

## **Behavioural insights into waste management practices of users of Holiday Rental properties within London**

**Tender reference: LWARB tender 2019-20-11**

**Date: 27th August 2019**

### **1. Introduction**

This document is an invitation to submit a proposal to the London Waste and Recycling Board (LWARB) to undertake audience insights research on people who have recently stayed in holiday rentals within London, and their experience of waste management within these types of properties.

The work will be awarded as a fixed-term project subject to the terms and conditions of contract agreed by LWARB and the Contractor.

### **2. Background**

#### **Background to Resource London**

Resource London is the jointly funded partnership programme created by [LWARB](#) and [WRAP](#). It is a support programme for London waste authorities, helping them to achieve recycling targets set by the Mayor of London and national government. It maximises the resources of both organisations for the benefit of London.

The objective of the programme is that by 2020, London will have more consistent and more efficient waste and recycling services that:

- reduce the city's waste footprint and reinvigorate recycling to make a significant contribution towards the Mayor's ambition for London to achieve 65% recycling by 2030;
- make an effective contribution to the Mayor of London's CO<sub>2</sub> emissions performance standard; and
- can 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](#).

#### **Background to the requirement**

Resource London is managing a project addressing holiday rental properties within London, to determine the factors that may influence recycling performance from these types of properties.

The number of holiday rentals within London is steadily rising<sup>1</sup>, and people using these types of properties can be considered to be temporary, transient and hard to reach.

Anecdotal evidence suggests that recycling performance is poor within holiday rentals. Some of the reasons for this could be that the short term / temporary nature of the arrangements make communicating information difficult and could lead to lack of ownership and shirked responsibility with regards to proper waste disposal.

London's current recycling rate is around 33% compared to the current overall UK rate of 44% and Resource London is keen to understand the impact of the Holiday Rental sector on this.

### **3. Project outline**

Resource London is working on a project addressing holiday rentals.

Holiday rentals within the scope of this project are considered to be self-catering 'AirBnB' style properties, which are rented for only short periods of time (up to two weeks).

Resource London requires the successful bidder (from here on referred to as the Service Provider) to recruit a sample of individuals who are recent/regular users of holiday rental properties within London, and determine the key factors influencing their waste management practices when using a holiday rental property.

The insights into the waste management practices of users of holiday rentals may include:

- the value people place on getting their waste management right while in a holiday rental and their reasons for that value assessment;
- the compromises they make in how they handle their waste and recycling, and their justifications for their behaviours;
- personal and social norms that affect the amount of attention and commitment that participants give to recycling when away from home, and how they would normally organise their own waste management when they are at home;
- the role of holiday rental landlords in communicating, implementing and ensuring good waste management practices;
- key sources of information about waste and recycling in holiday rentals and where/why breakdowns in communication occur.

Resource London would like the Service Provider to use their expertise and experience to outline:

- How the sample selected will be representative of London users – both in terms of sample size and demographics, as well as attitudes to recycling
- The recruitment methodology
- The approach(es) to be used for gaining audience insight and an explanation of why those particular approaches were chosen
- The methodology for evaluating the outcomes
- How the key factors influencing the approach to waste management will be identified
- Opportunities based on these factors, for improving both the quality and quantity of recycling captured from holiday rentals.

1. <https://www.finder.com/uk/london-airbnb-statistics> state that there were just over 74,000 properties in October 2018

#### 4. Objectives

The objectives are:

- To recruit a representative sample of individuals to participate
- Through the selected research approach(es) and evaluation method, to gain a good understanding of the reasons for poor recycling performance in holiday rentals
- To consider opportunities of how recycling behaviours could be improved in holiday rentals based on robust insights and a behavioural analysis
- To provide a final report incorporating all of the above
- To produce a presentation of the report and present this at a meeting with key stakeholders

#### 5. Budget & costing assumptions

A budget of c.£20k (including VAT) has been set aside for this work. Please indicate how achievable a robust set of insights into the London audience is, based on this budget.

Please provide a cost for the research approach that will best deliver against our objectives.

Costs should include those for:

- Attending a project inception meeting
- Determining what is a representative sample of holiday rentals users in London
- Developing a methodology(ies) for recruitment, to be agreed with Resource London
- Recruitment using the agreed methodology(ies)
- Developing appropriate approaches for gaining insights with the representative sample, to be agreed with Resource London
- Using the agreed approaches to gain audience insights with the recruited sample
- Evaluating the outcomes of the audience insights
- Identifying the key influences on waste management behaviour in Holiday Rentals in London and opportunities or platforms for improvements
- Completing a project report
- Producing a presentation of the report and presenting key findings at a meeting with stakeholders
- VAT

#### 6. Timetable

The milestones for this process are as follows:

Tender issued	27th August 2019
Deadline for clarification questions	12pm 3 <sup>rd</sup> September 2019
Deadline for applications	12pm 13 <sup>th</sup> September 2019
Tender awarded	19 <sup>th</sup> September 2019
Inception meeting	26 <sup>th</sup> September 2019
Completion of draft report	10 <sup>th</sup> January 2020

Completion of final report	24 <sup>th</sup> January 2020
Presentation to stakeholders	Wc 3 <sup>rd</sup> February 2020

## 7. Application procedure

Bidders are requested to submit:

- Details of their suitability to fulfil the contract; how the contract is to be managed; their approach to delivering the required specification; and a project plan. To include examples of relevant, similar project experience, in particular how the nominated personnel were involved in said projects.
- Details of the personnel comprising the Delivery Team, including CVs (these should be no more than 2 sides of A4) and a description of their role in delivering the contract.
- An example of the data the Service Provider expects the Borough to provide in order to run the project. This will be provided to the Borough in advance in order to ensure data gathering can begin immediately.
- A Pricing Schedule, including a price banding mechanism, detailing the day rates and number of days for nominated personnel (see Appendix 1) to **include VAT and expenses**.

Tender clarification questions must be submitted by **12pm on 3<sup>rd</sup> September 2019** with the reference "**LWARB tender 2019-20-11**" to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk)

Bids must be submitted by **12pm on 13<sup>th</sup> September 2019** with the reference "**LWARB tender 2019-20-11**" to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk)

All tender submissions must remain valid for a minimum period of 60 days following the deadline for receipt of tender submissions.

## 8. Evaluation criteria

All tender submissions will be assessed based on the methodology proposed, the project cost, the authority of the allocated personnel and the ability to meet the tight timescales of the brief, according to the following breakdown:

<b>Evaluation criteria</b>	<b>Weighting</b>
Methodology proposed	35%
Understanding of the project objectives and requirements; an approach and timeline that will deliver	20%
Experience of allocated personnel, their skills and technical capability	25%
Price & value for money	20%

<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

## **9. Interface/ Contract management**

The main point of liaison between the Service Provider and the Customer will be Cathy Cook, Local Authority Support Manager, Resource London.

[cathy.cook@resourcelondon.org](mailto:cathy.cook@resourcelondon.org) / T: 07732 681846

## **10. 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.

## **11. Delivery Personnel**

The Borough 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 Key Personnel as part of their submission. The CV shall demonstrate the individual's experience, competence and capability and their role in the project.

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 the Borough.

The Borough may, at its discretion, request that the Service Provider remove and replace any Key Personnel from the service that it considers in any respect unsatisfactory in the delivery and performance of the contract. Neither LWARB nor the borough shall 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.

## 12. Contract

The contract will be let by LWARB, as the contracting organisation.

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	Up to 3 Star hotels should be used. Actual cost up to a maximum of £150 per night in Greater London and £110 per night elsewhere. NB extras such as newspapers, telephone calls, laundry, room service, films and mini bars are not claimable.
<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.

*\*additional expenses to be agreed with Resource London prior to being incurred.*

## 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 60 days from the closing date for receipt of tenders.

## Appendix One Pricing Schedule

### Specification for the provision of surveying services

#### Ref

An example breakdown table is shown below. Whilst this format is not mandatory, the breakdown you provide should include at least this information. Provide the breakdown as a separate Excel spreadsheet file in addition to a static form in your main tender document.

#### 1. Project management and expenses

Role:  Name: Day rate (incl VAT): Task	Project Manager	Site supervisor	Surveyor	Surveyor	Total days	Total cost
	John Smith	Name	Name	Name		
	£cost per day	£cost per day	£cost per day	£cost per day		
Initiation meeting						
Feedback during the project						
Wrap up meeting						
Report writing						
Expenses						
<b>Total days</b>						
<b>Total Fees</b>						

**Please ensure all day rates are inclusive of VAT and inclusive of travel costs to and within Greater London.**

Bidders should provide their best estimate of total price to deliver the specification outlined in sections 3 and 4 based on the day rate and days input for each of the nominated personnel.