

London Waste and Recycling Board

Corporate PR brief – September 2020

Ref: 2020/21-07

The London Waste and Recycling Board (LWARB) is seeking to procure the services of a communications agency (the Service Provider) to provide corporate/B2B communications support on a range of LWARB's areas of work from the date of appointment up to end March 2023 and, subject to LWARB extending the agreement, for up to a further 12-month period from the date of the expiry.

1. Introduction

LWARB 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 our transitioning to a low-carbon circular economy; at LWARB we work to ensure that London's businesses, local government and communities thrive by helping them make the very best use of resources and materials.

LWARB currently has two work programmes and a number of campaigns and projects within that structure. The programmes are:

- Circular London – working with corporates and policy-makers to accelerate London's transition to a low carbon, circular economy. Our ERDF-funded SME support programme, Advance London, sits within the Circular London programme area.
- Resource London – providing London's boroughs and waste authorities with specialised support to help them reduce waste and increase recycling.

LWARB also runs consumer-facing behaviour change campaigns, including:

- London Recycles – the 'supported by the Mayor of London' recycling campaign for the capital, through which we speak directly to citizens and support boroughs as they communicate directly to their residents about recycling and waste prevention.
- #LoveNotLandfill – our sustainable fashion campaign, targeted at 16-24 year old Londoners, designed to help them change their behaviours in terms of how they buy, use and dispose of their clothes.

This brief is however focused on providing PR support to the business- and policy-facing programmes and projects delivered by the two programmes mentioned above; the consumer campaigns sit outside of the scope of this tender.

2. Background

LWARB has grown fast over the past four years and continues to build its profile and presence both in London and beyond. We have an ambitious [new business plan](#) which places the reduction of London's consumption-based emissions of CO₂e at its core – aiming to reduce them by identifying leverage points that will enable an accelerated and just transition to a circular economy.

This represents a shift in emphasis for the organisation, and means working more systemically with businesses and their supply chains to promote and implement circular business models; focusing on consumer behaviour and ways of changing demand for, and use of, products and materials; and looking for policy levers at a regional and local level which can revolutionise the way we make, use and dispose of 'stuff'.

The new business plan also spells out the need for LWARB to diversify its funding base and become more commercial in some areas of its activity – and this will require a different approach to branding, communicating and promoting our work. Planning is underway to transform this currently; and a more in-depth briefing will be given to the selected agency on appointment.

3. The PR brief & requirements

We need a PR agency to help specifically with this transformational work, likely to come to fruition in Feb/March 2021, but we would also like the agency to support us on an ongoing basis for ad hoc media relations support on our policy and B2B work programme. This could include combinations of the following:

- Crafting key messages to support new initiatives, including writing press releases to promote projects and partnerships through the year
- Selling in press releases which have been written by the LWARB comms team (as we don't have sell-in capacity internally)
- Managing and updating a master media list for LWARB comms to use when distributing their own releases
- Proactively identifying opportunities for LWARB personnel to promote our work, placing articles and editorial content, booking podcast appearances and securing broadcast interviews for our CEO and heads of programme
- Proactively reaching out to target media and journalists to help make LWARB a 'go-to' organisation for commenting on matters relating to circular economy, cities and sustainable resource use
- Media training for individuals within the organisation (this will be separately costed as an additional item if needed)

3.1 PR objectives:

- Increase awareness of LWARB and its offer, building our reputation as circular economy advocates and experts and showcasing the value we bring to a wide range of stakeholders across London and beyond;
- Build relationships with key media outlets and journalists to ensure that LWARB is front of mind for comment and interviews on relevant topics;
- Generate media coverage across London, through consumer, regional, local, trade and broadcast channels;
- Increase our published presence across a range of target outlets over the year;
- Increase traffic to the corporate website; and
- Increase followers on all LWARB social media platforms including the podcast.

4. Contract deliverables

The contract will require the following core work elements from the appointed agency:

- Attend a project inception meeting at LWARB's offices or online to discuss the approach, how the contract will run and to confirm the deliverables;
- Develop an overarching (outline) PR strategy for November 2020 – March 2023;
- Co-create and deliver campaign activity around key moments each year;
- Provide occasional press office and out of office news desk support for LWARB and all its campaigns and programmes;
- Set up and attend monthly meetings with the LWARB team to review coverage and progress against the PR strategy;
- Provide relevant evaluation mechanisms and feedback to assess the impact of PR – both by project/campaign and on an annual basis.

5. Budget & timescales

The budget for this support is very tight at £12,500 plus VAT each year (so £37,500 over the life of the contract), which includes the creation of an outline strategy at the beginning of the contract. Responses should therefore indicate where time and resources should be focused in order to make the most impact out of limited expenditure.

Occasional additional budgets may be available for specific projects each year (e.g. Circular Economy Week), but there is no guarantee either that these will arise or of how much budget each project may bring.

The contract will commence by the end of October 2020 and terminate on 31st March 2023. Annual reviews will be built into the contract, successful completion of which will release the next year's budget.

6. How to respond to this brief (submission requirements)

Your response should be no more than 6 x A4 sides (excluding case studies and CVs) and should include:

- Confirmation of understanding of, and ability to deliver, the brief and contract deliverables;
- An outline of what you see as LWARB's key challenges and how you believe communications (and specifically PR) can help;
- A proposal for key media outlets and journalists to target as we pursue our business plan objectives over the coming four or five years;
- Examples of similar organisations you have worked for, along with a summary of what you delivered for them and its impact; and
- A description of delivery team and expertise.

6.1 Costings:

Please provide a cost breakdown as part of your submission, showing how the total budget is prioritised across the following:

- an overarching strategy for 2020-23;
- PR support for key ‘moments’ through the year;
- ongoing horizon scanning and outreach to key outlets and journalists to pursue LWARB opportunities and build our networks and presence;
- account management, including monthly meetings and quarterly updates to the master media list.

6.2 Day rates:

Please also provide maximum day rates against the following roles:

	Senior level (e.g. board or account director)	Mid-level (e.g. project or account manager)	Junior (e.g. account exec)
Cost			

6.3 Submissions:

Please send your response to this brief to info@lwarb.gov.uk

Deadline for receipt of responses is 9am on Wednesday 7th October. Decisions will be made within two weeks of that and a contract issued by end October 2020.

For questions about the brief please email Ali Moore, head of communications and behaviour change, at ali.moore@lwarb.gov.uk or ring her on 07732 681821.

7. Evaluating the responses

Responses will be evaluated as follows:

Evaluation criteria	Weighting
Price (allocation of budget across different priorities – see section 6.1)	15%
Price (maximum day rate of identified roles – see section 6.2)	10%
Understanding of, and insight into, our objectives and requirements	30%
Relevance and quality of ideas suggested in response	25%
Case studies of other work and experience, skills and technical capability of allocated personnel	20%

Responses will be evaluated based on written submissions.

8. Our timetable

Steps	Responsible	Deadline
Brief sent out	LWARB	23 rd Sept 2020
Responses to brief received	Agencies	9am 7 th Oct 2020
Agency appointed (subject to contract)	LWARB	20 th Oct 2020
Contract in place; inception meeting	LWARB/ agency	End Oct 2020

9. Contracts & legal

The contract will be let by the London Waste and Recycling Board, as the contracting organisation.

10.1 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 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.

10.2 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 submissions.