

## **London Recycles website refresh**

**Tender reference: 2019-20 19**

### **1. Introduction**

This document is an invitation to submit a proposal to the London Waste and Recycling Board (LWARB) to undertake work to refresh the London Recycles website. London Recycles is a consumer-facing campaign delivered by LWARB.

The work will be awarded as a fixed-term project subject to LWARB standard terms and conditions.

### **2. Background to LWARB**

The London Waste and Recycling Board is a partnership of the Mayor of London and the London boroughs to improve waste and resource management. The city's economic and environmental future depends on a transition to a low-carbon circular economy, and LWARB works to ensure that London's businesses, local government and communities thrive by helping them make the very best use of resources and materials.

The London Recycles campaign is delivered through LWARB's Resource London programme, which is a jointly funded partnership created by [LWARB](#) and [WRAP](#) to help London's waste authorities achieve recycling targets set by the Mayor of London and national government. It maximizes the resources of both organisations for the benefit of London.

### **3. Background to the requirement**

London Recycles (formerly Recycle for London) is London's consumer-facing recycling campaign, which began around eleven years ago.

The purpose of the campaign is to educate, inspire and motivate Londoners to recycle more and better. The campaign runs city-wide activity and works with the 33 London boroughs and five waste authorities to deliver local activity. We have aimed to develop a campaign which will be recognised by every Londoner, no matter where they live in the capital, and to provide consistency of look, feel and messaging to help address the confusion caused by a myriad of different waste and recycling services across the capital.

The way we communicate online has shifted over the past five years. When we launched, the website was a key comms channel, a place for building community spirit and galvanizing action, with regular posts, news updates and events listings. However, this is no longer the case, with social media now our preferred channel. User testing confirmed that people use our website more as a reference tool, to find out if an item can be recycled, or to double check what they can recycle at home. They come to our website to quickly find answers to questions, not to browse and explore. Our website needs to change to reflect the needs of its users, as well as better serve ours.

#### 4. The brief

Over the past couple of years, we have simplified the London Recycles website, removing the newsletter, blog and events sections, as well as information about partner campaigns with which we have been formerly involved. Now we wish to make the website even simpler so that users can find the information they need as quickly as possible. Many of the changes we have made to the site to date have been in response to user testing conducted in 2017.

Our website can be viewed here: <https://londonrecycles.co.uk/>

We want the website to be used mainly as a reference guide and as such it needs to be clear, concise and intuitive. We have identified six subject areas which need to be covered:

- **Recycling 101** – why it is important, recycling symbols and what they mean, plastic recycling, recycling glossary etc;
- **Where I live** – information about waste and recycling services in each of the 33 boroughs. We see each borough service depicted as a simple and visually appealing infographic with key information (e.g. what can and can't be recycled, types of bins etc.), recycling rate and useful links. The infographics would need to be editable;
- **Postcode locator** – this is an externally created and managed widget which is embedded in the website;
- **Food recycling** – map of London, food recycling videos. We have already created the map for another campaign, which can be seen [here](#);
- **Waste prevention** – how to avoid the need to recycle in the first place;
- **Business recycling** – needs to host information, videos and links to resources.

We need a hero section, as currently on the site, where we can promote current campaigns, although we want this to be able to play video as well as display a still image. We would like to remove the hamburger menu, which may not be universally recognised. This will eliminate the possibility of users not noticing it and missing useful content. We would like the homepage layout to be simple and clean and the landing and article pages to be much improved in appearance and functionality.

As well as improving the outward appearance of the website, we need to update the back end. The content management system (CMS) is clunky and hard to use – even placing an image into an article is difficult to do. The CMS needs upgrading so that creating and editing content is much easier.

We wish to commission an experienced digital agency which can either design and build a new website or upgrade the existing site. As part of the process, we would like the agency to conduct user testing once the first prototype of the new or updated website has been developed and, following this, allow for three rounds of amends. Once the website is live, we would like the agency to continue to maintain the site, including regular performance scans, system updates, trouble shooting and provide quarterly performance and usage reports. Please provide outline costs for a managed service on a tiered basis.

Please submit a proposal either for updating the existing site and CMS or designing and building a new one. The options are:

<b>Option 1:</b>	<p><b>Update the existing site</b></p> <p>The existing website would need to be adapted to better meet our requirements. The content management system would need to be upgraded to allow more flexibility and functionality. New content would need to be added in accordance with an agreed content plan.</p>
<b>Option 2:</b>	<p><b>Design and build a new website</b></p> <p>A new site would need to be built with some of the existing content migrated across, including images, videos and text pages. New content would need to be added in accordance with an agreed content plan.</p>

**Please note your submission must indicate a preferred option** from the above, and develop a creative response based on that recommendation.

**5. Your response**

Your response should be no more than 8 x A4 sides (and focus on the requirements outlined above. Responses should include:

- Confirmation of ability to deliver the brief;
- Rough scamps of how the homepage and a landing page might look, with sample wireframes;
- Suggestions for an ideal content architecture and navigation approach that meet our objectives;
- Recommendation of a preferred build option (one or two as outlined in section 4 above) along with details of the content management system;

- A description of your working methods to deliver the site, including an outline programme of work showing key tasks and timescales – confirming that you can meet our deadlines;
- Description of delivery team and technical expertise;
- A full breakdown of costs (including any travel or incidental costs that will be charged to LWARB and VAT where appropriate); and
- A minimum of two case studies which evidence your success in completing similar briefs.

## 6. Please consider the following as part of your response:

### Design:

- A 'look & feel' for the website – The London Recycles brand guidelines will need to be followed in a way which appeals strongly to Londoners (in particular 18-34-year olds);
- A very basic homepage plan can be found at **Appendix 1**. This outlines a suggested navigation approach but is by no means fixed (and we would like you to suggest optimal content architecture and navigation in your response);
- London Recycles is a sister campaign to the national Recycle Now campaign, which also exists in [Scotland](#), [Northern Ireland](#), [Wales](#) and [Manchester](#). Whilst very much its own campaign, a common thread needs to remain between London and the rest of the UK;
- Images, videos and carousels will need to be easy to add to website pages;
- For reference, some websites with designs we like:
  - <https://www.harrys.com/en/gb>
  - <http://www.drinkseriously.com/>
  - <https://www.apple.com/uk/>
  - <https://www.lemonade.com/de/en>

### Build:

- The site must be mobile optimized and work on all the main browsers (Edge, Chrome, Firefox, Safari, etc.)
- The search function on the site should be intuitive and provide alternative suggestions should users type words incorrectly or use alternative definitions;
- Images, videos and carousels will need to be easy to add to website pages;
- Please provide a suggested approach for efficient content migration if building a new site;
- Please suggest an approach for website backup and recovery systems;
- Include suggestions for maximizing search engine optimization.

### Maintenance & monitoring:

- The site will need to be updated and maintained. We would also like to receive quarterly maintenance reports;
- Monitoring and evaluation of the website will be needed. The website will need to be

connected to Google Analytics, or a similar, alternative platform. We would like to receive a quarterly usage report with top line stats as part of the site management service;

- The website is currently hosted on Amazon Web Services and we have website domains registered on two different registries: Ascio and 123 reg. We would like you to detail your recommendations for managing this in future.

## 7. Budget

The budget ceiling for this project is £30,000 excluding VAT. This includes one year of website management services. Please cost the refresh and management service separately and state annual costs for an ongoing service provision for the next three years.

## 8. Confirmation of next steps

Once appointed, the selected agency will be asked to agree the methodology and confirm the deliverables including:

- creative approach and ‘look & feel’
- content management platform
- website structure, content plan and navigation approach
- analytics
- project milestones and meeting dates
- Create wireframes and produce a project plan based on the recommended option;
- Rebuild/update and test the website;
- Launch the website;
- Ongoing management and maintenance of the website.

## 9. Timetable

Step	Responsible	Deadline
Clarification questions to LWARB	Agencies	COP Mon 10 Feb
LWARB response to clarification questions	LWARB	COP Mon 17 Feb
Response to brief	Agency	COP Mon 24 Feb
Agency appointment	Contractor	Mon 2 March
Inception meeting	Contractor	Thur 5 March
Draft website wireframe, workflow and project plan	Contractor	Thur 12 March
Develop content	Both	By Wed 25 Mar
Finalise website wireframe and content plan	Both	Wed 25 Mar– Fri 10 Apr
Create website prototype	Contractor	By Wed 22 Apr
User Testing	Contractor	22 Apr – 6 May
Finalise website	Both	6 – 25 May
Website launch	Contractor	Wed 27 May

## 10. Evaluation

The process LWARB uses to select contractors is a competitive one. Your tender submission will be evaluated against the following criteria:

<b>Evaluation criteria</b>	<b>Weighting</b>
Creative response to the brief	25%
Price – design & build, plus maintenance service	20%
Methodology and project management	20%
Understanding of the brief and campaign requirements	15%
Technical and creative expertise as demonstrated by the case studies and allocated delivery team	20%

## 11. 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.

## 12. Period for which bids shall remain valid

Bids shall remain valid for at least 60 days from the closing date for submissions.

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Any clarifications required, email [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk) by **COP Monday 10 February** and send submissions to the same address, quoting 'REF 2019-20 19 London Recycles website refresh' by **COP Monday 24 February**.

**Appendix A**

**London Recycles – draft homepage plan**

Hero banner which promotes campaign. We would like the banner to be able to play video as well as show an image or a carousel of images		
Recycling Locator		
Where I live – could link to a page which lists the 33 London boroughs (in a box format?) Each box would link to a basic infographic which delineates the service information of that borough, as well as showcasing the borough recycling rate and with useful links to borough websites (such as for ordering new bins) The infographics will need to be built in such a way that makes them easily editable to account for future service changes		
Recycling 101 which links to a page which hosts pages with further information on e.g. How different materials are recycled, why recycling is important, plastics recycling + symbols, what recycling symbols mean etc, glossary. Links to other campaigns	Waste prevention – information on reducing waste	Interactive food waste map which links to food waste recycling pages for each borough
Business waste recycling – links to page which can host videos and perhaps downloadable resources		

The homepage will also need links to our Facebook, Instagram and Twitter feeds, and potentially to our YouTube channel. We will also need to include an about us section, our privacy and cookies policy, Ts and Cs, sitemap, links to the UK recycling campaigns as mentioned in section 6 and a contact us form.