

Annex 5

Guidance on commissioning monitoring, with templates

This annex contains general guidance on commissioning monitoring work, as well as templates that local authorities can use as the basis for commissioning contractors to carry out monitoring. These are designed to be modified to suit local circumstances.

WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

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1.0 Introduction

This annex contains general guidance on commissioning monitoring work, as well as templates that local authorities can use as the basis for commissioning contractors to carry out monitoring. These are designed to be modified to suit local circumstances. The following templates are provided:

- Template 1: Awareness and behaviour surveys;
- Template 2: Kerbside participation monitoring; and
- Template 3: Waste compositional analysis.

2.0 General issues that apply to commissioning various types of projects

In commissioning work, the fundamental points to consider are be clear about:

- the aims and objectives of the work you want to commission;
- what information you want from the supplier with their quotation; and
- what information you need to give to the supplier in order for them to provide this.

In general, the less information you provide with the brief, the more difficult it will be to compare quotations and the less likely you are to get the best value at the end of the day.

The aim of this section is to give you concise tips to help you to get the best supplier and therefore the best piece of work. As with all purchases, the highest quality might not necessarily be the most expensive.

This section should be considered alongside the appropriate methodology chapters to prepare the background information to enable you to draft your brief. The templates below are designed to make the process as efficient and effective as possible.

It is worth pausing at this point to consider the position of the suppliers to whom you are intending to send the brief. The following should be remembered if you want a good range of well-considered proposals from the best suppliers, bearing in mind that they may be very busy.

- Include as much relevant information as possible, so that they do not have to chase you for it.
- Give them as much time as possible to prepare their response – preferably no less than three weeks but a month would be better.
- Do not ask for information you do not require and which can be gained at an inception meeting.
- Make submission as easy as possible, and save resources with electronic files.
- If submission has to be posted, set a deadline that fits in with the postal service (09:00 and 13:00 are the times for the Post Office guaranteed next day delivery).
- Ensure someone is available during the submission period to answer any questions to avoid false assumptions.

If you do not understand the processes you are purchasing, the methodology sections (with the tips throughout this document) should provide you with information. It should help you design the project to the stage where you can specify it well enough. If you cannot find the time for this research, most consultancies would be happy to talk through your ideas with you and even give a guide price (which will help you to construct your budget).

It is worth considering carefully whether to reveal your budget to the tenderers. If you do, you accept that tenderers are likely to bid towards the maximum level, which means that price won't be the main differentiator. In this case, you should ask them to provide their costings using the example guide table given in the templates, identifying the price for set tasks (e.g. fieldwork). In this way you can make comparisons between different bids. The advantage of giving a guide price is that tenderers can submit offers that you can afford, so you have genuine choice between providers. If contractors have no idea of your budget, they may well make excellent offers but ones that are unaffordable and this is a waste of both their time and yours. It may be that your local authority has a policy on this that you will need to follow. On the other hand, the price is likely to be dictated by the brief – if this is clear enough.

2.1 Project management

You should decide how many times you want to meet with your contractor. Meetings cost money so they should be kept to a minimum, but you need to ensure that you are kept fully briefed. As a minimum, a start-up meeting should be held to ensure that the contractor understands what you want from them.

You should decide how you want to be kept in touch with what's happening on the project. Weekly email updates are a good idea. Specify it up front as it can affect the contractor's price and you may not be able to negotiate it later.

2.2 Reporting requirements

You should confirm at the outset how you wish your contractor to report to you. For example, a full and detailed report will cost you more than a Microsoft® PowerPoint® presentation. Be clear with yourself and your tenderers what you will need. If you require a copy of the data they collect in spreadsheet or database form, say so up front, as this can affect both costs and data collection methods. Don't assume that your understanding of a 'report' is universal. If you want conclusions and recommendations drawn from the monitoring then ask for them, otherwise you may only get summary results.

2.3 Assessment criteria

You should set out the criteria against which the proposals will be assessed. Choose from the following list, according to your authority's policy, or add others as appropriate; and indicate where possible the weighting given to each with percentages:

- price;
- robustness of approach;
- track record in similar projects;
- experience of nominated personnel;
- ability to add value;
- innovation;
- policies (e.g. environmental, quality management); and
- health and safety (H&S) procedures – you will want to know that the work is going to be carried out correctly but importantly that it is carried out safely as well. Ask for copies of risk assessments and H&S procedures.

2.4 Invoicing

Decide how you want the contractor to invoice and set it out in the specification, e.g. once at the end of the project or in staged payments linked to milestones. If you choose to pay in staged payments, it is good practice to withhold a proportion until you have received and signed off a final deliverable.

2.5 Insurances

Decide if you require certain levels of insurance cover. All contractors should have public liability and professional indemnity insurance.

- **Public liability insurance** covers physical injury or damage caused by the contractor. This will be particularly important for projects that involve waste composition, where buildings insurance may also be required.
- **Professional indemnity insurance** protects the contractor should you claim damages against them as a result of a mistake they make or of negligence on their part.

Suggested minimum levels are £2 million for public liability and £1 million for professional indemnity, but this should be reviewed on a regular basis. You should check whether your local authority has a policy on levels of cover required.

If you do require insurance cover, you should ask the contractor to verify this in their proposal to you, for example by providing insurer details, policy numbers and/or copies of certificates. You may wish to check with their stated insurer that they are actually covered if there is any doubt.

2.6 Environmental policy

If you want your contractor to behave in environmentally positive ways you should set this out in your specification and request that, if they are not accredited to ISO 14001, they provide a statement in the proposal to explain how they comply. One important issue for monitoring work, for example, is the use of paper with recycled content. You might also wish to check on policies relating to use of public transport.

2.7 Waste carriage

Anyone that moves waste around must be registered as a waste carrier with the relevant agency. For waste composition work that involves collecting waste, you should ask the contractors to provide evidence that they are registered.

2.8 Codes of conduct and ethics

The Market Research Society (MRS) has a code of conduct for interviewing that will be relevant to survey work. You may want to ask that your contractors abide by the code, which can be downloaded from the MRS website (www.mrs.org.uk/standards/downloads/code2005.pdf).

Staff at research agencies may be members of the MRS and as such are obliged to adhere to this code. If an MRS member fails to do so, you should report them immediately to the Society. The core principles of the code are:

- market researchers will conform to all relevant national and international laws;
- market researchers will behave ethically and will not do anything which might damage the reputation of market research;
- market researchers will take special care when carrying out research among children and other vulnerable groups of the population;
- respondents' co-operation is voluntary and must be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained and all such statements must be honoured;
- the rights of respondents as private individuals will be respected by market researchers and they will not be harmed or disadvantaged as the result of co-operating in a market research project;
- market researchers will never allow personal data they collect in a project to be used for any purpose other than market research;
- market researchers will ensure that projects and activities are designed, carried out, reported and documented accurately, transparently, objectively and to appropriate quality; and
- market researchers will conform to the accepted principles of fair competition.

Members of the MRS would normally provide written details of their organisation to respondents and how complaints against them can be made.

Ethical guidelines are also available from the Social Research Association (see www.the-sra.org.uk/documents/pdfs/ethics03.pdf).

3.0 How to use the templates

The subject areas in the templates should be covered in all tenders. You may choose to use the text provided in the template or use your own.

Replace text in square brackets with something relevant to your authority.

Text in red is guidance for you and shouldn't be included in any tender document that you send out.

4.0 Template 1: Survey of householders' awareness and stated behaviour

4.1 Background

This section should provide the tenderers with an understanding of what you want to commission and why. The important point is to say what you need. You can use the following paragraphs if you choose, replacing text in square brackets with something relevant to your authority.

[Your local authority] wishes to commission a survey of a representative sample of households on the subject of [recycling and waste management / other]. The survey [must / need not] follow the guidance produced by WRAP in *Improving the Performance of Waste Diversion Schemes: A Good Practice Guide to Monitoring and Evaluation*. The aim of the survey is [to monitor the impact of a communications campaign / provide information to help us redesign our services / provide information to help design a communications campaign / monitor satisfaction with our services / other].

For a communications campaign:

Two surveys will be required – one before the campaign starts and one after it has finished. [A survey is also required in the middle of the campaign to assess whether it needs to change direction partway through].

Provide enough information about your authority and its service or schemes to set the context, but there is no need to go over the top on this. For example:

[Your local authority] currently provides [describe kerbside service including materials collected, type of container, frequency of collection and households served]. There is also a network of [x] bring sites for [materials]. [We also provide x household waste recycling centres (HWRCs) where householders can dispose of rubbish and which provide a broad range of recycling facilities including ...].

Tenderers should provide a comprehensive methodology that indicates how they will achieve the aims and objectives set out in this brief. The following information should be included in your response:

1. Evidence of a strong track record
2. Sampling methodology including sample size, target area and profiling
3. Detailed data collection methodology
4. Detailed health and safety policy and practice
5. Experience of relevant staff
6. Details of insurances: public liability (at least £2 million and ideally £5 million) and professional indemnity (at least £1 million)
7. Procedures to deal with queries and complaints from members of the public, if collecting waste direct from households.
8. Details of quality management systems
9. Details of environmental management systems
10. A delivery time plan
11. What you require [your local authority] to provide

4.2 Survey aims

The aim of the survey is [insert your agreed aim]

4.3 Survey objectives

Be very clear about what you want to know. If you aren't clear the tenderer can easily misunderstand.

The objectives of the survey are [insert from the list below / from Annex 2 and/or add others]:

1. To measure the percentage change in householders' attitudes to [waste reduction / reuse / recycling] in [insert target area] before and after [the communication activity] or [by xx date against xx baseline].

2. To measure the percentage change in [householders / residents / users] awareness of existing [kerbside / bring /HWRC-based] recycling schemes in [insert target area] before and after [the communication activity].
3. To measure the percentage change in [householders' /residents' / users'] awareness of existing waste reduction schemes including [washable nappies / subsidised home compost bins / food /junk mail, etc] in [insert target area] before and after [the communication activity].
4. To determine the percentage change in the proportion of [householders / residents / users] in [insert area covered] who are 'committed recyclers' (see definition contained in WRAP's guidance) before and after [the communication activity].
5. To determine the percentage change in the proportion of [householders / residents / users] in [insert target area] who are 'committed food waste reducers' (see definition contained in WRAP's guidance) before and after [the communication activity].
6. To determine the percentage change in the proportion of [householders / residents / users] in [insert area covered] who claim to be using [the kerbside scheme / bring banks / HWRCs] before and after [the communication activity].
7. To determine the percentage change in the proportion of [householders / residents / users] in [insert type, e.g. in low performing area, particular round / area, flats, high-rise, estates] in [insert area covered] who claim to recycle different materials before and after [the communication activity].
8. To determine the percentage change in the levels of satisfaction of [householders / residents / users] in [insert area covered] with [the kerbside scheme / bring banks / HWRCs] before and after [the communication activity].

4.4 Key performance indicators (KPIs)

The KPIs that we want to measure are [insert from the list below/ from Annex 2 and/or add others]:

1. Percentage change in proportion of householders who are satisfied with the kerbside service provision
2. Percentage change in proportion of householders who are aware of the kerbside service provision
3. Percentage change in proportion of householders who are aware of the waste reduction schemes
4. Percentage change in proportion of householders who are committed recyclers
5. Percentage change in proportion of householders who are committed food waste reducers
6. Percentage change in proportion of householders who claim to be using the kerbside scheme
7. Percentage change in proportion of householders who claim to recycle different materials
8. Percentage change in proportion of householders who are satisfied with the service

4.5 Survey method

If you have a preference for an approach you should state it here. Otherwise you can leave it to the tenderer to decide, but be aware that they may propose an approach that you are unhappy with. Had they been given guidance on your preference, they could have given you a better proposal. It may also make it very hard to compare submissions.

Either: The survey must be carried out [on street / at the doorstep of householders' homes / by post / on the web].

Or: The approach taken to the survey will depend on the available budget [which is £x / which we are not at liberty to reveal]. You are therefore requested to provide separate costed proposals for the following options [choose from list – see Chapter 4 for guidance]:

- an on-street survey
- a door-to-door survey
- a telephone survey
- a postal survey; and
- a web-based survey

Please describe in detail the approach you would use for each, including the response rates you would expect and how you would seek to maximise these.

4.6 Sample size

If you have a preference for the sample size you should state it here. Otherwise you can leave it to the tenderer to decide. Be aware, though, that they may propose a sample size that is either unaffordable or below the level you would consider acceptable.

Preferably: Responses from a minimum sample of [1100 / other] householders are required. You should ensure you have made allowance for non-response to obtain this level of completed surveys.

Or: Please provide your suggestions as to the number of completed surveys you feel would provide robust information given our stated aim and objectives. For the purposes of providing a costed proposal that we can easily compare with other proposals, please assume indicative sample sizes of [x], [x] and [x].

4.7 Representativeness

The results should provide an unbiased overview of [your local authority as a whole / target area] so every attempt should be made to survey a representative sample. We believe that key socio-demographic factors include [choose two only from housing type / tenure / ethnicity / social grade / affluence / household size / other]. We suggest you use a social classification such as ACORN or MOSAIC, or give an outline of how you will otherwise ensure the results are representative.

4.8 Questionnaire design

State the number of questions you expect to be included and the number of these that will allow an open response. If you have pre-set ideas about what the survey should cover, give details here. You may want to refer tenderers to Annex 3 of this document, which includes standard questions that they may wish to use. If the survey is funded by WRAP, there may be some mandatory questions that you will have to include. If you undertake specify areas of inquiry, you should ensure they mesh with the objectives of the survey you have set out above.

The questionnaire will comprise around [15 / other] questions, of which [x] will be open. It will cover the following broad subjects [select from list noting these should correspond to the objectives you have chosen above]:

1. Householders' attitudes to [waste reduction / reuse / recycling] in general
2. Awareness of existing [kerbside / bring / HWRC-based] recycling schemes
3. Awareness of existing waste reduction schemes including [washable nappies / subsidised home compost bins/etc]
4. What proportion are 'committed recyclers'
5. What proportion are 'committed food waste reducers'
6. What proportion are 'committed home composters'
7. How regularly householders claim to be using [the kerbside scheme / bring banks / HWRCs]
8. The extent to which householders claim to recycle different materials
9. Levels of satisfaction with [the kerbside scheme / bring banks / HWRCs]

If you want your contractors to use recycled paper, you should request that here so they can cost for it in their proposal.

Questionnaires should be printed on [e.g. paper containing 100% post-consumer recycled paper – check your authority's procurement policy].

4.9 Timescale

Be clear if you have a set deadline in mind, but don't set arbitrary deadlines.

Either: The results of the survey are needed on [date]. You should ensure that you have adequate resources to complete the fieldwork, enter and analyse the data, and prepare a report by that date.

For a communications campaign assessment

Or The pre-campaign survey results are needed on [date] and the post-campaign survey results on [date]. You should ensure that you have adequate resources to complete the fieldwork, enter and analyse the data, and prepare a report by these dates.

4.10 Deliverables

Either: A full report is required including [choose as appropriate]:

1. An executive summary
2. A description of the method used, including an annexed copy of the questionnaire
3. An overview of the results showing key percentages for each question and highlighting important socio-demographic differences
4. A commentary on the survey results, highlighting particular issues you feel are important
5. Full results of the survey, namely counts and percentages by standard breaks.

And/or: A presentation of the results is required [only / in addition to a full report]. A copy of the presentation should be made available to [your local authority].

If you want the dataset so you can carry out additional analysis, request it here.

Suitably anonymised raw data should be provided to [your local authority] in [Microsoft® Excel spreadsheet format, SPSS, etc] together with a description of the field codes to enable further analysis to be carried out should we choose to do so. You should ensure that your approach to data protection allows the data to be passed on in this way.

4.11 Pricing

It can be helpful to provide a standard format for tenderers to itemise their prices so you can easily compare like with like. Specify that you want costs inclusive or exclusive of VAT (unless you are not VAT registered in which case you will need them exclusive of VAT). Use the following table as a template, or be specific about what you would like itemised.

Example costing table

Item	Staff costs	Other costs	TOTAL
Project management			
Survey development and planning			
Fieldwork			
Reporting			
TOTAL			

4.12 Other issues

Use this section to set out other requirements such as invoicing, insurances, risk assessments, quality checking procedures, health and safety, memberships of professional organisations, etc.

4.13 How to respond

Confirm how you want tenderers to respond and by when (date and time – and note that guaranteed next day delivery arrives at 13:00, so this is kinder than 12 noon).

Tenders should be sent [by post / by email] by [time] on [date] to the following address:

[Address]

Submissions after the deadline or sent by [post / email / fax] will not be accepted.

Decide how you want to deal with queries and give details here. Ensure that the person identified will be available. Some organisations insist that all queries are circulated to all the tenderers but this may not be necessary – check with your policy team.

If you have any questions about the tender, please contact [name] by [telephone / email / in writing] on [email address / telephone number / address] by [date]. [All queries and responses will be circulated to all tenderers.]

4.14 Tender assessment criteria

In this section, indicate how tenders will be evaluated.

Example assessment criteria

Assessment criterion	Rating
Price	X%
Robustness of approach	X%
Track record in similar projects	X%
Experience of nominated personnel	X%
Ability to add value	X%
Innovation	X%
Health and safety provision	X%

5.0 Template 2: Kerbside participation monitoring

5.1 Background

This section should provide the tenderers with an understanding of what you want to commission and why. The important point is to say what you need. You can use the following paragraphs if you choose, replacing text in square brackets with something relevant to your authority.

[Your local authority] wishes to better understand participation and non-participation in its kerbside scheme[s]. We are therefore seeking to commission a programme of participation monitoring. The monitoring [must/need not] follow the guidance produced by WRAP in *Improving the Performance of Waste Diversion Schemes: A Good Practice Guide to Monitoring and Evaluation*.

For a communications campaign

Because one of the aims of the monitoring is to evaluate the success of our communications campaign, two periods of monitoring will be required – one before the campaign starts and one after it has finished.

Provide enough information about your kerbside service / scheme to enable tenderers to understand the scale of what is likely to be required. The following information will really help tenderers work out what's required and you will need to provide it sooner or later, so invest in obtaining it at the bidding stage.

[Your local authority] provides a kerbside service to [x%] of households [including / excluding flats]. The service consists of a [weekly / fortnightly / monthly] collection using a [colour] [size] [box / wheeled bin / bag]. [Materials] are accepted by the scheme. [Add more services or schemes here if more than one is to be monitored] Recyclate is [collected co-mingled / sorted at kerbside] from [x] recycling rounds each day.

Tenderers should provide a comprehensive methodology that indicates how they will achieve the aims and objectives set out in this brief. The following information should be included in your response:

1. Evidence of a strong track record
2. Sampling methodology including sample size, target area and profiling
3. Detailed data collection methodology
4. Detailed health and safety policy and practice
5. Experience of relevant staff
6. Details of insurances: public liability (at least £2 million and ideally £5 million) and professional indemnity (at least £500,000)
7. Procedures to deal with queries and complaints from members of the public
8. Details of quality management systems
9. Details of environmental management systems
10. A delivery time plan
11. What you require [your local authority] to provide

The service is delivered in the following areas on the following days [see Table xx]. **Include a table with round information, similar to Table 3.**

Example of round information to include in tenders

Collection day	Area covered by one vehicle using one crew (i.e. round)	Type of area	Number of households
Monday	Round 1: Abbeyfield	Very affluent, gated detached housing	1200
	Round 2: Castlefield	One council estate and two new estates	1354
	Round 3: Fortfield	Mid-range semi-detached and terraced housing	800
Tuesday	Round 1: Dogfield	Deprived estate	940
	Round 2: Catfield	Fairly wealthy modern estate	802
	Round 3: Horsefield	Rural area with farms and two estates	560
Wednesday	Round 1: Ladylake	Terraced housing and semi's	1300
	Round 2: Mantown	Town centre area plus estates	1056
	Round 3: Childville	etc	994
Thursday	Round 1: Newtown	etc	650
	Round 2: Oldtown	etc	460
Friday	No monitoring		

There is also a network of [x] bring sites and residents have access to [x] household waste recycling sites.

5.2 Participation monitoring aims

The aim of the participation monitoring is [insert your agreed aim].

5.3 Participation monitoring objectives

Be very clear about what you want to know. If you aren't clear the tenderer can easily misunderstand. It is particularly important to state whether you are only interested in results for the authority as a whole or if you want to know about rounds or areas as well, or instead. This can significantly affect the method and therefore the approach taken.

The objectives of the participation monitoring are [insert from the list below / from Annex 2 and/or add others]:

1. To measure the percentage of households that participate at least once in three consecutive collections [across the authority as a whole / in certain areas] in [state a timeframe / comparison, e.g. before and after a communication campaign / before and after a service change / compared with a baseline already established].
2. To measure the percentage of households that set out their container on each collection [across the authority as a whole / in certain areas] in [state a timeframe / comparison, e.g. before and after a communication campaign / before and after a service change / compared with a baseline already established].
3. To determine what proportion of containers are contaminated with materials that are not accepted by the service [across the authority as a whole / in certain areas] in [state a timeframe / comparison, e.g. before and after a communication campaign / before and after a service change / compared with a baseline already established].
4. To measure how full the [collection containers] are when they are collected [across the authority as a whole / in certain areas] in [state a timeframe / comparison, e.g. before and after a communication campaign / before and after a service change / compared with a baseline already established].
5. To measure how different [rounds / areas] perform in terms of [participation / set out/ contamination / fullness of containers] in [state a time period, eg before and after a communication campaign / before and after a service change].

5.4 Key performance indicators (KPIs)

The KPIs that we want to measure are [insert from the list below / from Annex 2 and/or add others]:

1. Percentage change participation
2. Percentage change in set out
3. Percentage change in contamination

5.5 Participation monitoring method

If you have a preference for an approach you should state it here. Otherwise you can leave it to the tenderer to decide but be aware that they may propose an approach that you are unhappy with. Had you stated your preference, they could have given you a better proposal.

There [is / is not] room in the cab for the monitor to travel with the crew. Monitors should therefore [meet the crew at the depot and monitor containers as they work the routes / travel ahead of the crew using their own transport]. For costing purposes you should be aware that most of the rounds [are / are not] walkable.

Round lists [including all streets / including all properties] will be provided by [local authority] in [electronic format / hard copy only]. A monitoring form should be developed by the successful contractor based on these lists.

Please describe in detail the approach you would use. As part of your tender, please comment on how you would approach problems such as missed collections due to vehicle breakdowns or the monitor arriving late. If you plan to record electronically, please provide details of the procedures in place to deal with equipment failure.

5.6 Data quality control

Please detail what measures you take to ensure the quality of the data gathering and recording, including what procedures are in place to check the quality of data entry and data analysis.

5.7 Sampling

If you have already decided which areas are to be monitored, confirm here with as much detail as you have available. If you want your contractor to advise you on this, say so here.

A minimum of [1500 / other figure] households should be monitored on three consecutive occasions [in each target area] to ensure a final sample of [1100 / other figure] households is obtained. We would expect this to require monitoring [two / other figure] rounds. You must ensure you monitor extra households in case there are problems with the collection on one of the weeks and properties have to be missed out. This does not apply in [target areas] that contain fewer than [1500 / other figure] households, where all the households should be monitored.

Tenderers will be required to select the [rounds / areas] to be monitored in close collaboration with [local authority]. This should result in a cross-section of households being monitored across affluent and deprived areas and across different types of housing so that we can generalise the findings to the authority as a whole. Please comment in your submission on how you would ensure the findings can be generalised.

5.8 Timescale

Be clear if you have a set deadline in mind, but don't set arbitrary deadlines.

Either: The results of the monitoring are needed on [date]. You should ensure that you have adequate resources to complete the fieldwork, enter and analyse the data, and prepare a report by that date.

For a communications campaign assessment

Or The pre-campaign survey results are needed on [date] and the post-campaign survey results on [date]. You should ensure that you have adequate resources to complete the fieldwork, enter and analyse the data, and prepare a report by these dates.

5.9 Deliverables

Either: A full report is required including [choose as appropriate]:

1. An executive summary
2. A description of the method used, including an annexed copy of the monitoring form
3. An overview of the results [by round / area / social category and overall]
4. A commentary on the monitoring results, highlighting particular issues you feel are important, and giving recommendations

And/or: A presentation of the results is required [only / in addition to a full report]. A copy of the presentation should be made available to [your local authority].

If you want the dataset to carry out additional analysis, request it here.

Suitably anonymised raw data should be provided to [your local authority] in [Microsoft® Excel spreadsheet format, SPSS, etc] together with a description of the field codes to enable further analysis to be carried out should we choose to do so. You should ensure that your approach to data protection allows the data to be passed on in this way.

5.10 Pricing

It can be helpful to provide a standard format for tenderers to itemise their prices so you can easily compare like with like. Specify that you want costs inclusive or exclusive of VAT (unless you are not VAT registered in which case you will need them exclusive of VAT). Use the following table as a template, or be specific about what you would like itemised.

Example costing table

Item	Staff costs	Other costs	TOTAL
Project management			
Participation monitoring development and planning			
Fieldwork			
Reporting			
TOTAL			

5.11 Other issues

Use this section to set out other requirements such as invoicing, insurances, risk assessments, quality checking procedures, health and safety, memberships of professional organisations, etc. If you have any specific health and safety requirements include them here.

5.12 How to respond

Confirm how you want tenderers to respond and by when (date and time – and note that guaranteed next day delivery arrives at 13:00, so this is kinder than 12 noon).

Tenders should be sent [by post / by email] by [time] on [date] to the following address:

[Address]

Submissions after the deadline or sent by [post / email / fax] will not be accepted.

Decide how you want to deal with queries and give details here. Ensure the contact person identified will be available! Some organisations insist that all queries are circulated to all the tenderers but this may not be necessary – check with your policy team.

If you have any questions about the tender, please contact [name] by [telephone / email / in writing] on [email address / telephone number / address] by [date]. [All queries and responses will be circulated to all potential tenderers].

In this section, indicate how tenders will be evaluated.

Example assessment criteria

Assessment criterion	Rating
Price	X%
Robustness of approach	X%
Track record in similar projects	X%
Experience of nominated personnel	X%
Ability to add value	X%
Innovation	X%
Health and safety provision	X%

6.0 Template 3: Waste compositional analysis of kerbside materials

6.1 Background

This section should provide the tenderers with an understanding of what you want to commission and why. The important point is to say what you need. You can use the following paragraphs if you choose, replacing text in square brackets with something relevant to your authority.

[Your local authority] wishes to commission a waste compositional analysis of a representative sample of households. The survey [must / need not] follow the guidance produced by WRAP in *Improving the Performance of Waste Diversion Schemes: A Good Practice Guide to Monitoring and Evaluation*. The aim of the waste compositional analysis is to [identify the amount of recyclable waste remaining in the kerbside residual waste / estimate the capture rate of dry recyclable material / estimate the contamination level of the co-mingled dry recycling delivered to our bulking facility / to monitor the impact of a communications campaign / provide information to help us redesign our services / provide information to help design a communications campaign/other].

For a communications campaign

Two waste composition surveys will be required – one before the campaign starts and one after it has finished.

Provide enough information about your authority and its services or schemes to set the context, but there is no need to go over the top on this. For example:

[Your local authority] currently provides [describe kerbside services, for both diversion and residual collections, including materials collected, type of container, frequency of collection and households served]. There is also a network of [x] bring sites for [materials]. [We also provide x household waste recycling centres (HWRCs) where householders can dispose of rubbish and which provide a broad range of recycling facilities including ...].

6.2 Waste composition monitoring aim

The aim of the waste composition monitoring is [insert aim].

6.3 Waste composition monitoring objectives

Be very clear about what you want to know. If you aren't clear the tenderer can easily misunderstand.

The objectives of the waste composition monitoring are [insert from the list below/ from Annex 2 and/or add others]:

1. Determine the proportion of waste diverted from the residual collection through each of the [insert service / scheme] in [insert target area] and calculate the capture rate for [insert materials] by [insert timeframe].
2. Estimate the quantity of recyclable / compostable waste remaining in the kerbside residual waste [pre- and post-communication campaign].
3. Estimate the contamination level of the dry recycling material delivered to our bulking facility by [state timeframe, e.g. before and after a communication campaign / service change / against a baseline].
4. Assess the proportions of [list specific materials] diverted [into the recycling collection] and that which remains in the residual stream [state a timeframe / comparison, e.g. before and after a communication campaign/ before and after a service change / compared with a baseline already established].
5. Determine the effect of the [communication campaign/ service change/other] [on capture rates / other] [insert timeframe, e.g. before and after the service change / communication activity /other] [against a baseline].

6.4 Key performance indicators (KPIs)

The KPIs that we want to measure are [insert from the list below/ from Annex 2 and/or add others]:

1. Percentage capture rate [overall/target materials]
2. Residual waste composition
3. Tonnage

6.5 Method

You should try to define the approach as much as possible. Otherwise you can leave it to the tenderer to decide, but be aware that they may propose an approach that you are unhappy with. Had you specified your preferred approach, they could have given you a better proposal. It may also make it very hard to compare submissions. See the methodology section in Chapter 7.

All materials set out by the sample households in [list material collections to be analysed] are to be collected and sorted into the following categories [list categories, or primary categories / sub-categories].

Tenderers should provide a comprehensive methodology that indicates how they will achieve the aims and objectives set out in this brief. The following information should be included in your response:

1. Evidence of a strong track record
2. Sampling methodology including sample size, target area and profiling
3. Clarity as to quantities collected, and quantities actually sorted (the final sample)
4. Range and definitions of sort categories
5. Detailed data collection methodology
6. Detailed health and safety policy and practice
7. Experience of relevant staff
8. Proof of being a registered waste carrier, if waste is being collected as part of the work
9. Details of insurances: public liability (at least £2 million and ideally £5 million) and professional indemnity (at least £1 million)
10. Procedures to deal with queries and complaints from members of the public, if collecting waste direct from households.
11. Details of quality management systems
12. Details of environmental management systems
13. A delivery time plan
14. What you require [your local authority] to provide

6.6 Sample size

If you have a preference for the sample size you should state it here. Otherwise you can leave it to the tenderer to decide, but be aware that they may propose a sample size that is either unaffordable or below the level you would consider acceptable, and it may make it impossible to compare tenders.

Either: Material from a minimum sample of [xx households / other xxx] householders is required to be analysed. All material streams should be collected from the same set of households.

Or: Please provide your suggestions as to the number of households to be analysed that you feel would provide robust information given our stated aim and objectives. For the purposes of providing a costed proposal that we can easily compare with other proposals, please assume indicative sample sizes of [x], [x] and [x].

6.7 Representativeness

The results should provide an unbiased overview of [your authority as a whole / target area(s)] so every attempt should be made to survey a representative sample. We believe that key socio-demographic factors include [choose two only from housing type / tenure / ethnicity / social grade / affluence / household size / other]. We suggest you use a social classification such as ACORN or MOSAIC, or give an outline of how you will otherwise ensure the results are representative.

6.8 Collection of waste

If you require the contractor to collect the waste sample from the kerbside you should state that clearly. This will affect the prices quoted. However, with the contractor undertaking the collections, you have a guarantee that the correct material is being collected and sorted.

[Your local authority] [is / is not] able to provide a dedicated vehicle and driver for the collection of waste. [Include the provision of collections in your price. Please confirm that you have the appropriate waste carrier's licence.]

6.9 Sorting depot

A key issue in respect to conducting a waste composition study is the provision of a suitable covered area to sort the waste. Due to waste composition analysis being classified as an exempt activity by the Environment Agency, the site identified does not necessarily need a waste licence. An application can be made for a temporary exemption if required.

[Your local authority] [is / is not] able to provide a suitable space for sorting the waste. [You should be required to find a suitable site for the waste sorting.] The site [will / will not] require an application to the Environment Agency for a temporary exemption.

6.10 Timescale

Be clear if you have a set deadline in mind, but don't set arbitrary deadlines.

Either The results of the analysis are needed on [date]. You should ensure that you have adequate resources to complete the fieldwork, enter and analyse the data, and prepare a report by that date.

For a communications campaign assessment

Or The pre-campaign results are needed on [date] and the post-campaign results on [date]. You should ensure that you have adequate resources to complete the fieldwork, enter and analyse the data, and prepare a report by these dates.

6.11 Deliverables

Either: A full report is required including [choose as appropriate]:

1. An executive summary
2. A description of the method used

3. An overview of the results showing key percentages for each question and highlighting important socio-demographic differences
4. A commentary on the survey results, highlighting particular issues you feel are important
5. Full results of the survey, namely counts and percentages by standard breaks

And/or: A presentation of the results is required [only / in addition to a full report]. A copy of the presentation should be made available to [your local authority].

If you want the dataset to carry out additional analysis, request it here.

Suitably anonymised raw data should be provided to [your local authority] in [Microsoft® Excel spreadsheet format, SPSS, etc] together with a description of the field codes to enable further analysis to be carried out should we choose to do so. You should ensure that your approach to data protection allows the data to be passed on in this way.

6.12 Pricing

It can be helpful to provide a standard format for tenderers to itemise their prices so you can easily compare like with like. Specify that you want costs inclusive or exclusive of VAT (unless you are not VAT registered in which case you will need them exclusive of VAT). Use the following table as a template, or be specific about what you would like itemised.

Example costing table

Item	Staff costs	Other costs	TOTAL
Project management			
Waste audit development and planning			
Fieldwork			
Reporting			
TOTAL			

6.13 Other issues

Use this section to confirm other requirements such as invoicing, insurances, health and safety, including requests for copies of risk assessments, memberships of professional organisations, etc.

6.14 How to respond

Confirm how you want tenderers to respond and by when (date and time – and note that guaranteed next day delivery arrives at 13:00, so this is kinder than 12 noon).

Tenders should be sent [by post / by email] by [time] on [date] to the following address:

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If you have any questions about the tender, please contact [name] by [telephone /email/ in writing] on [email address / telephone number / address] by [date]. [All queries and responses will be circulated to all potential tenderers].

6.15 Tender assessment criteria

In this section, indicate how tenders will be evaluated.

Example assessment criteria

Assessment criterion	Rating
Price	X%
Robustness of approach	X%
Track record in similar projects	X%
Experience of nominated personnel	X%
Ability to add value	X%
Innovation	X%
Health and safety provision	X%

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