

# Recycle for London

Ref: 2017/18-11

Consumer research to support an evaluation of the Recycle for London campaign

## 1. Introduction

This document is an invitation to prepare and submit a proposal to Resource London to undertake research to evaluate key outcomes of a new recycling campaign to be launched in London in early November 2017. The scope and parameters of the work are described below.

The work will be awarded as a fixed-term project by the London Waste and Recycling Board (LWARB) as the contracting body, subject to the terms and conditions of contract agreed by LWARB and the Contractor.

## 2. Timetable

The timetable for the pre-campaign survey is tight. All fieldwork for the pre-campaign survey **must** be completed by 10pm on **2<sup>nd</sup> November 2017**. This deadline is not negotiable and contractors should explain clearly how they will achieve the objectives within the timetable below, including any trade-offs that may be required. A more detailed timetable is in the final sections of this tender.

## 3. Background

Recycle for London is launching a new consumer campaign on 6<sup>th</sup> November, to run through until mid-March 2018 before a review period and refreshed campaign content for 2018-19. The campaign is focused on in-home recycling and the storage or systems that people need in order to recycle effectively in the home.

### 3.1 Audience

The primary target audience is younger Londoners – 18-44 years – and in particular those falling into segments 1 and 6 of WRAP's recycling segmentation (see Appendix One for segment profiles).

Those segments are particularly prevalent in 16 of London's boroughs, boroughs which also tend to have recycling rates lower than 30% (with one or two exceptions) and which, for the purposes of this campaign, have been badged 'Urban' or 'Inner urban'. While the campaign

includes some London-wide media, it also includes more targeted activity in those 16 boroughs, either as a group or singly. These boroughs are shown in Appendix One.

### **3.2 Creative approach**

The campaign strapline is “One bin is rubbish – sort it out”. It aims to point out that a second bin, or some form of informal system or ‘hack’, is a must-have in any home; and to ‘norm’ the behaviour of having or hacking a second bin.

### **3.3 Campaign objectives**

The campaign objectives are to:

- Change perceptions and behaviours amongst harder to reach (i.e. segments 1 and 6) audiences by making recycling a social norm
- Encourage Londoners to sort out their in-home recycling systems by getting (or ‘hacking’) a second bin
- Remove confusion around individual materials or items which can lead to the default of putting recyclable items in the normal rubbish

Resource London has agreed an evaluation plan and Key Performance Indicators (KPIs) to monitor outcomes of the campaign (see Appendix Two for high level diagram). The evaluation plan identifies consumer survey data that is required to measure each of the KPIs, including specific questions that have already been developed for WRAP tracking surveys. Full data requirements for the KPIs will be shared with the successful contractor. For purposes of costing, the minimum number of questions required to measure the KPIs is described in the Requirements below.

## **4. Objectives of this work**

4.1. The objective of this project is to:

- Conduct consumer surveys with a targeted sample of Londoners to generate pre-campaign baseline and post-campaign data to measure the KPIs.
- Identify key campaign outcomes and to measure change in the campaign’s Key Performance Indicators.

4.2. Specifically it will:

- Generate data for measurement indicators that have been assigned to Key Performance Indicators in the Recycle for London campaign evaluation plan.
- Analyse changes in evaluation indicators and seek to attribute any observed changes to the campaign activities.
- Analyse differences in sub-groups of the target audience, including WRAP’s recycling segments where feasible.
- Provide other general insights on how the campaign has influenced recycling behaviour in the target audience, where appropriate.

## 5. Requirements

The overarching requirement is to conduct a pre-campaign survey in October 2017 and a post-campaign survey in March 2018 in 16 target London boroughs, together with analyses of the survey data and reporting of the findings to the Recycle for London team and key stakeholders<sup>1</sup> at LWARB.

### 5.1. Project inception

The Contractor will attend a project inception to discuss and agree the detailed requirements of the project, finalise the survey approach and methodology, and confirm deliverables. This meeting can be in person, video or teleconference. The Contractor will provide a brief email note of the meeting, confirming the agreed approach and methodology, within two working days.

### 5.2. Baseline pre-campaign survey

A baseline consumer survey of 18-44 year old residents in the 16 target boroughs is required, to be completed by 2<sup>nd</sup> November 2017.

A key aim of the survey is to collect essential indicator data that can be compared on a consistent basis with the post-campaign survey to evaluate change.

The Contractor will work with the Recycle for London team (including their appointed agency, Ogilvy Change, along with an evaluation expert from WRAP) to develop and finalise a questionnaire, including questions that have already been identified in the evaluation plan that relate to the campaign KPIs.

It is essential that baseline consumer data is collected by this project. LWARB recognises however that the budget for this work is tight, so it has set out a schedule of **essential requirements** and invites Contractors to suggest additions or trade-offs as the basis for specifying the most cost-effective approach to meeting the overarching requirement.

#### 5.2.1 Pre-campaign survey scope - essential requirements

The survey sample should reflect the target audience for the campaign. It should be limited to:

- Respondents resident in one of the 16 target boroughs (a list is provided in Appendix One);
- Respondents aged 18-44, with a distribution across age groups within the sample that is representative of the age profile of the 16 boroughs. (Analysis at borough level will not be required.)

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<sup>1</sup> These may include campaign and evaluation specialists from WRAP as well as GLA and London Councils representatives

- Respondents with some responsibility for recycling (following the approach used in WRAP's recycling tracker\*).
- **Eight to ten** survey questions that will provide data for the KPIs:
  - **5** questions from WRAP's recycling tracker survey\* that are linked to KPIs on correct recycling, contamination and consumer confidence in their recycling knowledge. This includes one large matrix question of items disposed of by disposal route.
  - **3-4** bespoke questions that the Contractor will devise in conjunction with Recycle for London to cover:
    - Attitudes – social desirability and norming of recycling
    - In-home bin logistics – where/how many/what bins are in the home
  - A suggested question or questions that can be used to baseline awareness of recycling campaigns ahead of the campaign launch, and that can be used as a benchmark to assess levels of 'over-claim' of campaign recall in the post-campaign survey.
- **One question with 5-8** attitudinal statements. 5 of these will be provided by WRAP\* to classify the sample into segments, based on WRAP's wider research into recycling segments; the others to be agreed with the Contractor at inception. The statements are assessed on a five-point scale. An algorithm to allocate respondents to segments can be shared with the successful Contractor.
- Standard socio-demographic breakdowns, including housing type and tenure.
- If not included in the above, respondent postcode and borough.

*\*Relevant questions will be provided to the successful contractor.*

Resource London would prefer to have interlocking quotas for age and gender in the surveys, in recognition of the socio-demographic profile in some boroughs. If this cannot be provided within the budget, please explain in your tender what risks and limitations this will place on the analysis of the survey.

If you believe there is scope to include additional questions, please state the number of questions, broadly what they would cover, and how they would add value to evaluating the key campaign objectives of influencing in-home recycling logistics and norming of recycling.

### **5.2.2 Methodology**

LWARB is seeking the most cost-effective way to achieve the essential requirements. Its preference is for bespoke surveys, rather than omnibus, most likely through an online methodology. The desired sample size is 1,100 with a sample profile as described above.

In your response, please describe the methodology you would use and the sample sizes that could be achieved within the budget, clearly justifying any trade-offs (if any), and explaining possible limitations to the reliability of the results or the analysis (e.g. in terms of sub-group analysis). You may wish to consider this for the work as a whole, including both the pre-campaign and post-campaign surveys.

Requirements for analysis and reporting are described below.

### **5.3. Post-campaign survey**

A post-campaign consumer survey of 18-44 year old residents in the 16 target boroughs is required, with a provisional completion date of end March 2018.

A key aim of the survey is to collect essential indicator data that can be compared on a consistent basis with the pre-campaign survey to evaluate change. In addition, where feasible, the survey will generate data to attribute observed changes to the campaign; and to generate broader insight on outcomes from the campaign (e.g. on in-home bin arrangements and social norming of recycling in the target audience).

#### **5.3.1 Survey scope - essential requirements:**

All essential questions as described for the pre-campaign survey, plus:

- An **open-ended** campaign recall question – to identify unprompted recall of specific elements of the campaign
- For those who have seen the campaign, a question about whether they have bought (or 'hacked') a bin since seeing it and whether they are using it.
- One or more follow-up questions to elicit from those who recall the campaign what they understood the key messages of the campaign to be. Please state what style of question you would use for this requirement
- A question for those who recall the campaign to identify where the campaign was seen

Please explain how you will identify accurate recall of the campaign and account for possible over-claiming.

As for the pre-campaign survey, please describe your methodology, approach to quotas, sample sizes that are achievable within the budget, any trade-offs and limitations. In addition, please describe how you will ensure participants from the pre-campaign survey will be locked out of the post-campaign survey and any implications for the sample.

LWARB is considering ways to support additional questions on the post-campaign survey but will not have budget in place on commission of this tender. Please therefore outline any additional questions you would include and explain how these would add value to measuring the impact of the campaign and/or insight in relation to its core objectives (section 3.3). Please show this as a separately costed option in your proposal, to include the additional survey questions and related analysis.

### **5.4 Analysis and reporting**

The priority of this research is to generate the pre- and post-campaign data to populate the campaign KPIs; and for an analysis to compare the pre/post-campaign indicators and to

attribute changes to the campaign as far as possible. LWARB recognises that there will be limitations on the extent of analysis that can be achieved within the budget.

The following is a guide to outputs that LWARB hopes to achieve but variations will be considered on their merits where justified. Contractors are invited to indicate the most cost-effective solution within the overall project design.

#### **5.4.1 Pre-campaign survey**

Resource London envisages light-touch reporting for this stage of the work: detailed analysis will not be required. Required outputs will comprise:

- A slide pack of headline findings, including the KPI data
- A debrief to the Recycle for London team and key stakeholders at LWARB (which could be in person or by video conference)
- Data tables showing key cross-breaks (to be agreed with LWARB) and statistical significance between sub-groups, in electronic format; and an SPSS file (or MS Excel file suitable for import to SPSS)

#### **5.4.2 Post-campaign survey**

Resource allocated for analysis and reporting should prioritise this stage of the work, within the scope of the maximum budget. Requirements are:

- A final report, comprising a slide pack and brief supporting notes where relevant, which provides:
  - A pre/post campaign comparison of data relating to KPIs to assess change
  - Other insights about outcomes of the campaign, notably in relation to bin 'hacks' and having more than one bin, and norming of recycling behaviours
  - Analysis of campaign recall and understanding
  - Analysis of links between any observed changes and campaign recall
  - As far as possible and reliable within the limits of the data, key sub-group differences in any of the above, including target segments from WRAP's recycling segmentation model (WRAP will advise the successful Contractor on applying the segmentation model to the data). At this stage LWARB envisages a simple binary 'in a target segment'/'other' split for the analysis but this will be discussed further as part of the project and in relation to the resource available for analysis
- A presentation and discussion workshop with the Recycle for London team and key stakeholders at their offices to consider the findings
- Data tables showing key cross-breaks (to be agreed with LWARB) and statistical significance between sub-groups, in electronic format; and an SPSS file (or MS Excel file suitable for import to SPSS)

LWARB also accepts that a full attribution analysis is not feasible within this work (e.g. control samples) but there may be elements of the surveys that can provide some indications. Please describe in your response the ways in which you will be able to attribute any observed changes to the campaign.

In addition to the outputs described above, a two-page written executive summary is required that is suitable for sharing with the campaign's key stakeholders. This will summarise the KPIs and insights about outcomes of the campaign, including key sub-group differences if found, and clearly state implications for the campaign going forward.

Contractors should expect at least one round and no more than two rounds of comments on the slide deck.

## 6. Budget

The budget ceiling for this evaluation research is £20k plus VAT. Bidders should clearly indicate in their responses any additions or trade-offs that might be possible or required in order to keep to the budget, costing those items separately which have been indicated above.

Please also indicate the split of budget between the pre-campaign survey and the post-campaign survey.

## 7. Your response

Your response should include:

- Methodology for each element as set out in the brief, including trade-offs, limitations and additions
- The people who will be allocated to the work, including a (very short) CV to indicate relevant experience
- Costs including VAT where applicable for the whole project broken down into the items outlined above, including:
  - Pre-campaign survey – showing fieldwork costs, time costs, and number of days by person
  - Post-campaign survey – showing fieldwork costs, time costs, and number of days by person
  - Other time costs – a total cost to cover Project Management, analysis, reporting
  - Expenses

Please show as a separate items a costed option for additional questions and analysis in the post-campaign survey.

### 7.1 Evaluation criteria

Evaluation of responses will use the following criteria and weighting:

<b>Evaluation criteria</b>	<b>Weighting</b>
Price	20%
Understanding of the project objectives and requirements; an approach and timeline that will deliver	30%
Outline proposal for the work including trade-offs, limitations and additions (requested and suggested)	35%
Experience of allocated personnel, their skills and technical capability	15%

## 8. Timetable

Brief issued	Friday 6 <sup>th</sup> October 2017
Deadline for questions	Wednesday 11 <sup>th</sup> October, midday
Deadline for tender responses	Friday 13 <sup>th</sup> October, 11 am
Notification of tender award	Monday 16 <sup>th</sup> October, 4pm
Inception meeting	Tuesday 17 <sup>th</sup> October
Pre-campaign survey - Draft questionnaire to LWARB	Thursday 19 <sup>th</sup> October
Questionnaire sign-off	Friday 20 <sup>th</sup> October
Completion of pre-campaign fieldwork	Thursday 2 <sup>nd</sup> November
<b>Campaign launch</b>	<b>Monday 6<sup>th</sup> November</b>
Pre-campaign survey debrief	w/c 20 <sup>th</sup> November*
Post-campaign survey questionnaire development	Jan-Feb 2018*
Completion of post-campaign survey fieldwork	30 <sup>th</sup> March 2018*
Presentation of findings	w/c 16 <sup>th</sup> April 2018*
Completion of final report	30 <sup>th</sup> April 2018*

\*LWARB reserves the right to change the timetable if deemed necessary.

## 9. Application procedure

Please provide a written quote of up to 10 pages for the work, supported by a one-page summary of your approach, and confirming that you are able to meet the deadlines outlined above.

Please submit your proposal by email to [ali.moore@resourcelondon.org](mailto:ali.moore@resourcelondon.org) If you wish to ask any questions relating to this tender please call Ali on 020 79603677.

All tender submissions must remain valid for a minimum period of 90 days following the deadline for receipt of tender submissions.

The process LWARB uses to select its suppliers is a competitive one. Your tender submission should be written to address the key requirements and scope of the work detailed in this Invitation to Tender and demonstrate how it meets the evaluation criteria. To

constitute a compliant tender it is essential that all required information and documentation is provided in full, in the correct format. Furthermore, any details not provided or not fully completed may constitute an admission of unsuitability/inability to fulfil requirements and may result in the Tender being rejected at LWARB's absolute discretion.

All tender submissions will be treated on a confidential basis by LWARB and its advisers, subject to the provisions of the Freedom of Information Act 2000.

Tenderers participate in this process on the strict understanding that the procedure may be altered or that LWARB may not proceed for any reason. LWARB reserves the right not to follow up this Tender Invitation Document in any way and in particular not to enter into any contractual arrangement with any of the tenderers. Any decision to tender is at the sole discretion of the tenderer and LWARB excludes all liability in respect of any tendering costs incurred.

# Appendix One

Target segments and boroughs

IN STRICTEST CONFIDENCE

# Segment overview

## Segment 6 – ‘indifferent’

Followers, conventional,  
conformists, detached

## Segment 1 – ‘what’s in it for me?’

Outgoing, consumerist,  
cynical, fatalistic

## Segment 5 – ‘global ideals’

Confident, principled,  
idealistic, responsible

## Segment 2 – ‘nice & neighbourly’

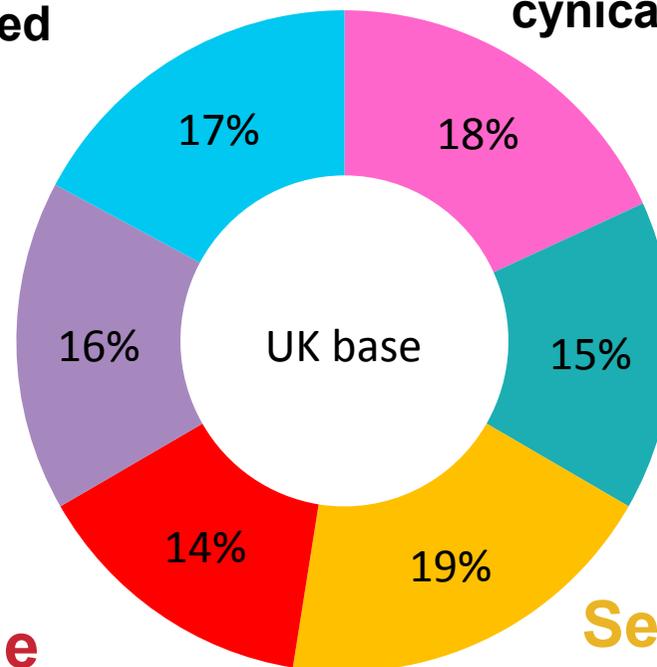
Practical, local,  
unfussy, conventional

## Segment 4 – ‘rule abiders’

Careful, considered, respectful,  
small horizons

## Segment 3 – ‘conscientious community’

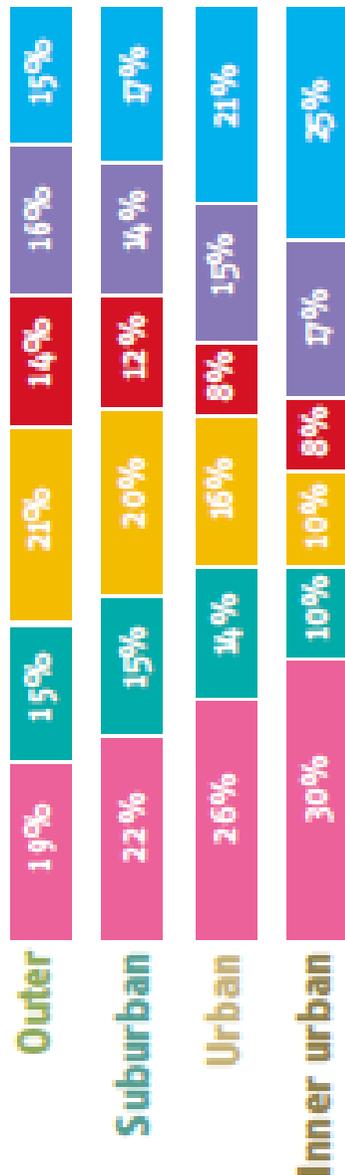
Balance, integrity, reflective,  
responsible



# How is their recycling?

	Dry recyclate capture (derived from missed capture rate)	Food recycling participation (where available)	Contamination
Segment 1	6th of 6 	5th of 6 	6th of 6 
Segment 2	4th of 6 	4th of 6 	2nd of 6 
Segment 3	3rd of 6 	3rd of 6 	3rd of 6 
Segment 4	2nd of 6 	2nd of 6 	1st of 6 
Segment 5	1st of 6 	1st of 6 	4th of 6 
Segment 6	5th of 6 	6th of 6 	5th of 6 

# London segments profile



Segment 6  
 Segment 5  
 Segment 4  
 Segment 3  
 Segment 2  
 Segment 1

Outer  
 Suburban  
 Urban  
 Inner urban

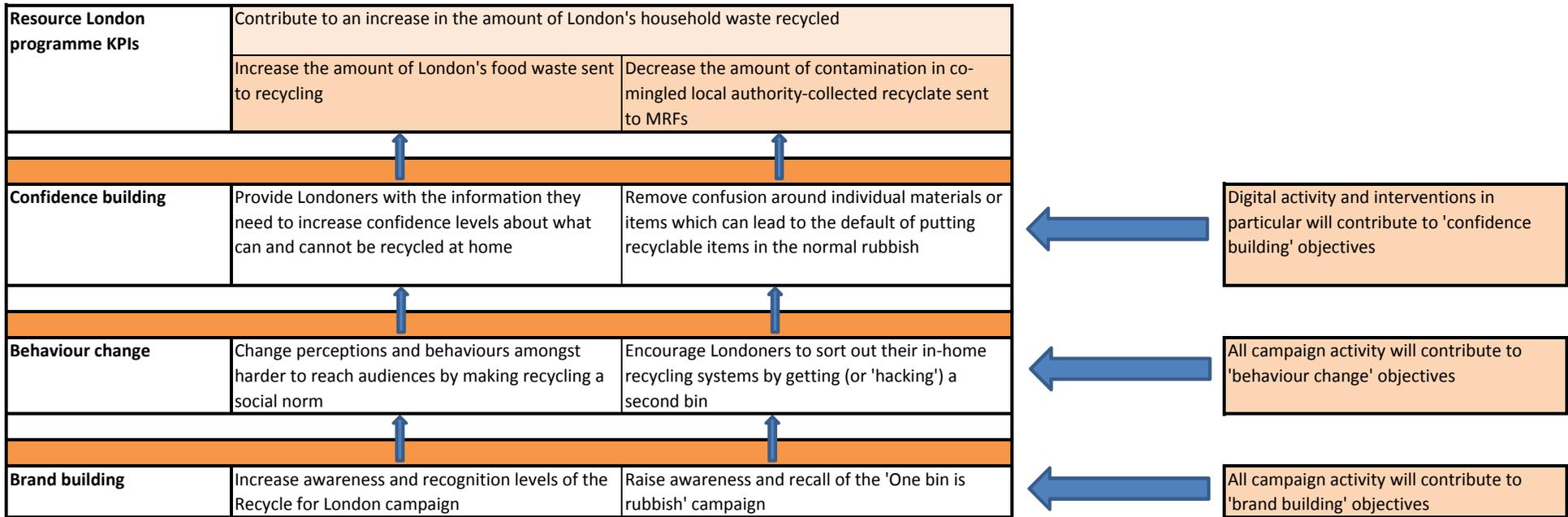


# Target 16 boroughs

- Barking & Dagenham
- Brent
- Camden
- Hackney
- Hammersmith & Fulham
- Haringey
- Islington
- Kensington & Chelsea
- Lambeth
- Lewisham
- Newham
- Southwark
- Tower Hamlets
- Waltham Forest
- Wandsworth
- Westminster

# Recycle for London campaign 2017 - 'One bin is rubbish'

## Evaluation plan



# Recycle for London campaign 2017 - 'One bin is rubbish'

## Evaluation plan

	Objective/KPI	Indicator	Measurement mechanism	Activities that will contribute
RL programme KPI 1b	Contribute to an increase in the amount of London's household waste recycled	Increase confidence amongst London householders about what can and cannot be recycled so they recycle effectively (PPI 5)  (% of London households that are very confident)	WRAP recycling tracker question(s)	Digital activity, London-wide & localised by borough, on specific items  PR
RL programme KPI 4b	Increase the amount of London's food waste sent to recycling	Working with the boroughs and waste authorities, increase the proportion of London householders that use the recycling schemes they are provided with  (% of kerbside properties that use their food waste recycling scheme)	WRAP recycling tracker question(s)	OBIR priming messaging - London-wide  PR
RL programme KPI 6	Decrease the amount of contamination in co-mingled local authority-collected recyclate sent to MRFs	Increase the proportion of Londoners putting the correct materials out for recycling (PPI 10)  (% of households correctly recycling all materials that are collected at kerbside) (% of households that are not always certain that the items they put in the recycling collection can be included but would rather do so than throw them away)	WRAP recycling tracker question(s)	Digital activity, London-wide & localised by borough, on specific items  PR
RL programme PPI 5	Provide Londoners with the information they need to increase confidence levels about what can and cannot be recycled at home	Increase confidence amongst London householders about what can and cannot be recycled so they recycle effectively  (% of London households that are very confident)	WRAP recycling tracker question(s)	Digital activity, London-wide & localised by borough, on specific items  PR
Relates to PPI 5	Remove confusion around individual materials or items which can lead to the default of putting recyclable items in the normal rubbish	See above RL PPI 5  (% of London households that are very confident)	WRAP recycling tracker question(s)	Digital activity, London-wide & localised by borough, on specific items  PR
Recycle for London campaign objectives	Increase awareness and recognition levels of the Recycle for London campaign	Increase the proportion of Londoners who recognise the Recycle for London brand or related campaign brands using the swoosh  (% of London householders who recall the swoosh, the RfL logo, the Recycle Now logo or the 'Recycle for...' variation)	WRAP recycling tracker question(s)	OBIR priming messaging - London-wide  PR
new campaign objective	Raise awareness and recall of the 'One bin is rubbish' campaign	Establish baseline for proportion of Londoners who recall the 'One bin is rubbish' campaign; build on that baseline over time  t.b.c.	Bespoke survey only	OBIR priming messaging - London-wide  PR
new campaign objective	Change perceptions and behaviours amongst harder to reach audiences by making recycling a social norm	Increase the proportion of Londoners accepting that it is normal and/or socially desirable to recycle  t.b.c.	Bespoke survey only	OBIR priming messaging - London-wide  PR
new campaign objective	Encourage Londoners to sort out their in-home recycling systems by getting (or 'hacking') a second bin	Increase the proportion of Londoners with more than one bin or bin 'system' in their kitchen (and bathroom?)  (% of Londoners with separate recycling storage inside their home)	Bespoke survey only	OBIR priming messaging - London-wide  PR