



Invitation to Tender (ITT)

This is an invitation to tender for the provision of an evaluation of the Live Here Love Here Campaign.

The successful bidder for the evaluation of the Live Here Love Here Campaign will be expected to deliver the first phase of research between April 2020 and March 2021.

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1. Instructions and Content Information

This is an invitation to submit a tender for the provision of consumer research to evaluate the impact of the Live Here Love Here Campaign.

You should submit **four hardcopies** and **one electronic** copy of your tender by **12 noon Tuesday 10th December 2019** to:

Jodie McAneaney
Live Here Love Here Manager
Keep Northern Ireland Beautiful
Bridge House
2 Paulett Avenue
Belfast
BT5 4HD
Email Address: jodie.mcaneaney@keepnorthernirelandbeautiful.org
Phone: 028 9073 6920

Proposals submitted after this deadline will not be considered. It is the responsibility of the bidder to ensure that their tender is received on time. Please be advised manually delivered tenders can only be accepted during normal office hours, that is, between 9:00am to 5:00pm Monday to Friday.

If you have any questions about this document, please contact Jodie McAneaney by **noon on 12th November 2019**. Questions received after this deadline will not be answered. Questions and responses will be circulated to all interested tenderers. It is the responsibility of the bidder to provide the correct email address for tender questions and responses and to check their emails regularly during this period.

Your tender submission should be written to address the key requirements and scope of the work detailed in Section 5 of this Invitation to Tender and demonstrate how it meets the scoring criteria outlined under section 6. Any details not provided or not fully completed may constitute an admission of unsuitability/inability to fulfil requirements and may result in the tender being rejected at our absolute discretion.

All tender submissions must remain valid for a minimum period of 90 days following the deadline for receipt of tender submissions.

A full price schedule must be provided and be inclusive of ALL fees. Prices shown must be exclusive of VAT and be in Pounds Sterling.

All responses must be in English.

Tenders should only include a proposal covering Phase 1 one of consumer research to evaluate impact of the Live Here Love Here Campaign.

However, tenderers should provide an overview for how Phase 2 and Phase 3 will link in with Phase 1. **1. Phase 1 budget must be spent and invoiced by the end of March 2021.**

The Live Here Love Here Campaign is funded by a consortium of partners, including the Department of Agriculture, Environment and Rural Affairs, Northern Ireland local authorities, the Northern Ireland Housing Executive and corporate partners.

Keep Northern Ireland Beautiful reserve the right to suspend, defer or withhold payment for this commissioned work until such time as the funding is received from the aforementioned department. All research, data and information gathered upon completion of this brief will be owned by Keep Northern Ireland Beautiful and will not be used by any other party unless written consent is sought in advance.

2. Background information

About Keep Northern Ireland Beautiful

Keep Northern Ireland Beautiful is an independent charity established in 2000.

Our Vision is of a world where people and nature thrive.

Our Mission is to inspire and empower people to create more resilient and healthier communities.

Through education, engagement, and empowerment, we change behaviours and practices so everyone enjoys a beautiful, resilient, and healthy environment. We work towards a society where everyone takes an active role in protecting our communities and the people who live there.

Notable successes to date include:

Adopt A Spot: The Adopt A Spot programme enables groups and volunteers across Northern Ireland to adopt an area in their locality and look after it. Participating groups commit to deliver eight activities (primarily clean-ups) over two years and are supported by Keep Northern Ireland Beautiful with kit and guidance. Adopt a Spot is for everyone. Groups can choose any spot they like: from a town/village to a stretch of beach, a local park, a local forest or even the street they live on.

The community led approach to Adopt A Spot is the key to its success. The programme has established, supported and promoted community group action to maintain and improve a range of community spaces by tackling anti-social behaviour such as littering, fly-tipping, graffiti, dog fouling and flyposting. Working from the grassroots level up, we believe that Adopt A Spot has demonstrated only a fraction of what can be achieved by local communities, with significant potential for the programme to expand across Northern Ireland. There are currently 187 Adopt A Spot groups adopting 196 spots across Northern Ireland.

The Big Spring Clean: This is Northern Ireland's fastest growing community clean-up campaign and is available to everyone wishing to rid their streets of litter and discarded rubbish. Almost 120,000 volunteers took part in 2018 and the number is expected to grow in 2019.

Eco-Schools: This is the world's largest environmental education programme, operating in 68 countries and involving approximately 20 million pupils. In Northern Ireland, the Eco-Schools programme is operated by Keep Northern Ireland Beautiful. The programme endeavours to make environmental awareness and action an intrinsic part of the life and ethos of the school. Today's young people are the key to eliminating litter and safeguarding our environment. Inspiring and educating the next generation of business leaders, politicians and decision makers is therefore critical. Every school in Northern Ireland is registered for the Eco-Schools programme, (a world first) however much more remains to be done to help schools apply for the prestigious Eco-Schools Green Flag award. Our ambition is that every child in Northern Ireland has the chance to learn about the environment and the role they can play in protecting and improving it through this programme.

Green Flags for Parks & Open Spaces: This is an environmental quality scheme open to all free to use public parks and green spaces in Northern Ireland. There are currently 76 parks and green spaces in Northern Ireland awarded Green Flag status.

Blue Flag for Beaches & Marinas: The Blue Flag scheme for beaches and marinas is an international environmental quality programme administered in Northern Ireland by Keep Northern Ireland Beautiful. The Blue Flag programme focuses on the environmental management of our coastline and coastal waters to help sustainable tourism growth and development. Although it is a voluntary eco-label, it has become an international symbol of quality for beaches, boats and marinas that meet a standard of excellence in the areas of safety, amenities, cleanliness, environmental information and

environmental management. There are currently 8 beaches and 4 marinas which are entitled to fly the Blue Flag in Northern Ireland.

The Clean Coasts Programme: This is our flagship marine programme established in 2008 to tackle the growing problem of marine litter. The current plastic pollution epidemic is undoubtedly a growing public concern. TV coverage such as Blue Planet II, Sky Ocean Rescue, and initiatives like the UK Plastics Pact, have ensured that this issue has never received so much media attention. As a result, interest and involvement in the Clean Coasts Programme has grown annually.

OSPAR Marine Litter Programme: Keep Northern Ireland Beautiful carries out quarterly marine litter surveys of 11 beaches in Northern Ireland. This data helps inform our environmental programmes but importantly is also reported to the OSPAR Commission as part of their marine environment monitoring programme, to help design future management measures to tackle this environmental challenge in the North East Atlantic Ocean. The growing problem of marine litter requires each country to play their part in the fight to save our marine environment.

Tackling Plastic NI: This project is focused on tackling the production, consumption and littering of single-use plastic in Northern Ireland. The project engages with four key audiences: businesses (divided into high street, on-the-go and producers), local government, schools and the general public and is intended to generate high profile actions where behaviour change is required to reduce plastics.

This project is devised to sit within the culture of Northern Ireland, designed to support local councils, businesses, schools and the general public to make transformative changes to packaging materials used, reducing consumption and littering behaviour through bespoke communications and support for each audience. The activities will provide critical baseline information to shape policy on single-use plastic, and will also assist Northern Ireland to meet the EU Waste Framework Directive recycling target of at least 50% recycling of 'waste from household' by 2020.

To achieve these transformative changes, we are working to embed single-use plastic messaging and action into all of our activities, ensuring it cross-cuts all of our programmes at Keep Northern Ireland Beautiful. We also recognise that there are other organisations working in this sphere in Northern Ireland and we are keen to collaborate where possible to ensure maximum impact on battle against plastics.

Communications on the **Tackling Plastic NI campaign have been delivered under the Live Here Love Here umbrella to date.** Key activities have included:

- Development and promotion of the Plastic Promise – a public pledge that can be taken across all target audiences to reduce single-use plastics
- Online video by influencer 'Barry the Blender' themed to tackle Plastic Straws
- Series of TV adverts to tackle most common single-use plastic items littered including – the take-away coffee cup; the straw; the plastic bottle etc.
- A collaboration with the online media group Belfast Live to promote the Tackling Plastic NI message.
- Partnerships with a number of organisations/events to reduce single-use plastic (e.g. Culture Night and the Blood Transfusion Service)
- Promotion of Tackling Plastic message via the Big Spring Clean Campaign 2019, the Eco-Schools programme (including conference) and through the Young Reporter's for the Environment Programme.

Third party research was delivered in 2018/19 to gain baseline evidence of the general public's understanding of the issues around plastics and of the terminology used e.g. single-use. Successful tenderers may be required to deliver future evaluations of the impact of the Tackling Plastic NI campaign if additional funding is secured.

Information on the Live Here Love Here campaign is outlined in Section 3 of this document.

General information about Keep Northern Ireland Beautiful and the projects outlined above can be found at:

- Website: www.keepnorthernirelandbeautiful.org
- Facebook: www.facebook.com/keepnorthernirelandbeautiful
- Twitter: @keepnibeautiful
- Instagram: @KeepNorthernIrelandBeautiful

3. The Live Here Love Here Campaign

Live Here Love Here is a positive, people powered campaign focused on improving our local environment and building a sense of pride in our local communities. Established in 2014, Live Here Love Here consists of **four main pillars: a media campaign, a volunteering support programme, a small grants scheme and a Community Awards**. Through these pillars of activity, Live Here Love Here is building a movement of enthusiastic local people who volunteer their time and expertise to promote civic pride by tackling littering, dilapidation of buildings and a range of other environmental quality issues. The key word here is 'local' and the campaign has been designed so it can be localised and adopted by a range of organisations from Government Departments through to grassroots level.

Now in its fifth year, Live Here Love Here is starting to turn the curve on littering with the litter pollution index down 2% and the presence of dog fouling down 4% since the campaign began, and with admitted littering down from 34% to 31% in 2019.

Successes to date:

- Since 2014, Live Here Love Here engaged over 680,000 volunteers and the numbers continue to grow;
- Over 1000 metric tonnes of rubbish collected;
- In excess of 1 million pieces of litter removed, and that's just those counted from our small number of survey beaches;
- Value of Live Here Love Here print media coverage exceeded £273,789 in 2018/2019*
- Clean Coasts Week 2019 media coverage had a total reach (number of people who have seen the content) of 36,918,695;
- 42 Live Here Love Here Community Award winners since 2016/2017;
- Since 2014, over £832,000 has been invested in 641 projects through the Live Here Love Here Small Grants Scheme.

*Excluding TV, radio and billboards

Feedback from Live Here Love Here grantees has been overwhelmingly positive. 66 of the 164 Live Here Love Here Small Grants projects funded in 2018/19 completed a feedback survey on the Live Here Love Here programme. Summarised below are some of the headline results:

- 99% of respondents strongly agreed or agreed that their project had benefitted the local community in terms of 'providing a cleaner/more attractive environment'.
- 97% of respondents agreed or strongly agreed that their project had benefitted the local community in terms of instilling a sense of civic pride
- 91% of respondents felt that being part of their project had improved their mental and/or physical wellbeing.
- 94% of respondents were satisfied or very satisfied that their expectations of Live Here Love Here's involvement were met.

When the respondents were asked about changes they had made to their lifestyle/home life to protect the environment as a result of the project:

- 63% stated changes to their waste management/recycling
- 42% stated reduced food waste
- 40% stated reduced single-use plastics
- 23% stated reduced energy usage

Campaign Aims

- To capture the hearts and minds of people across Northern Ireland and help them to make incremental changes to their own behaviours and attitudes to bring about positive change in their local communities;
- To inspire and grow a partnership dedicated to protecting and enhancing our environment;
- To inspire and empower people to act to create resilient and healthy communities through the promotion of civic pride;
- To effect behavioural change so that protecting and enhancing the environment becomes a new societal norm across all sectors;
- To increase opportunities for volunteering in environmental activities (focus on use less/do more approach);
- To improve street and beach cleanliness in Northern Ireland.

Campaign Objectives

The campaign is underpinned by the following 3 headline SMART (Specific, Measurable, Achievable, Relevant and Time Dependent) objectives:

- Awareness - Community engagement and involvement – to have 75% brand awareness of the civic pride programme across Northern Ireland.
- To have cleaner streets – achieve a continuous reduction in the Litter Pollution Index by the end of year 3.
- Number of volunteers – e.g. to engage 250,000 volunteers in the Live Here Love Here programme within 3 years.

Partners and Supporters

Whilst Keep Northern Ireland Beautiful is responsible for the administration and management of Live Here Love Here, as an investor in the campaign, Keep Northern Ireland Beautiful is recognised as a partner of Live Here Love Here. Other partners* include 10 of the 11 local authorities in Northern Ireland, the Department of Agriculture, Environment & Rural Affairs, Coca-Cola HBC, McDonald's UK and the Northern Ireland Housing Executive. The programme creates multiple opportunities for partners to build a strong rapport with the public as together we develop the kind of place we want to live.

The 10 participating Councils are:

- Antrim and Newtownabbey Borough Council
- Ards and North Down Borough Council
- Armagh, Banbridge and Craigavon Borough Council
- Belfast City Council
- Derry City and Strabane District Council
- Fermanagh and Omagh District Council
- Lisburn and Castlereagh City Council
- Mid and East Antrim Borough Council
- Mid Ulster District Council
- Newry, Mourne and Down District Council

*Keep Northern Ireland Beautiful is working to increase the number and variety of partners involved in the campaign.

Supporters can add their details to the growing movement of people who want a cleaner greener place to live and work on the '[show your support](#)' page via the Live Here Love Here website. This number is currently over 6,700.

General information about Live Here Love Here can be found at:

- Website: www.livehereandlovehere.org
- Facebook: www.facebook.com/livehereandlovehere
- Twitter: @isupportlh
- Instagram: @LiveHere.LoveHere

4. Research Project Brief: Specification of Requirements

Keep Northern Ireland Beautiful wishes to appoint a market research agency to conduct consumer research to evaluate the Live Here Love Here programme. Below is an outline of what is required but suggestions and recommendations are welcomed:

The successful agency will be required to carry out consumer research over the period April 2020 to March 2023 to evaluate the Live Here Love Here campaign:

Phase 1 – April 2020 – March 2021*

Phase 2 – April 2021 to March 2022*

Phase 3 – April 2022 to March 2023*

**subject to funding*

Impact of the Live Here Love Here campaign to date has been independently evaluated by an external market research agency. The table below summarises some of the key impacts which have been measured by the market research carried out to date.

- % awareness of Live Here Love Here Campaign, recognising advertising
- % reporting disapproval of littering
- % reporting likelihood of littering
- % reporting likelihood of seeking more information/visiting website
- % reporting likelihood of volunteering/taking part in clean ups, planting
- % reporting positive impact of campaign on local civic pride and environment
- % self-reporting littering activity

Keep Northern Ireland Beautiful would now like to appoint a market research agency to undertake research to evaluate the impact of the campaign over the next three-year period from (April 2020 – March 2023), building upon the research already undertaken. This new research should gather and analyse data on both the existing indicators covered in previous research (to allow longer-term comparison), as well as data on new indicators relevant to the delivery of the aims, objectives and targets of the campaign outlined above. These should include, but not be limited to the following –

- % aware of littering problem in Northern Ireland (impacts, costs)
- % aware of Live Here Love Here Campaign, recognising advertising
- % reporting disapproval of littering
- % reporting likelihood of littering
- % reporting likelihood of seeking more information/visiting website
- % reporting likelihood of volunteering/taking part in clean ups, planting
- % reporting positive impact of campaign on local civic pride and environment
- % self-reporting littering activity
- Actual litter levels (as measured by Litter Pollution Index/Keep Northern Ireland Beautiful NI-wide surveys)
- Number of volunteers engaged in Live Here Love Here clean up and environmental improvement activities
- Numbers of projects supported by Live Here Love Here small grants programmes

Research methods to be included

Below is an outline of suggested research methods:

i. Stakeholder consultation

Consultation with volunteers /community groups (based in participating Council areas) to identify how they have engaged with Live Here Love Here including their views of the various volunteer support initiatives e.g. Adopt A Spot and the Live Here Love Here Small Grants Scheme.

ii. Primary research

Previous market research has included annual surveys beginning in January 2015, and has produced a range of qualitative and quantitative research findings. Impacts measured include:

At Northern Ireland level -

- Awareness of the Live Here Love Here Campaign

In each of the participating Council areas -

- Recognition of advertising
- Perceived impact of advertising on attitudes/likelihood of positive behaviours: not littering, volunteering in clean-up, planting or other similar civic pride activities, finding out more about the campaign, pledging support
- Impact of the campaign on wider perceptions: e.g. a cleaner environment in your area, greater pride in your area, sense of community involvement, relevance of advertising to you, likelihood of campaigning making you want to take more responsibility for your area, awareness and perceptions of the LHLH campaign
- Impact of the campaign on attitudes to littering and on actual littering behaviour

Supplementary Qualitative Research has also been conducted by telephone with representatives of volunteer and community groups in the participating Council areas.

Aims of further evaluation

We now wish to commission further market research to evaluate the impact of the campaign over the next three years. This research and analysis should include:

- a) Primary research (omnibus) of a representation of the population to measure awareness and recognition of the Live Here Love Here Campaign (prompted awareness) and the effectiveness of the various media channels used both in changing littering behaviour and in changing attitudes towards litter.
- b) More in depth research limited to participating Council areas to measure the effectiveness of the campaign activity in terms of changing people's behaviour, perceptions and attitudes.

These measures must allow for comparison of the impact of the Live Here Love Here campaign over time, including the timeframe from January 2015 to March 2021. Research should be carried out in March of each year.

iii. Outputs

A full report and a presentation made to the Live Here Love Here Steering Group annually to include the following:

- Level of awareness (prompted)
- Effectiveness of different media channels

- Take out messages from the campaign
- 3 to 4 key indicators which best measure progress in changing attitudes and behaviours
- Potential changes in behaviour and attitudes (including any baseline measurements)
- Changes in awareness of activity taking place
- Conclusions

The full annual report should be submitted to Keep Northern Ireland Beautiful by May 1st each year.

The year 3 final report 2022/2023 will include research findings and conclusions for the final year and the whole of the programme.

All information, data accrued etc. during the tender, for and on behalf of Keep Northern Ireland Beautiful is confidential. On the satisfactory completion and payment of tender all data, research, related reports, conclusions are the intellectual property of Keep Northern Beautiful.

Alongside this Invitation To Tender for evaluation of the Live Here Love Here Campaign a separate Invitation to Tender for an Integrated Communications Plan has been issued and can be <https://keepnorthernirelandbeautiful.etinu.net/cgi-bin/generic?instanceID=61> for general information.

iv. An Environmental Engagement Index for Northern Ireland

The evaluation of the Live Here Love Here Campaign will coincide with the development of a new Environmental Engagement Index (EEI) for Northern Ireland. This EEI will create a new measure to monitor the level of engagement in pro-environmental behaviours by the general public across Northern Ireland. It will track changes over time allowing the success of interventions to be judged and will inform campaigns developed to speed the changes and maximise pro-environmental behaviours, making them the new normal. The index will explore underlying behaviours and motivations in protecting the environment that will be of direct benefit to the current and future investors in Live Here Love Here in seeking to improve environmental outcomes. A design sprint is separately underway to develop this new EEI which will be trialled during phase 1 of this tender April 2020 and March 2021.

There are synergies between this invitation to tender for consumer research on the Live Here Love Here Campaign and the Environmental Engagement Index and successful tenderers will be required to have regards to the EEI in phases two and three of this contract when undertaking consumer research.

5. Scoring criteria

The proposals will be scored as follows:

Area	Weighting
Value for money/pricing	30
Ability of market research proposal to meet the evaluation needs of the Live Here Love Here Campaign	40

Technical capability and quality of past experience/case studies	20
Sustainability & Environmental Credentials of tendering organisation	5
Quality of overall proposal	5
Total	100

Tenders will be evaluated on the basis of the ‘most economically advantageous tender’ based on the answers provided to the questions in the supplier questionnaire and the weighting system above will be used. Tenders will be shortlisted and shortlisted bidders will be invited to present their proposals to a selection panel.

6. Budget and timeframe

(i) Budget

The overall budget for the evaluation for year one (2019/20) of the programme is £10,000 with the option of an extension for a further two years at £10,000 per year, subject to agency performance and confirmation of funding. The budget has been held at £10,000 for the past three years without reduction and tenderers should allow flexibility and scalability in the solutions being offered to allow for both a reduction and increase in the funding allocated.

It is the responsibility of the successful tenderer to manage their budget in order to allow for strategic development opportunities that may arise within the year.

(ii) Timeframe

Milestone	Date
Invitation to tender	Tuesday 29 th October 2019
Closing date for questions	Tuesday 12 th November 2019
Closing date for tender responses	12 Noon Tuesday 10 th December 2019
Presentations and selection	16 th – 18 th December 2019
Notification of contract award decision to bidders	20 th December 2019
Award contract	Monday 23 rd December 2019
Inception Meeting	February 2020 (date to be confirmed)
Contract start date	Wednesday 1 st April 2020
Contract end date phase 1	Wednesday 31 st March 2021

7. Submitting a tender

The proposal should include:

- A market research plan including suggested methodologies and recommendations of how to meet the evaluation requirements as set out in section 4 including how the impact of the programme can be measured over time
- An outline consumer questionnaire and a topic list for stakeholder consultations
- How differences in local activity and attitudes will be evaluated
- Past experience/case studies of conducting surveys of the population to measure perceptions and behaviour or examples of evaluating a campaign (at least 2 examples/case studies)
- Pricing structure and breakdown of costs
- Overview of the organisation
- Brief outline of team who will deliver the evaluation
- An Environmental Policy/Statement from organisation to demonstrate sustainability/environmental credentials