

PARTNER GUIDANCE

HESTON IN THE LOOP: CALL FOR INNOVATORS

Alongside London Borough of Hounslow, ReLondon is looking to partner with small and medium sized, London-based, circular businesses, in a first-of-its-kind project to create a circular, low waste neighbourhood.

I. ABOUT 'HESTON IN THE LOOP'

ReLondon are developing and delivering a circular economy neighbourhood demonstrator project - *Heston in the Loop* - in partnership with the London Borough of Hounslow in the neighbourhood of Heston Village.

The project will empower residents, schools and local businesses to change their relationship with stuff through the introduction of new behavioural interventions and circular economy solutions that actively encourage the community to consume and waste less by reusing, repairing, sharing and recycling more. To support systematic change, project will focus on a range of priority materials across plastics, food, textiles, electronics and the built environment.

The project is looking to not only support the delivery of Hounslow's climate action plan by tackling consumption based emissions, but also support a green economic recovery from the impacts of the pandemic and current cost of living crisis. *Heston in the Loop* is also a fundamental element of the soon-to-be-published 'Cranford and Heston Future Neighbourhood 2030 area engagement and implementation plan', which prioritises community engagement co-design of projects.

I.1. Project Aims

Through the project, we want to establish a thriving neighbourhood driven by a circular economy, with demand for circular products and services, and increased knowledge of, and access to, sustainable consumption choices for the local community. By creating a more circular neighbourhood, the project aims to:

- 1) Reduce waste and increase reuse, repair, sharing and/or recycling through circular economy models, with a resulting reduction in consumption-based carbon emissions.
- 2) Increased awareness of circularity and the environment for residents, businesses, and schools.
- 3) Improved community cohesion, centred around circular economy principles that help combat climate change,
- 4) A thriving neighbourhood and green economic recovery from the impacts of the pandemic and current cost of living crisis, reflected in an increase in green jobs and skills.

2. ABOUT HESTON VILLAGE

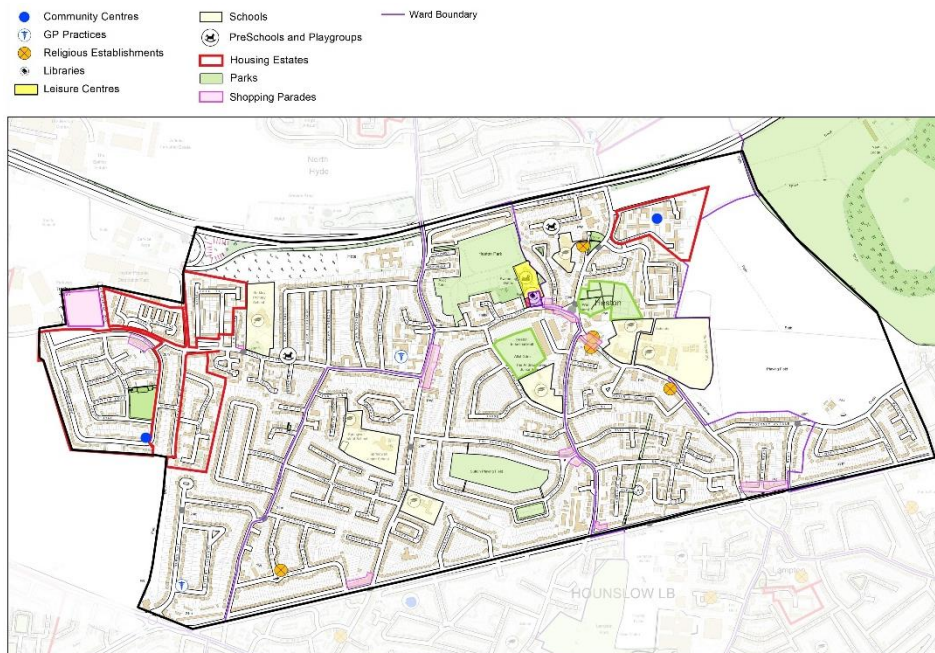
The [area of Heston Village](#) was selected because it is a demographically diverse area, and broadly representative of a typical London neighbourhood. It is a defined geographical area, on the eastern edge of Heathrow Airport in the London Borough of Hounslow.

Approximately 25,000 people live in Heston Village in just under 8,000 households, and there is a large population of residents who identify ethnically as Asian, living in a mix of family-size houses and flats. Local high streets provide a typical mix of convenience shopping and household/personal services. Heston has a low level of digital engagement and is an area of high deprivation which was heavily impacted by the COVID pandemic - with significant impacts on local businesses and unemployment rates as a large majority of residents work in transport services.

2.1. Community assets

Community Assets	Quantity
Housing Estates	5
Residential dwellings	7931
Religious establishments	5
GP practices	4
Community Centres (council owned)	2
Library	1
Leisure Centre	1
Retail (take aways, pubs, restaurant, café, shop)	133
Schools	8
<ul style="list-style-type: none"> • Primary • Secondary 	7
	1

2.2. Heston Village Map



3. THE OPPORTUNITY

Small and medium sized (SME), circular businesses are invited to apply to become a partner in the *Heston in the Loop* project and introduce their circular solution into the Heston Village area as part of a coordinated, collaborative programme of activity.

In this way we hope to give the community access to more sustainable consumption choices and, consequently, reduce waste production and increase recycling, reuse, repair and sharing.

As a partner you will:

- be included in joint promotional activity carried out by the project team to encourage behaviour change amongst residents and businesses in Heston Village
- receive support from the project team at ReLondon and London Borough of Hounslow to make your activities a success in the area
- be able to publicly demonstrate the alignment of your circular offering with the aims of London Borough of Hounslow and other London boroughs
- develop a relationship with the Local Authority Support Team at ReLondon who have ambitions to replicate this project in neighbourhoods across London in future.
- be able to apply for a paid commercial contract to deliver your activities in the area (subject to availability - refer to section **5.COSTS AND CONTRACTING** for details)

And of course, if you haven't already, you'll be invited to join the [ReLondon business transformation](#) community of circular SMEs where you'll have priority access to our SME services including promotional opportunities, networking events, and connections with peers, partners and investors.

4. SUPPORT FROM THE PROJECT

In addition to running a dedicated engagement campaign to raise awareness and drive behaviour change (and therefore demand for the products and services) within Heston Village, the project team will also aim to support partners by:

- Promoting partners via social media, print and other digital marketing in the Heston Village area
- Making connections and introductions to facilitate local engagement (e.g. with community groups, venues, local businesses)
- Involving partners in project events in the local community
- Acting as a critical friend to support problem solving and keep partner projects on track for success
- Involving partners in ReLondon's Circular Neighbourhoods Collaboration Group which connects all groups working to deliver circular economy neighbourhoods across London.

As a partner you'll be expected to:

- Introduce your circular solution to the Heston Village area as described in your partner proposal

- Implement and deliver the activity(s) within the agreed timeframes (refer to section 8. **TIMELINE**)
- Sign a commercial contract or non-funded partnership agreement with London Borough of Hounslow and/or ReLondon
- Work closely with the *Heston in the Loop* project team by:
 - Providing regular progress updates on programmed activities
 - Flagging any issues early and working collaboratively to resolve them
 - Measuring the outputs and outcomes of the programmed activity and sharing results

5. COSTS AND CONTRACTING

5.1.1. Cost packages

In the application form, you can detail the costs of introducing your circular solution to Heston Village. You should provide details for at least one costed package of activities, but can provide up to three, within the following categories:

- Non-funded (no cost to the project)
- Standard costs: Up to £5,000 total
- Premium costs: Up to £8,000 total

If successful, the project team will invite you to deliver just one of these packages.

5.1.2. Funded contracts

There is a limited total budget of £25,000 available to fund paid contracts with selected partners. We predict this will be divided between 5 partners with £5,000 per selected business, but will depend on the applications received.

All applicants are invited to include costs of up to £5,000 to support their activities. We have also allowed room for requests up to £8,000 where the additional £3,000 funding could make a significant difference to the outcomes of a project.

Paid contracts will be awarded to projects that demonstrate value for money through their clear alignment with the project aims, and where there is a clear link between the financial investment and the outcomes achieved. Partners selected for funded activities will enter into a commercial contract with either London Borough of Hounslow or ReLondon.

5.1.3. Non-funded contracts

If you are not selected for a paid contract, you can still become a project partner. In the cost packages, please include the activities you would be able to carry out in exchange for non-financial support from the project team and benefits of being a partner in the project. Examples might include business-as-usual activities adapted to focus them in the Heston Village area (e.g. marketing that would happen anyway but with a greater focus on the project area).

Partners selected for non-funded activities will be asked to sign a partnership agreement. There is no limit on the number of unpaid contracts which will be selected based on the criteria detailed in this document.

6. ELIGIBILITY CRITERIA

6.1. Essential criteria

Businesses applying to become a partner in the Heston Village project must meet the minimum criteria described below for their application to be assessed:

- Registered entity (e.g. Companies House, HMRC, Charity register, etc.)
- Registered or primary operating address within a London borough
- Meets the criteria for small and medium sized enterprise (SME):
 - Employs fewer than 250 people
 - Annual turnover is below €50m OR balance sheet is below €43m
 - Not a subsidiary and/or under the control of one or several other enterprises (25% threshold)
- Provides a circular product or service that aligns with one of the 5 circular business models listed below (consultancies or similar businesses/programmes providing education/information only are unlikely to be selected)

To align with ReLondon's mission and to fit the criteria above, applications solely focused on the areas of energy or water efficiency are not eligible.

6.2. ReLondon's 5 circular business models

Solutions put forward by potential partners should reduce waste and increase recycling, reuse, repair and/or sharing by implementing one of more of the business models listed below:

- **Using stuff wisely:** preventing waste by reducing the materials passing through your business in the first place - either because you planned what you needed more accurately, optimised your processes or eliminated the need for materials altogether - then making the most of every bit of material you do use.
- **Using stuff again:** repurposing either your own or others' waste by capturing or recovering materials at the end of their first life and redistributing, reusing and/or recycling them to give them new value.
- **Making things well:** designing things to be in use for as long as possible by choosing durable materials and ensuring products can be maintained, re-used and repaired. And then having a plan for the end of their life, when it arrives.
- **Renting, not buying:** instead of selling an item just once, leasing or renting it out to another user for a fixed period to create revenue from repeated use, or offering access to it as a service. the ownership and maintenance, repair and recycling stays with your business instead of being passed to the user.
- **Sharing:** a peer-to-peer model that makes it possible for individuals or businesses to lend and borrow under-used products, vehicles, buildings or other assets so they are used to their fullest potential

6.3. Equality, diversity and inclusion

The project aims to reflect the diversity of London's population and aims to both encourage applications from businesses led by entrepreneurs from under-represented groups, as well as select projects that will reach those groups within Heston Village.

7. SCORING CRITERIA

Each eligible application will be scored on the degree to which they contribute to the aims of the project described in section **1.1 Project aims** above, as well as practical considerations such as quality of the project plan, feasibility within the timeline, and value for money.

7.1. Desirable criteria

Particular consideration will be given to the following:

- Businesses that are registered or have their main premises within the London Borough of Hounslow
- Solutions that can demonstrate greater value for money in terms of the impact expected from the level of investment
- Businesses that tackle the following material streams:
 - Food
 - Plastic
 - Electricals
 - Textiles
- Applications that actively engage with the local area to a higher degree (e.g. greater numbers or greater variety of target audience)
- Applications that consider the demographics of the area in their engagement plans (please refer to section **2. ABOUT HESTON VILLAGE**)

7.2. Variety of solutions

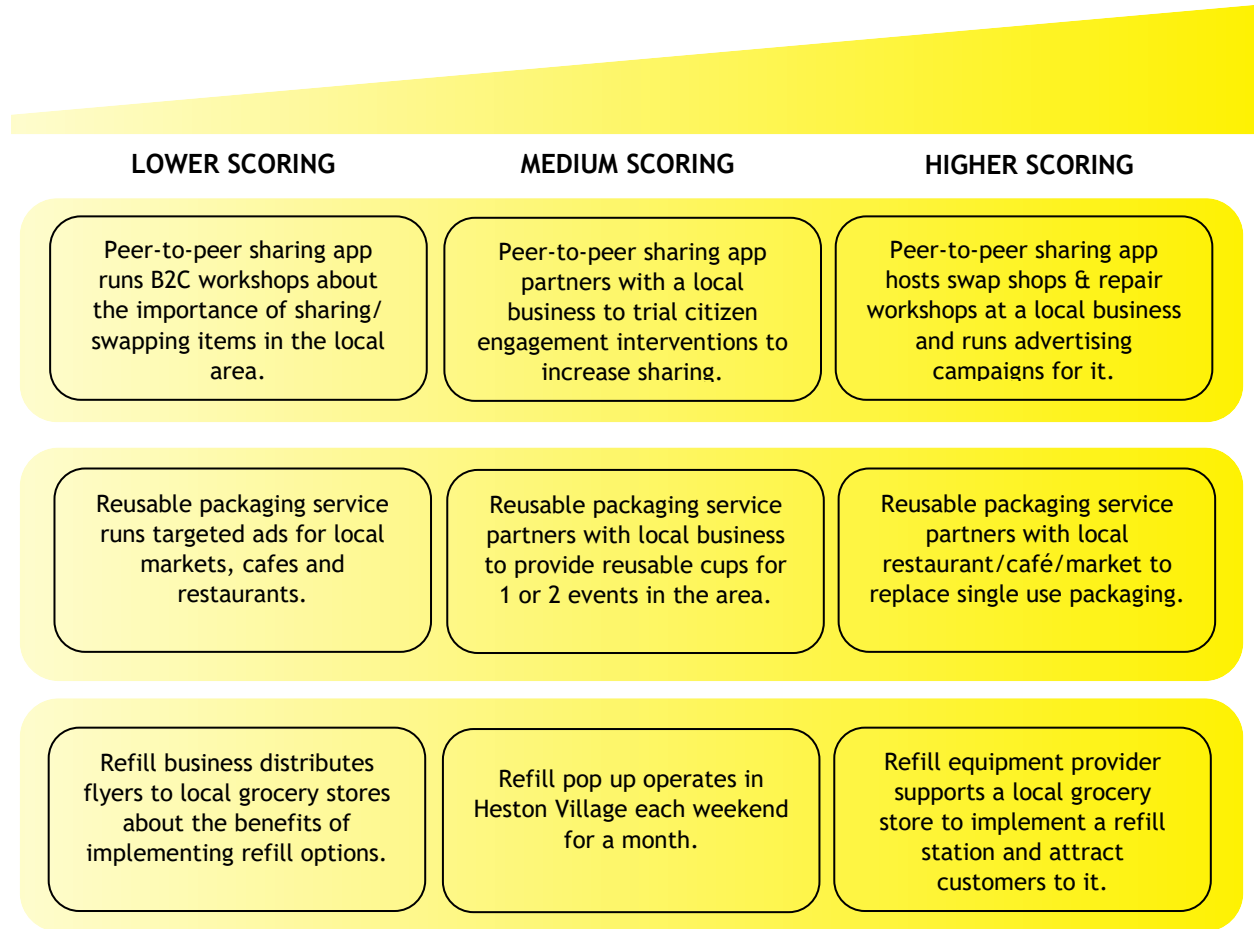
After scoring all applications, we will review the spread of solutions across circular business models and materials tackled. While we endeavour to make room for as many partners as possible and reserve the right to decline high scoring projects where there are many other similar projects, in favour of a lower scoring project that provides a unique circular solution tackling a material not tackled elsewhere.

The project has already engaged with a small number of partners providing the solutions below:

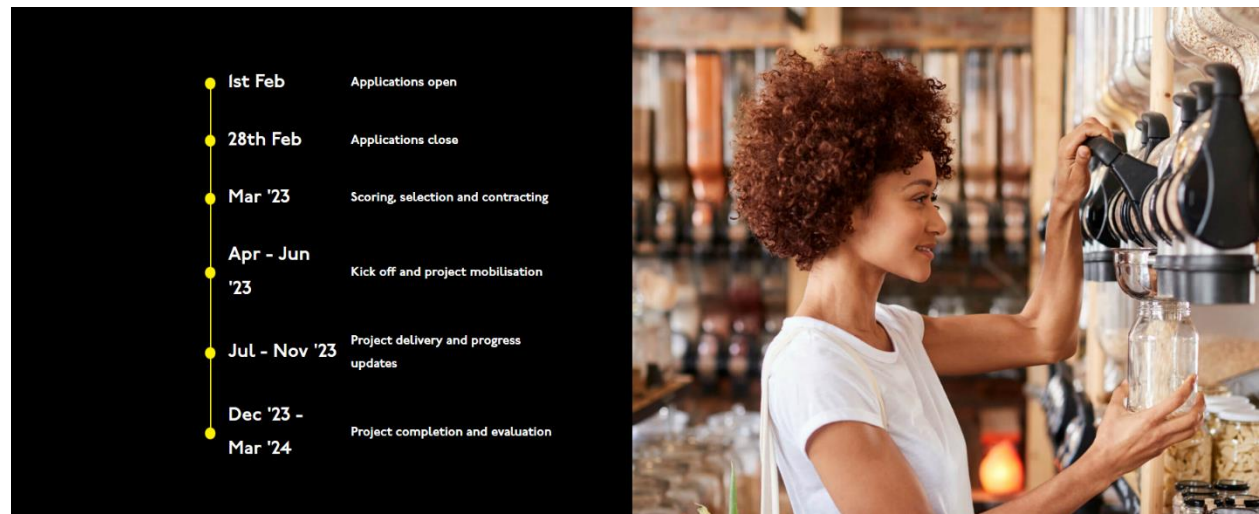
- Sharing of surplus food within the community ([Kitche](#), [OLIO](#))
- Redistribution of surplus food from local businesses ([Too Good to Go](#))
- Giving away / sharing 'stuff' for reuse within the community ([Ferris](#))
- Clothing repair and swaps in the community ([TRAID](#))
- Refill in shops and schools ([Pupils profit](#), [City to sea](#))

7.3. Examples of scoring

The below examples are designed to demonstrate how the desirable scoring criteria may be applied to different scenarios.



8. TIMELINE



9. HOW TO APPLY

Applicants must complete and submit the application form found [here](#) by **23:59** on **Tuesday 28th February 2023**. Only businesses meeting the eligibility criteria described above should apply.

If you have any question regarding the application please contact business@relondon.gov.uk.