



Action Plan April 2021 to March 2022

Waste Prevention			
Activity	Timescale	KPIs	Budget
<p>Reuse shops 3 Reuse shops are being introduced by the end of March 2021. Communications will continue to promote repair and reuse to encourage residents visiting the HWRCs to separate their waste so that items in good condition can be resold.</p> <p>Produce advert style video</p> <p>Reuse Hub This will open in Trafford Park during Year 3 of the contract (April 2021 to March 2022) Communications be developed to promote the benefits of the hub – this is unique to the GM contract. Support and explore on line sales opportunities Explore opportunity for a classroom to deliver waste prevention activities</p>	<p>Reuse shops – open by end March 2021.</p> <p>Reuse hub – timescales to be agreed once SUEZ have developed the project plan</p>	<p>Visitor numbers Sale figs</p>	<p>£40,000</p>
<p>Support the Plastic Free GM campaign by encouraging residents to reduce the use of single use plastic and look for alternatives where possible.</p>	<p>Ongoing</p>	<p>Website pages visits</p>	<p>£2,000</p>
		<p>Total</p>	<p>£42,000</p>

Greater Manchester Wide Digital Support			
Activity	Timescale	KPIs	Budget
R4GM website development	April 2021 to March 2022	Google analytics used to monitor page visits	£30,000
Research and implement the use of new digital platforms such as podcast, SEO, chatbot etc.	April 2021 to March 2022		£10,000
Support services (e.g. mailchimp subscription, google maps, social media management)	April 2021 to March 2022		£15,000
Updating resources to meet accessibility regulations	April 2021 to March 2022		£15,000
Digital display advertising	April 2021 to March 2022		£50,000
			£120,000

Educate residents, schools, universities, colleges, community groups			
Activity	Timescale	KPIs	Budget
Promote Longley Lane visitor centre following refit and closure from Covid. Allocate budget to pay for transport to each WCA who can nominate schools to benefit from free coach travel	Ongoing	No of visitors	£14,000
Develop new resources for outreach	April to Sep 2021	Feedback from users	£6,000

Update and promote existing ESOL resources, E-Learning and videos	Develop resource April to August 2021 Delivery from Sep 2021	Feedback from users	£25,000
Continue to deliver tours at MRF, Longley Lane, Solar Farm, Bolton for schools, colleges, universities, professional groups and community groups. Day to day running costs for the education centres and solar farm tour, including PPE, headsets, cleaning, stationary.	April 2021 to March 2022	Monitor and report visitor numbers	£10,000
		Total	£55,000

Reduce contamination and improve the quality of recycling

Activity	Timescale	KPIs	Budget
Run food waste recycling campaign to encourage residents to use their food and garden bin service.	April 21 to March 22		£90,000
Drip feed capture messages target all recycling streams. The campaign would mainly run on digital channels with some off line. Toolkits would be provided to districts to support on line campaign.	Ongoing		£20,000
			£110,000

Increase recycling at the HWRCs

Activity	Timescale	KPIs	Budget
Continue communications to support the trade waste access policy and continue to communicate to residents about how they should use the HWRC.	April 2021 to March 2022	Recycling rate at	£20,000

Run fly tipping campaign to raise awareness of duty of care		each HWRC	
Continue to work jointly with Suez to promote and improve recycling rates		Landfill diversion	
		Total	£30,000

Joint Suez Communications			
Activity	Timescale	KPIs	Budget
Promote compost made out of Greater Manchester's food and garden waste. Use to support communications to promote district food waste recycling service	April 2021 to March 2022	Sale figs	£20,000
Support SUEZ social value plan with regular media releases and social media.		Media coverage	Nil
			£20,000

General			
Activity	Timescale	KPIs	Budget
Continue promoting home composting to residents to reduce the burden on councils garden waste collection service	Ongoing	Website analytics No of compost bins sold	£20,000



		via promotion	
Videos and photography			£20,000
Supporting national campaigns (e.g. Recycle Week, WEEE {waste electric and electronic equipment} Campaign)			£20,000
		Total	£60,000

Budget Summary

	£
Salaries	480,216
Waste prevention	42,000
Digital support	120,000
Education	55,000
Reduce contamination	110,000
Increase recycling at HWRC	30,000
SUEZ joint comms	20,000
General	60,000
Total	917,216