

## 2017-8/11 Recycle for London Evaluation

### Clarification Questions

1. Will a bid of over £20,000 + VAT be deemed non-compliant?

The budget ceiling for this evaluation research is £20k plus VAT, but bidders should include in their submission if they consider significant compromises are being made as a result of the budget ceiling and what additional elements they would propose to add additional rigor to the evaluation methodology and how those elements would effect their costs if included.

2. We are assuming that data-matching will be required at both the pre and post survey (i.e. methodology using postcode and local collection database as per WRAP's recycling tracker), to determine levels of contamination and missed capture – is that correct?

The survey will collect the data to enable this analysis to be undertaken but is not part of the current tender. It is something that LWARB is considering and may be commissioned separately.

3. Please clarify the requirements for a sample size of 1,100 for the pre-campaign survey and the post-campaign survey. The tender specifies that the target audience is Londoners aged 18-44 and in particular those within the segments 1 and 6 of WRAP's recycling segmentation. Can you clarify whether the 1,100 is based on respondents within the 18-44 age group (and Londoners), or specifically those within the age groups AND being from the 1 or 6 WRAP recycling segments only? This makes a big difference to the number of emails we would need to send out.

The 1,100 sample should be 18-44 year olds resident in one of the 16 target boroughs (see appendix 1 – urban and inner urban). Questions will be asked that will enable contractors to profile the achieved sample to WRAP's segments but we do not expect quotas to be set for this on the survey. If you feel that quotas for both age and segment can be achieved within the specified budget please include this in your response.