

# Circular London collaboration hub marketing and engagement strategy

## Specification for consultancy services

### Invitation to tender

Reference: 2017/18 : 17 – Hub marketing and engagement strategy

## 1. Overview

This invitation to tender is issued by the London Waste and Recycling Board (LWARB) ('the Client) for the provision of marketing and engagement consultancy services ('the Services') to develop a strategy for the Circular London collaboration hub ("the hub").

The hub will consist of an online presence through a Circular London microsite and a programme of physical events designed to build a circular economy community in London and stimulate collaboration and innovation.

This brief sets out the requirements of the client to be provided by the bidder.

The budget envelope for this work is £15,000 to £25,000 (including VAT and expenses).

## 2. Background to London Waste and Recycling Board (LWARB)

LWARB is a statutory Board established by the GLA Act 2007 to provide a strategic approach to waste management in London. The Board is chaired by a representative of the Mayor of London. As well as the Chair, the membership comprises four councillors and two independents nominated by London Councils and one independent appointed by the Mayor of London. In addition, LWARB has a team of officers who oversee the day-to-day activities of the Board.

The LWARB business plan 2017 – 2020 has three areas of focus:

- **Resource London** – London waste authority support, delivered through LWARB's partnership with WRAP, to increase London's recycling rate. The programme aims to reinvigorate recycling to get back on track towards 65% municipal waste recycling by 2030.
- **Advance London** – Comprising i) Investment – provision of funding, on a commercial basis, to enable the development of businesses that use or are looking to use circular economy business models; and ii) Circular economy business support – provision of a programme, co-funded by the ERDF, aimed at providing meaningful advice to businesses to develop or scale up circular economy business models.
- **Circular London** – A programme of initiatives designed to accelerate the development of the circular economy in London and deliver the actions of LWARB's Circular Economy Route Map. This programme includes the development of a London-based

Collaboration Hub, designed to co-ordinate, promote and stimulate innovation, demonstration and learning amongst circular economy businesses within the capital.

### **3. Background to LWARB's circular economy programmes**

A circular economy is one in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of their life. It is a more efficient and environmentally sound alternative to the traditional linear economy in which we make, use and dispose of resources.

LWARB launched a circular economy route map for London in June 2017. This provides a framework to help catalyse and co-ordinate circular economy activity across London, supported by the Circular London programme which is focusing on a blend of policy, demonstration projects and collaboration to accelerate London's transition to a circular economy. More specifically the programme of activities entails:

- Development of thought leadership content through a variety of appropriate media
- Capture of case studies showing circular economy best practice across London
- Providing a platform to enable collaborative projects
- Curating a programme of events to raise the profile of LWARB and the circular economy in London
- Encouraging and facilitating demonstration of the circular economy in London and collecting data and an evidence base
- Educating and raising awareness of circular economy in London

Our vision is for London to be seen as the leading circular economy city in the world and the hub is a key component in that strategy, by stimulating new ideas and business models in collaboration with partners and entrepreneurs and disseminating best practice.

More detail is available in the LWARB business plan and in the route map document, links below:

<http://www.lwarb.gov.uk/who-we-are/business-plan/>  
<http://www.lwarb.gov.uk/what-we-do/circular-london/>

### **4. The requirement**

This tender outlines our requirement for marketing and engagement strategy support for the hub. This should cover:

- The launch of the hub, including ways to market the microsite
- Approach to attracting and maintaining visitors to the microsite and ensuring they engage with the content, this should include reference to the nature, frequency, tone and language of the content
- Ways to reach and engage with its target audiences to facilitate collaboration opportunities, and fostering an online network
- A programme of physical events, this may include an event to support the launch of the hub and an ongoing programme of events, including events hosted by

LWARB/Circular London and the marketing of these, as well as those where we would be attending to raise the profile of the programme

- Social media strategy to complement and enhance engagement with the hub.

LWARB will be launching the microsite in the spring/summer 2018 and will be looking to follow this with the programme of events.

The hub will need to engage corporates, industry networks, SMEs (including start-ups), local authorities and policy makers, investors and academia.

We want the hub to:

- Create a circular economy community in London;
- Host events to engage organisations in circular economy, such as innovation; challenges, ideation workshops or raising awareness of circular economy in London;
- Provide a platform for different stakeholders to collaborate and create demonstration projects in the circular economy;
- Be a virtual space to foster and showcase circular economy innovation and best practice in London; and
- Support pipeline generation for demonstration and investment in circular economy initiatives.

## 5. Considerations

As part of the strategy, bidders should consider:

- How does the hub interface with all LWARB programmes: Resource London, Circular London, Advance London?
- The language, tone and channels to engage with our target audiences
- What other organisations are doing in this space (some examples provided below) and how the hub can differentiate itself

There are other actors within the circular economy space, such as the Ellen McArthur Foundation [<https://www.ellenmacarthurfoundation.org>], but LWARB and the hub differ from most in the following respects:

- Application of circular economy specifically to London.
- Creating and collecting knowledge content and a repository of case study examples of circular economy in London and its surroundings.
- An emphasis on gathering together organisations keen to practically demonstrate the circular economy.
- Show the impact of the circular economy to London.

The hub is also likely to have similarities with a range of online community / knowledge platforms, such as:

<https://circleknowledge.atlassian.net/wiki/spaces/CS/overview?mode=global>  
<https://www.circulareconomyclub.com/>

<http://innovationgateway.com/innovators>

In addition, the Circular London team are in discussions with a number of partner organisations about support and collaboration and whether there are opportunities for co-branding or association agreement. These include the Ellen MacArthur Foundation CE100, Circular Economy Club and potential corporate sponsors amongst others. The desire is for the hub to be distinct from but compatible with these network organisations and their activities.

## 6. Deliverables

- a) A project initiation meeting to discuss project objectives and project management.
- b) Ideation session with the hub team led by the successful bidder with examples of different approaches that could be taken
- c) Regular catch ups /discussions with the hub team on project progress.
- d) Draft strategy and programme plan for discussion at the interim progress meeting
- e) Interim progress meeting to review draft strategy and programme plan and allow feedback
- f) Final written report containing final marketing and engagement strategy and programme plan (addressing requirements above)
- g) Close out meeting.

## 7. Timetable for procurement

The timetable below gives an indicative timeline for this project. Bidders are advised that, with the exception of the tender submission date, this timetable is not binding and may be changed if necessary, however justification should be given in this event.

Bidders are asked to note the timescale for delivery and in their tender submission they should set out how they propose to complete the work within this timescale and identify key dates where they would expect input from LWARB.

Milestone	Date
Invitation to Tender issued	16/03/18
Deadline for clarification questions	23/03/18 (12:00 noon)
Clarification question responses returned by	26/03/18
Tender return deadline	04/04/18 (17:00)
Award of contract	09/04/18
Kick off meeting	10/04/18
Ideation meeting	16/04/18



Draft report	23/04/18 (10:00)
Interim progress meeting	w/c 23/04/18
Final Report	02/05/18 (17:00)
Close out meeting	w/c 07/05/18

## **8. Contract management**

The main point of liaison between the Service Provider and LWARB will be Philip Guthrie, Circular Economy Collaboration Hub Project Officer - philip.guthrie@lwarb.gov.uk.

## **9. Quality of service**

The Service Provider shall provide the services in a competent, timely manner in accordance with recognised industry quality standards. The Service Provider shall ensure an adequate supply of suitably qualified and competent personnel are available to fulfil the requirements of the Contract.

## **10. Delivery personnel**

LWARB requires Bidders to nominate key personnel with appropriate skills to perform the service for the duration of the contract.

Bidders shall provide a CV for all key personnel as part of their submission. The CV shall demonstrate the individual's experience, competence and capability and their role in the project and should be no more than 2 sides.

The Service Provider shall ensure any changes to the key personnel be undertaken with minimal negative impact to the service and at no additional cost to LWARB.

LWARB may at, its discretion, request that the Service Provider remove and replace any Key Personnel from the service that LWARB considers in any respect unsatisfactory in the delivery and performance of the contract. LWARB shall not be liable for the cost of replacing any Key Personnel.

Bidders may include other specialists ("Sub-contractors") in their Delivery Teams. However, the Service Provider will remain entirely responsible for the performance of the service. Such Sub-contractors must act in accordance with the terms and conditions of the contract entered into between LWARB and the Service Provider.

## **11. Submissions**

Bidders are requested to submit:

- Details of their suitability to fulfil the contract, how the contract is to be managed and their approach to delivering the required specification within the timeline indicated above.  
**Maximum 8 sides of A4** (excluding project experience, case studies and CVs which can be included as an Appendix).
- Three examples of where they have been involved in the development of marketing and engagement strategies for similar projects. Please keep examples to a maximum of one side each.
- Details of the personnel comprising the Delivery Team, including CVs (should be no more than two sides) and a description of their role in delivering the contract.
- A Pricing Schedule giving day rates and anticipated number of days for nominated personnel and showing the anticipated total amount for the project. All costs quoted are to **include VAT and expenses**.

Any clarification questions must be submitted to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk) by 12.00 noon on 23<sup>rd</sup> March 2018.

Bids must be submitted by email to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk) by 17:00 on 4<sup>th</sup> April 2018 with the reference "LWARB tender: 2017/18 – 17"

## 12. Contract

The contract will be let by the London Waste & Recycling Board.

The following special terms shall apply:

### Travel and Expenses

All fees shall be inclusive of any travel and subsistence incurred to locations in Greater London.

Where additional expenses\* are incurred, the following rates will apply:

Hotel accommodation	Value for money must be sought at all times. Officers and Board Members should endeavour to keep costs below £200 per night in Greater London and £175 per night elsewhere. Extras such as newspapers, minibar costs and entertainments will not be reimbursed.
<b>TRAVEL</b>	
Public Transport (Train, tube, tram, bus, light rail)	Actual cost. NB you cannot claim travel from home to your normal place of work or vice versa. Rail travel will be standard class.
Taxis	Only to be used in exceptional circumstances. Actual cost.
Mileage	Private cars may only be used where reasonable public transport is not available and you have a valid business



	insurance cover. HMRC approved rates are applied.
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*\*additional expenses to be agreed with LWARB prior to being incurred.*

## 12. Evaluation

LWARB must be satisfied that each potential contractor has the appropriate capabilities and resources available to undertake the work to our requirements and provide the necessary services. The process we use to select contractors is a competitive one. Your tender submission will be evaluated by us against the following criteria:

<b>Evaluation criteria</b>	<b>Weighting</b>
Total price as detailed in a Pricing Schedule provided. <sup>1</sup>	20%
Quality and technical excellence of proposal	25%
Methodology – the proposed approach and timeline to deliver the project requirements	25%
Authority of allocated personnel, their skills and technical capability, relevant case studies	30%

<b>Scoring</b>	
Outstanding - cannot be faulted	100
Excellent	90
Very good	80
Good	70
Above average	60
Average	50
Below average	40
Poor	30
Very poor	15

## 13. Acceptance of bids

In issuing this invitation to bid, LWARB 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.

LWARB 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.

## 14. 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 tenders.

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<sup>1</sup> This will be assessed by deviation from the lowest compliant tender