

Resource London

INVITATION TO TENDER: 2016/17 – 9

Communications project delivery support

09 June 2016

This invitation to tender is issued by the London Waste and Recycling Board (LWARB) ('the Customer') on behalf of the Resource London programme. The tender is for the provision of consultancy services ('the Service Provider') to provide PR and communications support to Resource London's programmes.

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 London 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, and provides both financial and advisory support to London's local authorities on recycling communications and behaviour change.

2. London communications plan

In order to deliver increased awareness and understanding of recycling, as well as the motivation and action required to change behaviours and increase recycling rates across the capital, a campaign plan has been developed from April 2016 to March 2020 for Recycle for London. It involves a range of activities including:

- PR – media activities to generate coverage and engagement across London with issues relating to recycling;
- Social media and digital campaign activity – including website development;
- Consumer research – in particular audience insights into barriers and motivations;
- Events – running pop-up events as well as sponsoring/supporting major London events;

- Creative campaign – a London-wide communications and behaviour change campaign is planned to start in spring 2017 (potentially including advertising);
- Funding local authority campaigns and service change-related communications;
- Supporting and up-weighting national campaign themes and activities such as Recycle Week and the materials quarters.

3. The requirement

The resources required to deliver the plan are up to three full time equivalent communications professionals. Internal resources are currently limited and freelance project planning and delivery support is required on a minimum 2-day per week basis between June 2016 and end of December 2016.

Minimum requirements for those applying for the contract are that they should:

- be communications professionals with at least 5 years' proven experience of planning and running communications and/or behaviour change campaigns at a local and regional level (national campaign experience would be desirable);
- have experience in local government communications, preferably in the waste and recycling policy area.

Experience in, and understanding of, the following is also required:

- communications planning, costing and evaluation;
- stakeholder management and consultation processes;
- creative supplier management, including procurement, briefing and evaluation of contracts;
- working with press and media specialists to deliver high impact messaging across a range of channels;
- print and design management;
- events planning and management;
- social media and digital communications, including website development and copywriting / editing;
- interpreting and using brand identity guidelines, including working with others to ensure their understanding and correct use of guidelines;
- mentoring and training others in communications planning, delivery and evaluation;
- grant funding through local, regional and European government schemes.

Knowledge and understanding of the following is also desirable:

- The national Recycle Now campaign – how it works, key messages and brand;
- Regional or local manifestations of the national campaign – such as Recycle for Wales, borough communication campaigns or Recycle for London itself;
- London – its cultural, geographic, social and economic make-up, as well as the way it delivers waste and recycling services across the capital.

The successful contractor will be expected to work on a range of projects during the year, reporting to Resource London's Communications & Behaviour Change Manager. They will be required to work in Resource London's offices in Southwark at least one day per week.

4. Timescales and responses

| Steps | Responsible | Deadline |
|------------------------------------|---------------|--|
| Brief sent out | RL | Friday 10 th June |
| Responses to brief received | Bidders | 9am Monday 20th June |
| Contractor appointed | RL | Wednesday 22 nd June |
| Inception meeting (if needed) | RL/contractor | Thursday 23 rd June |
| Contract finalised and work starts | RL/contractor | Monday 27 th June |

4.1 Your response:

Written submissions should be sent to info@lwarb.gov.uk and should include:

- CV and examples of relevant contracts, providing evidence of skills and experience outlined above;
- Proposed day rate and overall contract cost between 27th June 2016 and end of December 2016;
- Details of any expenses and rates at which they will be charged;
- Confirmation of ability to work flexibly and from the Southwark office as required;
- Details of two references from recent contracts.

4.2 Evaluating the submissions:

Submissions will be evaluated based on:

| Evaluation criteria | Weighting |
|---|-----------|
| Price | 50% |
| Evidence of relevant communications experience and skills | 40% |
| Experience in local government, and/or the waste and recycling sector | 10% |

All costings should include VAT where relevant.

5. Contract

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

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. Bids shall remain valid for 30 days from the closing date for receipt of submissions.