

Design and delivery of consumer communication campaign for ReLondon's circular matchmaking platform.

Reference: 2021/22: 14a

Invitation to tender

1. Overview:

This invitation to tender is issued by ReLondon for the provision of external services to:

- a) Design and deliver the citizen facing communication campaign for the ReLondon matchmaking platform.
- b) Design and deliver the promotion of "Premium" SME's within the citizen facing communication campaign.
- c) Advise on the costs and the execution details of promoting physical events with local boroughs.
- d) Review and align the copywriting of the matchmaking platform with the campaign messaging.
- e) Track and report on the expected and achieved results of the communication campaigns.

This invitation to tender is issued by ReLondon ('the customer') for the provision of consultancy services by 'the contractor'.

The contractor will have:

- The business and technical skills to effectively design, deliver and report on the citizen facing communication campaign.
- In-depth knowledge of paid targeted advertising on social media and campaign management.
- The capacity to deliver this project mostly "in-house", with minimal recourse to third parties.

The consultant will need to work closely with several key ReLondon's team members: the Digital Product Manager (who will act as the main contact), the Commercial Manager and the communications team. All communications plans and assets will need to be signed off by the head of communications.

2. Background to ReLondon:

ReLondon is the operating name of the London Waste and Recycling Board (LWARB) that was established in 2008 under the GLA Act. ReLondon is a partnership of the Mayor of London and the London boroughs to improve waste and resource management in the capital.

Since its establishment, it has helped to provide additional recycling capacity in London; helped boroughs provide efficient waste services (against a backdrop of declining recycling rates nationally, and has helped London maintain its recycling performance) and introduced a world leading programme of circular economy support for public bodies and businesses.

ReLondon works with a multitude of individuals and organisations in London, across the UK and around the world, and has become recognised as a world leader in circular economy thinking and practice.

3. Background to this tender:

Since its establishment ReLondon has relied largely on public funding and returns on investments into waste infrastructure. Public sources of funding have been from the government, EU programmes, and GLA funding. ReLondon's 2020-2025 Business Plan sets out our work programme and includes the objective of becoming financially sustainable at the end of this period, largely through an increased focus on developing commercial offers, including a premium account offer for businesses hosted on ReLondon's circular matchmaking platform.

ReLondon is currently developing this circular economy matchmaking platform whose aim is to showcase and promote businesses who develop "circular" products or services that are designed and delivered to reduce waste or increase recycling. The platform has two components:

- A BtoB (business-to-business) and BtoG (business-to-government) side aiming at facilitating the connection between those circular businesses and potential corporate or government customers, business partners and investors.

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- A citizen-facing (BtoC) side aiming at presenting circular brands to consumers, helping them shop products or services that have a lower impact on resources and carbon emissions.

ReLondon is also currently developing and testing a commercial offer for London BtoC circular SMEs. In addition to being listed on the matchmaking platform, which all London BtoC circular SMEs will be able to be for free, those SMEs will have the opportunity to access our “premium” service in exchange for a commission-based success fee on sales. The premium service includes:

- Enhanced visibility on the circular economy matchmaking platform (appearing on top of searches, on special banners...etc);
- Visibility of their brands and their products in the communication campaign (social media, presence at our live promotional events...etc);
- Participation in a promotional discount scheme through which visitors will be able to access discounted prices for the premium SMEs’ products.

4. Communication campaign key goals:

The overall goal is to generate citizen traffic and traction for the matchmaking platform.

The goal for number of visitors will be defined in collaboration with contractor as a result of the campaign design and taking into consideration the budget available.

Equally, the number of visits to and purchases from Premium SMEs’ own platforms will be defined in collaboration with the contractor.

As a very early estimate we have identified a goal of 2000 visitors between the hard launch and the end of March 2022.

5. Key timelines:

The matchmaking platform will have a soft launch on November 15th 2021, and a hard launch on the 31st of January 2022. The hard launch will include the full features of the platform and host about 150 circular SMEs.

- The initial drafting of the citizen facing communication plan proposal needs to be delivered by the 30th of November 2021.

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- The communication plan should be delivered in full at the hard launch, however some campaign testing can be done between the soft and hard launch to test the campaign messaging, design and delivery before the full launch.
- There should be ongoing tracking and reporting of the campaign KPIs, metrics and achieved results.

6. Budget:

The budget for the citizen campaign design and delivery services is up to £20,000 (Exc. VAT). The budget available to allocate to the paid advertising social media tools is up to £25,000 (Ex. VAT).

7. The specific requirements

The following list will support the achievement of the key goals. Bidders are invited to set out their expertise on what they consider are key requirements and features in their application (see Section 13).

1. Design the citizen facing communications campaign and identify which social media channels will be used, and why (benefits and comparison).
2. Identify the format and messaging of the communications campaign, ensuring this is aligned with the matchmaking platform copywriting and signed off by the communications team.
3. Report on budget allocation across the social media channels.
4. Set out KPIs and expected traffic and engagement results.
5. Track and report on the campaign's achieved results.
6. Integrate the promotion of Premium SMEs to drive traffic to their profile on the matchmaking platform and promote purchasing from them through our affiliate link.
7. Design and advise on the costs and the execution details for promoting physical events with local boroughs, as well as the organisation and delivery of said events.

8. The project engagement and deliverables:

- a) Deliver a detailed communications campaign plan setting out the selected social media channels, costs, format and messaging, timeframes and KPI's, key activities and tasks to be undertaken, and report on achieved campaign results. This must include a risk plan and avoidance/mitigation measures.

- b) Participation in update meetings with the Digital Product Manager and communications team as required:
 - a. Project initiation meeting – meet the Project Group and agree the scope, methods and activity to be undertaken.
 - b. Present draft and final findings, insights, conclusions and recommendations.
 - c. Effectively respond to feedback and questions from the Project Group.

- c) A fully designed draft plan delivered by November 30th 2021.
- d) Some testing of communications between the 30th of November 2021 and the 31st of January 2022, with some of the total budget allocated to this test campaign.
- e) A fully launched citizen communications campaign on the 31st of January 2022.

Due to Covid-19 restrictions it is expected that the bulk of the work will need to be undertaken virtually. It will be possible to use ReLondon office space to undertake any meetings provided the prescribed government guidance and social distance measures are followed.

Timetable for procurement:

The timetable below gives an indicative timeline for this project. Bidders are advised that, with the exception of the tender submission date, this timetable is not binding and may be changed if necessary.

Bidders are asked to note the timescale for delivery and in their tender submission they should set out how they propose to complete the work within this timescale and identify key dates where they would expect input from ReLondon.

Milestone	Date
Invitation to Tender issued	3 rd November 2021
Clarification questions return deadline	12 th November 2021
Tender return deadline	22 nd November 2021
Tender assessments and confirm short list	23 rd November 2021
Interviews if required	w/c 22 nd November 2021
Award of contract	w/c 22 nd November 2021
Inception meeting and project initiation	w/c 29 th November 2021
Campaign draft deadline	30th November 2021
Campaign execution	15 January 2022
Key deliverables	To be agreed
Project end	31 March 2022

10. Interface/ contract management:

The main point of liaison between the Service Provider and the client will be Lalenya Maroulakis, Digital Product Manager at ReLondon.

11. 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.

12. Delivery personnel:

ReLondon 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 all 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 ReLondon.

ReLondon may, at its discretion, request that the Service Provider remove and replace any Key Personnel from the service that ReLondon considers in any respect unsatisfactory in the delivery and performance of the contract. ReLondon shall not be liable for the cost of replacing any Key Personnel.

13. Submissions:

Bidders are expected to submit a bid with two sections including, but not limited to, the following:

Technical approach

1. Describe their approach/methodology in supporting the ReLondon team with respect to the scope of work described above. Highlight the key milestones of the proposed approach.
2. Detail their suitability to fulfil the contract, how the contract is to be managed and their approach to delivering the required specification within the timeline indicated above. **Maximum 6-8 sides of A4** (excluding any case studies, CV's and references).
3. Describe the inputs they will require from the ReLondon team prior to and during the assignment.
4. Describe how they will measure the impact of the campaign and any other means by which they will measure effectiveness.
5. Details/Profile of the personnel comprising the Delivery Team and a description of their role in delivering the contract (CVs should be in appendix).
6. Demonstrate their company's experience with examples of previous projects (as per point 2 above). Please provide at least three examples of previous work carried out by suggested personnel included in the bid, that best demonstrate understanding of the brief and their ability to deliver its requirements. Please keep examples to a maximum of one side each but use a dedicated appendix for any diagrams of Design and Architecture, Workflows and other descriptions.

Financial proposal

A Pricing Schedule giving day rates and anticipated number of days for nominated personnel and showing the anticipated total amount for the project. All quotes should be submitted in British pounds (£) and should include daily fees, any reimbursable transportation expense and VAT. A template for the outline of the financial proposal is provided below.

Bidders should split out costs as for each element for the campaign as set out in sections 1(a)-1(d). Bidders should also set out estimated costs associated with the upkeep, skills, resources and expertise needed to manage the communications campaign.

Please note, the financial proposal does not include any paid-for media.

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	No. of Days	Daily Rate (£)	Name of Resource delivering the activity	Travel Expenses associated to the activity (£)	Total Cost per Activity (£)
Activity 1					
Activity 2					
Activity 3					
Total Costs (£) excl VAT:					
VAT (£)					
Total Cost (£) incl VAT:					

Any clarification questions must be submitted by email to tenders@relondon.gov.uk by **5pm 12th November 2021**. Bids must be submitted by email to tenders@relondon.gov.uk by **5pm on 22nd of November**. For both questions and bids, please use the reference "ReLondon tender: 2021/22: 14a (re-issued) – Design and delivery of consumer communication campaign for ReLondon’s circular matchmaking platform".

14. Contract:

The contract will be formally let by the London Waste and Recycling Board (operating as ReLondon) and ReLondon’s standard terms and conditions will apply (available on request).

Travel and expenses

All fees shall be inclusive of any travel and subsistence incurred to locations in Greater London.

15. Evaluation

ReLondon must be satisfied that each potential contractor has the appropriate capabilities and resources available to undertake the work to our requirements and provide the necessary services. The process we use to select contractors is a competitive one. Your tender submission will be evaluated by us against the following criteria:

Evaluation criteria	Weighting
1.Total price including VAT as detailed in the Pricing Schedule provided.	20%
2.Quality of proposed solutions and methodology. Examples of previous communication campaign designs as an indication of the ability to deliver on the campaign goals and measure the impact and the effectiveness of the campaign.	40%
3.Project management approach, including key milestones and timeline that will deliver the project requirements	20%
4.Experience and fit of allocated personnel, their skills and technical capability	20%

Scoring	
Outstanding - cannot be faulted	100
Excellent	90

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Very good	80
Good	70
Above average	60
Average	50
Below average	40
Poor	30
Very poor	15

16. Acceptance of bids

In issuing this invitation to bid, ReLondon 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.

ReLondon 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.

17. Period for which bids shall remain valid

Unless otherwise stipulated by the bidder, bids shall remain valid for 30 days from the closing date for receipt of tenders.