

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

Tender reference: LWARB tender 2019-20-11

Clarification Questions and Responses

Questions	Answers
<p>1. What, if any, data/evidence will be available for the supplier to analyse for the purposes of this project (e.g. information on types of contaminants, customer insights, etc.).</p>	<p>Most boroughs collect a standard suite of materials for recycling and we have a good idea of the top worst materials in terms of contamination, however, we don't have any customer insights at the moment</p>
<p>2. The tender brief specifies that anecdotal evidence exists with regards to poor recycling performance – could we please have more information about the sources/types of anecdotal evidence</p>	<p>We know a lot about flats and they tend to have low recycling rates and high contamination rates due to lack of space and information and also a lack of 'responsibility' relating to the fact that they share bins. We also know the same is true of HMOs, so think it will be the same with Air BnBs due to their short-term nature (leading possibly to lack of responsibility) and the residents lack of knowledge about the recycling system in the area.</p>
<p>3. Is there any other evidence to suggest what or who might be the cause of the poor recycling?</p>	<p>No evidence, but as per the previous point, we suspect it's because people are only in the property for a short time and therefore don't know/don't find out about the recycling system and feel less responsibility as it's not their home. On the flip side, we don't know how many Air BnB landlords provide recycling information and whether the information is correct and up to date and whether the residents actually use the information which is available.</p>
<p>4. Under 3. <i>Project outline</i>, the tender brief asks bidders to specify '<i>How the sample selected will be representative of London users – both in terms of sample size and demographics, as well as attitudes</i></p>	

<p><i>to recycling</i>'. Could you please clarify:</p> <ul style="list-style-type: none"> • What is meant by 'London users'? • The extent to which LWARB would like this to be a qualitative versus quantitative piece of research, with these sampling considerations in mind. 	<p>People who use Air BnB properties which are based in London (so this would include both London residents and also residents living outside of London)</p> <p>This piece of research is primarily intended to be qualitative and does not need to be statistically robust in terms of sample size.</p>
<p>5. Under 5. <i>Budget & costing assumptions</i>, the brief specifies that bidders should include costs for '<i>Evaluating the outcomes of audience insights</i>' – could you please clarify what is meant by this?</p>	<p>We would like to understand commonalities and themes that you see coming out of the insights, in order to feed those into intervention design.</p>
<p>6. Under 7. <i>Application procedure</i>, the brief asks bidders to submit '<i>An example of the data the Service Provider expects the Borough to provide in order to run the project.</i>'. Could you please clarify what is meant by this and whether the project should involve the engagement of a specific borough.</p>	<p>The project is not aimed at a specific borough and once the sample of respondents have been selected, this will then determine the boroughs where the properties are based and therefore the information required. This phrase is a standard phrase included in all of our tenders.</p>