyond March 2017 and up to 2020.

We have recently appointed a digital agency to help develop social media content that specifically targets the 18 – 35 year old age group. The successful bidder will be expected to liaise with this agency as necessary to ensure consistency across both digital and PR channels.

3.1 Possible themes

We would like the appointed PR agency to create an overarching plan for the year and, within that plan, deliver a series of up to five innovative, insightful and engaging mini PR campaigns, based on the potential themes shown below. These will be expanded and worked up in more detail over the coming weeks in collaboration with the digital agency. (PR activity will not be necessary on all themes covered by the digital campaigns). The PR agency appointed will be asked to help identify which themes have the greatest potential to attract media interest and generate coverage.

Potential PR & digital themes	Dates
Food waste recycling – support national Recycle Now food waste quarter and promote localised London leaflet/sticker campaigns	June – Aug
What happens next to your recycling? – promote visits to recycling reprocessing facilities (MRFs) and dispel myths about the value of participating by showing the recycling process/journey	June – Aug
Recycle Week 2016 – the ‘Unusual Suspects’ - focusing on items that are often forgotten and not recycled e.g. shampoo, perfume bottles, etc.	12 – 18 Sept
Repair & re-use activity – electricals, textiles, household tips and community jumble sales (funded localised activity)	Sept – Nov
Love your Clothes - London Fashion Week and Charity Fashion Live campaign	16 – 20 Sept

Plastics recycling – support the national Recycle Now plastics quarter and promote London campaign on plastic water bottles and Thames/marine pollution	Sept – Nov
Christmas & New Year – general seasonal messaging around waste prevention (food etc.); recycling packaging and wrapping paper; Christmas tree recycling; etc.	Dec – Jan
Paper & card – support national Recycle Now paper & card quarter	Dec – Feb

3.2 Submission requirements

Mini-campaign approach

As part of your submission, please provide a short document outlining how you would develop a mini-campaign for the 'Recycle Week' theme referred to above. We would like the following activities included but would also welcome additional suggestions and ideas:

- A good regional 'hook' to engage with relevant PR/media contacts;
- Production of press releases, synopses, sell-in of media opportunities and approach to securing media coverage during the week;
- A potential radio day to support the launch of Recycle Week in London;
- Possible celebrity endorsement;
- Creative ideas on how Recycle for London can engage with consumers at a local level and support our 33 boroughs and other waste authorities with an event or roadshow; and
- Measurement approach based on your mini-campaign plan for Recycle Week – this should include media coverage and impact/increased traffic on Recycle for London digital channels.

Please put outline costs against this mini-campaign in your response.

4. Contract deliverables

The contract will require the following core work elements from the appointed PR/Media agency:

- Attend a project inception meeting at Resource London's offices to discuss the approach, how the project will run and to confirm the deliverables;
- Develop an overarching PR plan for May 2016 – March 2017 including the following items with resource allocations:
 - Write press releases, identify media opportunities and secure media coverage;
 - Run between three and five mini media campaigns during the year;
 - Liaise with our digital agency to make sure content is joined up; and
 - Provide ideas and suggestions on the best news angles for the themes in order to gain strong media coverage.
- Set up and attend monthly planning meetings with the Recycle for London team to review progress and agree learning and next steps one campaign at a time;
- Design and deliver the mini-campaigns through the year; and
- Provide relevant evaluation mechanisms and feedback to assess the impact of the overarching plan as well as individual mini PR campaigns.

5. Your response

Your response should be no more than 5 x A4 pages (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 and contract deliverables;
- The submission requirements outlined above in section 3, namely a mini-campaign approach for Recycle Week;
- Cost breakdown showing hours and deliverables, including outline costs for your proposed Recycle Week campaign as well as an overall price for the contract from May 2016 – March 2017, based on providing:
 - an overarching plan for the year;
 - account and planning support for each mini-campaign and its measurement;
 - the delivery of a **minimum of three** and a **maximum of five** mini-campaigns during the year;
 - all administrative support required in order to deliver the above; and
 - a rate for expenses, travel and incidentals that may be charged to Resource London (NB: there will be a separate budget for the provision of materials for events).
- Examples of similar campaigns you have worked on, along with a summary of their success and impact; and
- A description of delivery team and expertise.

Please send your response to us by 9am on Monday 9th May via email: info@lwarb.gov.uk

For questions about the brief please email Ali Moore at ali.moore@resourcelondon.org or ring her on:

tel 020 7960 3677 / **mob** 07827 896150.

6. Evaluating the responses

Responses will be evaluated as follows:

Evaluation criteria	Weighting
Understanding of the project objectives and requirements; an approach and timeline that will deliver	20%
Creativity and relevance of ideas suggested in response	45%
Price & value for money	20%
Experience of allocated personnel, their skills and technical capability	15%

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

7. Our timetable

Steps	Responsible	Deadline
Brief sent out	RL	Fri 22 nd April
Responses to brief received	Agencies	9am Mon 9 th May
Agencies shortlisted	RL	Weds 11 th May
Presentations from shortlist (if required)	RL/agency	Weds 18 th May
Agency appointed	RL	Friday 20 th May
Inception meeting	RL/agency	Mon 23 rd May
Outline PR plan produced	RL/agency	Mon 30 th May
Detailed PR plan for Recycle Week and other mini-campaigns created	RL/agency	Ongoing

8. Budget & timescales

Budgets have not been finalised for this phase of work but responses should assume a budget 'ceiling' of £60k including VAT.

Please show day rates for key personnel as well as an overall cost for the activities outlined in the brief above.

The contract will commence in May 2016 and terminate on 31st March 2017.

9. 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.

10. 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.

10.1 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 submissions.