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Award

London-wide citizen behavioural tracker

London Waste and Recycling Board operating as ReLondon

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-015635

Procurement identifier (OCID): ocids-h6vhtk-060555 ([view related notices](#))

Published 20 February 2026, 12:10pm

Scope

Reference

2025/26 - 04

Description

While ReLondon has an annual survey of both businesses (SMEs and startups in our network) and local authorities to help measure outcomes for reporting purposes, we have relied until now on campaign-specific surveys and the polling of other organisations (e.g. London Councils' citizen climate survey) to provide data for tracking and reporting on the outcome of our citizen-facing work. As London Councils' climate survey is no longer taking place, and budgets are no longer available for comprehensive campaign evaluation, ReLondon is now seeking a better value but effective way of monitoring shifts in Londoners' awareness of and attitudes towards more circular, or waste-busting, lifestyles and behaviours.

This is likely to be conducted annually as a minimum , but this initial brief and contract is for year one baseline setting , including reporting , plus recommendations /suggested costings for subsequent years.

Research approach: We would like responses to suggest optimum approaches and costings against the following core requirements:

- Baseline setting in March 2026 , possibly through a quantitative survey of up to 25 questions of a representative sample of Londoners (at least 1,100+), with results split by borough; age group; ethnicity; housing type; and living arrangements. Household or individual income may also be of interest.

Alternative approaches to baseline setting will also be considered with interest. January 2026

- Ongoing methodology for subsequent years against year one baseline , to provide longitudinal tracking data.

We are also interested in proposals which suggest alternative or supplementary approaches to longitudinal behaviour, attitude and motivational tracking, such as:

- Quarterly 'dip' polling against smaller subsets of questions
- Ad hoc insights on one-off topics via online polling or using qualitative methods
- Occasional topic-specific qualitative 'dips' which interact usefully with the quantitative survey data

Costings for any of the above should include data analysis and reporting.

We will contract work in the first instance to cover :

- (a) design and delivery of the baseline setting research in this first year; and
- (b) the provision of recommendations on methodology and costing /resourcing implications for future iterations in the next financial year.

Objectives

Our objectives with the tracker (or alternative approach to this piece of longitudinal research) are:

- To measure awareness and impact of ReLondon campaigns , events and behavioural interventions and projects

? To track awareness of, and (shifts in) attitudes towards, circular behaviours and lifestyles such as swapping and sharing household items, buying second-hand, renting or leasing instead of buying, making things last and repairing more stuff

- To track trends and provide insight about areas to focus on amongst different communities and neighbourhoods, as well as at a London-wide level
- To test understanding of circularity amongst the general population, including language and specific terminology , what circular behaviours mean in practice and their perceived benefits for people and communities

Scope of work

The work proposed and costed for must include the following : Inception meeting completed, notes provided and detailed timeline agreed 2-3 March 2026

Refined methodology proposal for year one baseline signed off and recruitment initiated By 3rd week of March

Fieldwork underway By end March

Conclusion of fieldwork End April

Report on baseline research and its implications , with a wrap-up presentation of up to 1.5 hours in-person Mid-May 2026

Future years ' methodology and costings recommendations presented Mid-end May 2026
January 2026

Budget

The budget for the baseline setting research for year one plus the provision of recommendations and costings for subsequent years' behavioural tracking activity is up to £30k plus VAT . We are also interested to see estimates against any alternative or supplementary methodologies you wish to suggest for either year one or future years.

Commercial tool

Establishes a framework

Contract 1

Supplier

- ICARO CONSULTING LIMITED

Contract value

- £30,000 excluding VAT
- £36,000 including VAT

Below the relevant threshold

Award decision date

20 February 2026

Date assessment summaries were sent to tenderers

20 February 2026

Earliest date the contract will be signed

5 March 2026

Contract dates (estimated)

- 5 March 2026 to 31 July 2026
- 4 months, 27 days

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales

Information about tenders

- 20 tenders received
- 20 tenders assessed in the final stage:

- 20 submitted by small and medium-sized enterprises (SME)
- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 19 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Supplier

ICARO CONSULTING LIMITED

- Companies House: 06722540
- Public Procurement Organisation Number: PTCX-7956-XWWD

82 Lower Buckland Road

Lymington

SO41 9DW

United Kingdom

Email: phil@icaro.uk.com

Website: <http://www.icaro.uk.com>

Region: UKJ36 - Central Hampshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

London Waste and Recycling Board operating as ReLondon

- Public Procurement Organisation Number: PBNP-9149-XDTM

Sustainable Workspaces, 5th Floor, County Hall, Belvedere Road

LONDON

SE1 7PB

United Kingdom

Email: tenders@relondon.gov.uk

Website: <https://relondon.gov.uk/>

Region: UKI45 - Lambeth

Organisation type: Public authority - sub-central government