

Small Change, Big Difference

Cookery workshops

Ref: 2019-20-03

EU ref: LIFE15 GIE/UK/000867

1. Overview

This invitation to tender is issued by the London Waste and Recycling Board (LWARB) ('the Customer') on behalf of the TRiFOCAL project. The tender is for the provision of cookery workshops through a range of services and suppliers ('the Service Provider').

2. Background

TRiFOCAL (Transforming City Food Habits for Life) is an EU Life-funded project led by Resource London (the partnership between WRAP and the London Waste and Recycling Board) and Groundwork London (Project code: **LIFE15 GIE/UK/000867**). The [TRiFOCAL](#) project targets households, schools, community groups, hospitality and food service businesses as well as large businesses in London's boroughs through an integrated communications campaign. The focus is on raising awareness about the value of food – combining messaging about food waste prevention, healthy and sustainable eating and increasing recycling rates for unavoidable food waste both in the home and when eating out.

The project aims to achieve sustainable food systems in cities by combining and communicating three key messages:

- Preventing food waste in the home;
- Promoting healthy sustainable eating; and
- Recycling unavoidable food waste.

Integrated into TRiFOCAL is the [Small Change, Big Difference](#) campaign, targeted at consumers across London. So far eight boroughs across the capital have hosted events, workshops, food waste dinners and a wide variety of food-related fun to help Londoners eat better, waste less and recycle what can't be eaten. The campaign aims to help Londoners make a big difference to their health, pockets and the planet by getting savvier with their food.

Small Change, Big Difference target audiences:

Londoners aged 18-34 that fit into either of the two audience segments below:

Aspirational Discoverers: (primary audience)

- Young, busy, digitally engaged
- Passionate, interested in food and the 'big picture' – but waste tends to be high
- Health-conscious and socially active – still learning to cook but interested in food



Spontaneous Creatives: (secondary audience)

- Like cooking but time-pressured, medium level waste
- Value convenience and don't plan ahead
- Relatively comfortable, often with children

3. The project

In the next phase of the *Small Change Big Difference* campaign we will be delivering and funding up to 30 consumer cookery workshops across London from June to October 2019. The workshops aim to teach kitchen skills; encourage healthy sustainable eating; promote in-home food waste prevention; and encourage food waste recycling.

Once these workshops have been confirmed and booked with the relevant parties they will be published in advance via Eventbrite. As part of the sign-up process on Eventbrite participants will have to provide a refundable deposit (potentially £10.00) as a monetary incentive in order to reduce no-shows. Any participants who fail to attend will not be reimbursed and this money will be donated to charity (charity yet to be confirmed).

Paid advertising will be used to promote the event on various social media platforms including Facebook and Instagram with a specific focus on the target audience (primarily 18-34 year olds) living in the boroughs where these classes will be held. All finalised recipes for the cookery workshops will also be made available on the *Small Change Big Difference* website.

The impact of these sessions will be measured using questionnaires which we will prepare. These will come in the form of pre and post-questionnaires which will be in paper format. It is essential that these forms are distributed at the beginning and end of each class. We would also like participants to sign commitments to make a 'small change to make a big difference' once they have completed the workshop.

4. Our brief

We are looking for supplier(s) who can provide one or a combination of the below elements:

- inspirational chefs or cookery teachers
- appealing or 'quirky' venues – either kitchens or spaces that can be adapted as a kitchen for a few hours
- sustainable suppliers of ingredients and equipment

We are primarily interested in hearing from chefs, venues and other suppliers who are passionate about sustainable food. The campaign aims to improve the health of both people and the planet, so we want to work with others who want to do the same.



We will give suppliers a maximum of 5 workshops each, in order to make sure we are offering a diverse range of classes and locations across the capital and to appeal to a wide variety of tastes.

The sections below outline the details we will need to contract with our suppliers. Please follow the list of questions to specify what service(s) you can provide.

5. Your response

If you are interested in working with us, please respond with no more than 3 x A4 sides (excluding case studies and CVs). Please respond choosing from one of these four options (in some circumstances you may be able to provide a quotation for more than one option):

1. Freelance cookery teacher / chef – please include in your response whether this will be with or without ingredients
2. Venue / commercial kitchen suitable for cookery classes for between 10-15 people – please specify if that is with or without equipment and ingredients
3. Ingredients and/or equipment supply only
4. Complete package: Cookery class venue, teacher/chef, equipment and ingredients for cookery classes

Please provide information about your service(s) including examples and photos where possible, and answer the relevant questions below depending on which service(s) you are offering.

<p>1.</p> <p>Freelance cookery teacher and/or chef</p>	<p>If you are a freelance chef or cookery school teacher interested in hosting one or several of the <i>Small Change Big Difference</i> cookery classes please let us know:</p> <ul style="list-style-type: none"> • What is your previous experience teaching cookery classes and how many people do you normally teach in one session? • What kind of classes and recipes would you like to offer? • Are you interested in environmental sustainability and is this something you consider when teaching your classes? • If no, would you be willing to promote the key three messages of the campaign in your classes (healthy sustainable eating, food waste prevention and food waste recycling)? Other themes may include reducing the amount of meat we eat, using more vegetables when cooking, using commonly wasted ingredients or leftovers, eating parts of ingredients that are normally thrown away (e.g. potato skins etc.). See <i>Appendix 1</i> for the top 10 commonly wasted foods in the UK. • Do you hold public liability insurance? • When providing us with a quotation of fixed cost per class please consider the following:
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	<ul style="list-style-type: none"> ○ The number of people (we would prefer 10-15 people, dependant on location). ○ Cost for your time – please factor in set-up, prep and cleaning time at the beginning and end of the class ○ Any additional staff to support the event (if required) ○ Ingredients & equipment for the cookery session for all participants. ○ Would you consider offering a discount for multiple classes?
<p style="text-align: center;">2.</p> <p>Venue only</p>	<p>If you are a cookery school or venue that you think would be suitable for the cookery classes, please let us know:</p> <ul style="list-style-type: none"> ● Has this venue held cookery classes before? ● What makes it a great venue to come to (irrespective of whether you're doing a cookery class in it or not)? ● Does this venue have a food hygiene rating? If so please provide further details. ● What equipment do you have? Alternatively, provide a rough equipment inventory. ● Do you have public liability insurance? ● Where is the venue located, including address and borough information? ● Quotation of cost per class (between 3-4 hours) ● What is the maximum number of people that can fit in the space while cooking? ● Do you provide a discount for multiple hire?
<p style="text-align: center;">3.</p> <p>Equipment and/or ingredients supply</p>	<p>If you are an organisation or business that can provide equipment and/or ingredients for the cookery classes let us know the following information:</p> <p>Ingredients:</p> <ul style="list-style-type: none"> ● Please provide a cost for the ingredients for an average cookery class ● We would like the ingredients to be healthy and sustainable but relatively low cost and easy to source, to encourage the attendees to re-create these recipes on a budget. ● Would you deliver the ingredients to specific venues in London? If so, please specify this cost in your quotation. ● If the produce is from surplus food supplies, how soon before an event can you specify the ingredients that will be available? ● Are the ingredients organic, fair trade or environmentally sustainable? If so, please provide further information.



	<p>Equipment:</p> <ul style="list-style-type: none"> • Do you regularly hire out cooking equipment? And if so, what type of events is this usually for? • What equipment do you have? Alternatively, provide a rough equipment inventory. • Is the equipment suitably safety tested? If so, please provide further details. • Do you have public liability insurance?
<p>4.</p> <p>Complete package</p>	<p>If you are an organisation or business that can run cookery classes including a cookery teacher/chef, venue and ingredients for the class please let us know the following information:</p> <ul style="list-style-type: none"> • Has this venue held cookery classes before? • What kind of classes and recipes would you like to offer? • Are you interested in environmental sustainability and is this something you consider when teaching your classes? • If no, would you be willing to promote the key 3 messages of the campaign in your classes (healthy sustainable eating, food waste prevention and food waste recycling)? Other themes may include reducing meat intake and using more vegetables when cooking, using commonly wasted ingredients or leftovers, eating parts of ingredients that are normally thrown away (e.g. potato skins etc.). See <i>Appendix 1</i> for the top 10 commonly wasted foods in the UK. • What is the maximum number of people that the space can facilitate for cooking? • Does this venue have a food hygiene rating? If so please provide further details. • What equipment do you have? Alternatively, provide a rough equipment inventory. • Do you have public liability insurance? • Location including borough information – and what makes your venue special/interesting to visit? • Quotation of fixed cost per class, stating the number of people this would cater for (preferably between 10-15 people) • Do you provide a discount for multiple classes?

Please make sure your response shows us that you have understood the brief and let us know your availability June-October for the workshops we have outlined (including any preferred dates or times when you would not be available).

Please make sure your budget breakdown is clear and includes day rates for key staff members, so that we can easily compare costs. Please also specify whether your costs include VAT, and whether VAT would be charged on the final invoice.



5.1 How we will decide:

The work will be awarded based on the following weighted criteria:

Criteria:	Weighting:
Understanding of the brief	10%
Cost	20%
Ideas, relevance, creativity and approach	35%
Experience of the people or venue involved	35%

These criteria may be applied slightly differently depending on whether you are a venue, a chef or an ingredients supplier (or a combination of those).

5.2 Sending in your response:

Please provide your response by email to kirsty.ainsworth@lwarb.gov.uk by the end of the day on 28th May 2019. If you wish to ask any questions relating to this tender, please send them to Kirsty by email or call on 07716 227501.

6. Working process

The work will start with a kick-off meeting, to establish how we can work together and what our respective responsibilities will be. We will agree menus, ingredients, promotional approach, timelines and cost for each workshop at this meeting.

We would like regular communication with all those working with us on these workshops and will agree a schedule of calls and meetings in the lead-up to the classes, depending on the complexity of each, and how much organisation is needed. All recipes and workshop contents must be agreed in advance with the *Small Change Big Difference* team.

One of the *Small Change Big Difference* team will attend every workshop and help with the logistics. They will also be responsible for photography and gathering evidence for the EU Life funders to show in detail how the workshops have gone and what has been achieved.

7. Budget

The total budget available for this work is between £500 and a maximum of £1,000 plus VAT per workshop. This includes cost required for venue hire, chef/teacher, ingredients for the class, time for preparation before the class and following the class.

Please note that this budget also includes additional promotional costs to be arranged by LWARB.



8. Timelines

Timelines for the workshops are flexible, as we will need them to take place from June - October 2019. Ideally, we would like the sessions to take place on weekdays in the evenings on Tuesdays, Wednesdays and Thursdays. The procurement timeline is:

Steps	Responsible	Deadline
Brief sent out and advertised on social media & website	LWARB	Tuesday 7 th May
Deadline for any questions to LWARB on the brief	Respondents	Monday 13 th May
Answers to questions	LWARB	Thursday 16 th May
Written proposals back to LWARB	Respondents	Tuesday 28 th May (9:00am)
Meetings with shortlisted (if required)	All	Friday 31 st May
Contracts completed	LWARB	Wednesday 5 th June
Confirmation of workshop menus and dates	All	Ongoing – but first ones agreed by Friday 7 th June
First workshops begin	All	w/c 17 th June

9. Technical tender details:

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.

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.



Appendices

Appendix 1. Top 10 commonly wasted foods in the UK

1. Standard bread
2. Fresh potatoes
3. Milk
4. Meals (home-made and pre-prepared)
5. Carbonated soft drinks
6. Fruit juice and smoothies
7. Poultry meat
8. Pork meat
9. Cakes
10. Processed potatoes (e.g. chips)

(Source: [WRAP](#))

