

Recycle for London

Community jumble sales brief

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 London's target to recycle 50% of local authority collected waste by 2020;
- make an effective contribution to 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

Recycle for London has chosen to focus on different recycling themes throughout the year, each one highlighting recyclable materials or behaviours. During September through to November, the focus will be on local *repair and re-use* activities including: textiles classes, electricals repair workshops and community jumble sales.

As part of the repair and re-use focus, we would like to hold a number of community jumble sales in partnership with London boroughs, from the end of September to early October (possibly the weekend of 1st & 2nd October). We are looking for organisations who are able to develop and run these jumble sales in different parts of London (depending on which boroughs choose to participate), with members of the public as community sellers.

3. The brief & requirements

We would like to hold up to 15 community jumble sales across London, with the events being community-based and open to local residents. The sales will help:

- increase awareness and understanding about re-use; and
- increase recognition of the Recycle of London campaign.

As part of the 'repair and re-use theme' we want to work with an experienced organisation to organise and run these events. The successful contractor will be required to:

- Develop a 'community jumble sale plan' outlining the approach that will be used to deliver the project. This will be subject to Resource London approval;
- Liaise with participating boroughs to identify target areas and locations for the sales. Please note: due to the nature of the sales these may occur in residents' front gardens if there is enough room, or at a local community venue within the target area;
- Work with Resource London and participating boroughs to actively promote the sales. All materials will be required to use the Recycle for London brand and adhere to brand guidelines;
- Organise and deliver a maximum of 15 community jumble sales, in partnership with participating London Boroughs. The detail of the sales will be agreed once the contractor has been appointed; and
- Monitor and report on the impact and effectiveness of the sales. This will include recording the number of sales held; the number of attendees, the number of items sold, highlights and lessons learned.

4. Contract deliverables

The contract will require the following core work elements from the appointed contractor:

- 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 plan for the organisation and delivery of the sales including: objectives, methodology, equipment/material requirements, resource allocation and timescales for delivery;
- Actively promote the jumble sales programme in partnership with participating boroughs and Resource London (Recycle for London branding must be used across all promotional materials);
- Organise regular updates with the Recycle for London team, throughout the theme period, to review progress; and
- Provide relevant evaluation mechanisms (to be agreed in advance with Resource London) and feedback to assess the impact of the sales.

5. Your response

Your response should be no more than 3 x A4 sides and focus on the requirements outlined above. Responses should include:

- Confirmation of your understanding of, and ability to deliver, the brief and contract deliverables;
- The submission requirements outlined above in section 3, namely details on how the re-use sales would be run across the London boroughs. You must include details of:
 - any permissions, insurances and licences or certificates needed to run the sales – including an assessment of any liability issues relating to the council's running of community jumble sales
 - stallholder recruitment and registration including details of information included in the stall-holder pack
 - outline plans for how you would promote the jumble sales
- Cost for running the programme of events, with a breakdown where appropriate showing cost per sale and potential savings for running multiple sales;
- 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 **12noon Wednesday 25th May** via email: info@lwarb.gov.uk

For questions about the brief please email Alice Harlock at alice.harlock@wrap.org.uk or ring her on: tel 01295 819662.

6. Evaluating the responses

Responses will be evaluated as follows:

Evaluation criteria	Weighting
Price	20%
Understanding of the project objectives and requirements; an approach and timeline that will deliver	20%
Outline proposal for the sales including details on their promotion, plan and management	45%
Experience of allocated personnel, their skills and technical capability	15%

Responses will be evaluated based on written submissions.

7. Our timetable

Steps	Responsible	Deadline
Brief sent out	RL	Wed 18 th May
Responses to brief received	Bidders	12 noon Thurs 26 th May
Contractor appointed	RL	Wed 1 st June
Inception meeting	RL/contractor	Thurs 2 nd June
Outline plan for community jumble sales produced	RL/contractor	Early June 2016
Selection of participating London Boroughs	RL	End of July 2016

8. Budget & timescales

Budgets have not been finalised for this phase of work but responses should assume a budget ceiling of £20k including VAT.

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

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 commence in May 2016 and terminate on 31st December 2016. The contract will be let by the London Waste & Recycling Board, as the contracting organisation. Bids must remain valid for a minimum 30 days from the closing date for receipt of submissions.