



# **Food campaign media tender**

**December 2025**

**Ref. 2025/26-03**

---

# Table of contents

1.	Overview .....	4
2.	Background .....	4
3.	The brief .....	5
4.	Objectives .....	7
5.	Deliverables .....	7
6.	Budget .....	8
7.	Timescales .....	9
8.	Interface/Contract management.....	9
9.	Quality of service .....	10
10.	Delivery personnel .....	10
11.	Acceptance of bids .....	11
12.	Period for which bids shall remain valid .....	11
13.	Submission details .....	11

---

# 1. Overview

**This is an invitation to submit a proposal to ReLondon and its partners to provide media planning, buying and management support for a new London food waste prevention and recycling campaign. The campaign, which will launch in June 2026, supports changes to recycling policy and will run for one year. It is being managed by ReLondon on behalf of the London boroughs. Extensive strategic and insight work has already been done which can be used to support media planning. The work will be awarded as a fixed term, fixed cost project subject to ReLondon's standard terms and conditions (available on request).**

## **Introduction to ReLondon**

[ReLondon](#) is the operating name for 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 and transform the city into a leading low carbon circular economy. Our mission is to revolutionise our relationship with stuff, helping London waste less and reuse, repair, share and recycle more.

# 2. Background

ReLondon ran a London campaign, Eat like a Londoner which ended in April 2025, having achieved year-on-year improvements in engagement and claimed behaviour change. A refreshed campaign will centre on food waste recycling (and food waste prevention to a lesser degree), aligning with the Simpler Recycling legislation and practical shifts in how boroughs manage waste. The Simpler Recycling requirements include weekly household food waste collections by March 2026. Eat like a Londoner's channels (website and Instagram) have been maintained by ReLondon.

The target audience is 21-44 year old Londoners and parents with children under 11 (identified as those who waste most food), as many establish a new food recycling routine. The campaign will empower Londoners to see the value in food, connect action with impact and feel part of a collective movement.

---

The campaign aims to boost people's motivation by:

- Creating a compelling reason why people should reduce household food waste and recycle it properly.
- Enabling a consistent messaging approach across the boroughs signed up to the campaign.
- Providing boroughs with a campaign toolkit to continue to engage residents in new food recycling routines.

The campaign will be distinct to London's huge population that fall within the target demographic – tapping into cultural pride, practical everyday challenges and diverse food cultures.

### 3. The brief

We require a media agency to work with our creative agency to:

- Collaborate during the campaign strategy and planning phase;
- Create a media plan for the campaign, recommending appropriate channels and formats, timings of media bursts and cost-effective approaches;
- Buy media space on our behalf, managing budgets efficiently;
- Report on campaign performance, tweaking channel approaches where necessary; and
- Work with the creative agency to ensure the right creatives are being used in the right spaces and identify where improvements could be made, both to the creative and messaging approaches and to the overall strategy.

We are asking agencies to respond to a series of questions, which we will be using as the basis for evaluating responses.

The questions are:

1. The aim of our campaign is to change food behaviours at home, which requires a very different approach to campaigns which target buying behaviours.
  - a. Do you have experience of buying for behaviour change campaigns?
  - b. Which channels and approaches would you use for this campaign to reach as much of our target audience as possible and ensure our messages stick?
2. We have a small budget but big ambitions. How would you ensure we are valued as a customer despite our size, and how would you achieve value for money?
3. As well as creating our own content and via influencers, we may signpost the content of others on our social channels and feature them on the campaign website. Would you recommend a different media strategy/tactics for this approach. If so, what would it be and why and what is your experience of doing this?

- 
4. As well as OOH, digital and social, there may be the potential to explore audio (e.g. radio/podcasts) and media partnerships for this campaign. How would you approach audio and media partnerships as part of an overall campaign strategy?

### 3.1 Campaign requirements

The campaign is to be delivered over a one-year period. The planning phase will start immediately on appointment with a full briefing on progress to date. Our goal is a June 2026 campaign launch.

While the campaign may create a wide range of assets on both main topics (food waste prevention and food waste recycling) over the three years, some boroughs and waste disposal authorities may choose to focus more on one set of messaging, so the campaign must work and be adaptable on several levels, including potentially:

- Regional – awareness-raising activity across the capital, including outer as well as inner London boroughs;
- Sub-regional – awareness-raising and engagement activity across clusters of boroughs (waste authorities);
- Localised – targeted activity tailored to residents of one or more London boroughs.

### 3.2 Channels/media

The campaign will launch in June 2026 and media bursts (approximately two to three per year) will continue for the duration of the campaign. Our initial thinking on channel mix is below, however we would like to hear your recommendations:

- Out-of-home advertising – depending on budgets and media availability, including TFL network (buses, tube, etc), plus owned or price-capped media channels via boroughs (e.g. JCDecaux sites, libraries, community spaces, leisure centres, etc)
- Digital advertising – via social media channels (Instagram and Facebook) and influencers. Additional digital channels (e.g. programmatic) could be explored if relevant and recommended
- Audio – such as local radio and podcasts if recommended
- Media/brand partnerships – with likeminded individuals, influencers and organisations

Sites of particular interest include high density and high dwell time areas within the London boroughs which are providing funding and support of this campaign (see below), on key transport networks and busy commuter routes, as our research has indicated this is where marketing communications can have the greatest impact. Depending on the media location the campaign messaging may flex to either cater to the food waste prevention or food waste recycling message.

---

The 17 boroughs participating in the campaign are:

- Barnet
- Bexley
- Camden
- Ealing
- Enfield
- Hackney
- Hammersmith & Fulham
- Haringey
- Hillingdon
- Islington
- Kensington & Chelsea
- Lewisham
- Merton
- Richmond
- Waltham Forest
- Wandsworth
- Westminster

We are also keen to explore brand partnerships with likeminded individuals, influencers and organisations to help land and scale the messaging. Recommendations for this should be included in the proposal.

Owned channels include a website and organic social media channels which are updated several times a week. The website would be updated to include a section dedicated to food waste recycling.

### 3.3 Campaign KPIs and evaluation

While the ultimate goal of the campaign is to change people's behaviours at home to increase food waste recycling participation and waste less food, it is primarily an awareness-raising campaign to help Londoners draw the link between food and climate, and understand how their food behaviours can both reduce their climate impact and save them money at home.

Evaluation will take place at the end of each financial year and will therefore focus on whether people have seen, engaged with and taken an action against the messaging. KPIs will likely include:

- Engagement – how many people have engaged with our ads
- Awareness – how many people recall seeing our ads
- Consideration – Has this impacted claimed behaviour

---

## 4. Objectives

The objective of the campaign is to:

- **Get:** Younger Londoners, aged 21-44 and those with children under 11 years old at home (the highest food wasters)
- **To:** Reduce household food waste and recycle what they can't eat
- **By:** Connecting with them emotionally and using normative messaging to engage, motivate and empower them to reduce their "food footprint" (the carbon impact of their household food consumption)

This objective will be achieved by fulfilling the following sub-objectives:

- Build on Londoner's belief that wasting food is morally wrong and increase awareness of the relationship between food and climate (for citizens already engaged in the topic of sustainability)
- Increase motivation to reduce household food waste and recycle food that can't be eaten using behavioural nudges
- Build understanding of how to reduce both household costs and impact on the climate through changed food behaviours at home
- Drive traffic from the London-wide campaign (on the 'why') through to borough-level service comms (on the 'how')

## 5. Deliverables

Please provide a written proposal responding to the brief to show how you would achieve the objectives outlined above. Please do not be constrained by our methodology – if you feel there are better ways of achieving our objectives, we would like to see those ideas.

Your response should be no longer than 4 pages (excluding CVs and sample creatives) and include:

- Your answers to the questions in section 3 above.
- Example creatives and media strategies from behaviour change, or other relevant, campaigns you have delivered.
- Profiles of the team allocated to the work, including short CVs which outline relevant experience.
- A breakdown of your fees including VAT to deliver the whole project including:
  - Planning and strategy
  - Ad creation, management and optimisation

- Reporting
- Other time costs, including meetings, project management, analysis
- Expenses

The following specific deliverables should be included in your quote:

- Attendance at an in-person inception meeting, including a briefing workshop to discuss and agree the detailed requirements of the project;
- Regular virtual and/or in-person update meetings with the ReLondon campaign lead and working group;
- All planning and delivery of activity outlined above;
- A timeline with key dates leading to the launch date(s) agreed in liaison with the campaign lead, media agency and working group;
- Presentations to the project board, including Q&A, of (a) draft media plans and (b) final media plans (slide decks to be provided to the project team afterwards);
- Attendance at project board meetings at other key moments as identified and agreed with the campaign lead.

## 6. Budget

The budget allocation for this activity is £100,000 incl. VAT.

Please indicate how you would allocate the full budget (after fees) by channel, covering the full campaign period.

## 7. Timescales

The timetable below shows not just the procurement timeline but also the current draft campaign delivery timeline;. It is essential that campaign activity is live in boroughs by June 2026. Please note this timeline is indicative and we reserve the right to change it if deemed necessary for the success of the project.

Stage	Deadline
Brief sent out by ReLondon	16 <sup>th</sup> December 2025
Questions relating to the brief received	9 <sup>th</sup> January 2026
Questions relating to the brief answered	14 <sup>th</sup> January 2026
Submission deadline	23 <sup>rd</sup> January 2026
Stage I: Shortlisting	30 <sup>th</sup> January 2026



Stage 2: Shortlisted agencies to present their response to brief	6 <sup>th</sup> February 2026
Agencies notified of outcome	11 <sup>th</sup> February 2026
Agency appointment letter shared and signed	24 <sup>th</sup> February 2026
Work commissioned and inception meeting scheduled	26 <sup>th</sup> February 2026
Creative development and testing	February - May
Creative assets finalised and shared with ReLondon and project board for consultation and sign off	June 2026
Campaign go-live	June 2026

## 8. Interface/Contract management

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 the following criteria.

Stage I evaluation criteria	Weighting
Price <sup>1</sup> .	20%
Demonstrated understanding of campaign objectives and ability to deliver the brief.	20%
Creativity and relevance of ideas suggested in response.	30%
Experience of agency, as well as allocated personnel, their skills and technical capability (including case studies).	20%
EDI: ReLondon is committed to promoting and encouraging greater Diversity & Inclusion among its workforce, community engagement activities, as well as throughout its supply chain. Please describe your organisation's approach to equity, diversity and inclusion and how you will apply it in the delivery of this contract.	5%
Carbon reduction: Reducing environmental impact is fundamental to ReLondon. We work with local authorities, businesses, and citizens to reduce waste and improve our use of resources to deliver environmental benefits. Please describe your organisational approach and ambition in relation to sustainability.	5%

<sup>1</sup> This will be assessed by deviation from the lowest compliant tender

---

Stage 2 evaluation criteria	Weighting
Adaptability: We are looking for ideas that are flexible and can evolve across channels, formats and real-world scenarios without losing their core impact.	35%
Co-creation: We want concepts that invite genuine collaboration – both with our team during development and with our audiences as active participants.	25%
Contextualising our audience: We expect proposals to demonstrate a deep understanding of our audience's behaviours, needs and environments, ensuring the idea feels relevant, timely and tailored.	40%

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).

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

It is the responsibility of the Contractor to ensure all necessary permissions have been granted and all necessary licenses obtained relating to any information gathered or any results of this Project to be published and distributed. This will include all knowledge, data, information, design and artwork in any format and any media.

## 9. 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.

## 10. 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 and should be no more than 1 side.

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.

## 11. 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.

## 12. 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.

## 13. Submission details

For any questions relating to the brief please email [drew.hughes@relondon.gov.uk](mailto:drew.hughes@relondon.gov.uk) and [katie.moriyama@relondon.gov.uk](mailto:katie.moriyama@relondon.gov.uk) by 4pm on 9<sup>th</sup> January 2026.

Please submit your responses to [tenders@relondon.gov.uk](mailto:tenders@relondon.gov.uk) by 5pm on 23<sup>rd</sup> January 2026.

---

For both questions and bids, please use the reference "ReLondon tender 2025/26- 03".

