

Recycle for Greater Manchester (R4GM) - 2015/16 Actual performance compared to annual plan targets

	Summarised Activity	Outputs/KPI
a. Recycling		
1.	District activity - targeted campaigns (all 9 districts)	Community campaigns delivered mixed results within the targeted areas. In most cases reductions in residual waste (up to 12.2%) and increase in recycling (up to 19.4%) was achieved, but in tonnage terms diversion was disappointing. The learning from this has been used in a differentiated approach for 2016/17, and in turn that will inform the current development of an updated 5 year Strategy.
b. Big picture messaging - R4GM key messages across Greater Manchester		
2.	Big picture messaging to wider population. (no direct activity via the media - planned for one year only)	N/A
c. Waste Prevention		
3.	a) Love Food Hate Waste, 10 cities campaign (year 2) b) Metal Matters	Supported WRAP to deliver, with R4GM, via events that encouraged food waste prevention Achieved 5.6% increase in can yield
d. Support Activities		
4.	Digital Activity:	
	a) website	Website visits 5% increase. 2014/15 370,078 equals a target of 388,582 website visits for 2015/16. 2015/16 actual 326,701 (11%

		reduction in visits)
	<p>b) Social media platforms</p> <p>c) Direct mail (e news)</p> <p>d) Apple/Android app</p>	<p>Continued, with good effect to utilise social media platforms to drip feed overall R4GM key messages and to target campaign areas to increase engagement.</p> <p>Average read rate target 20%, actual 23%.</p> <p>Target was a 25% increase in downloads:</p> <ul style="list-style-type: none"> • 2014/15 - 4,506 • 2015/16 actual 4,230 • Overall a 6% decrease
5.	Attitudinal Surveys	Proposed survey not carried out (by agreement) as unlikely to offer value for money.
6.	PR Activity and press releases	Target conversion rate of press releases sent to press releases published. This figure is dependent on press releases sent. Actual 23 press distributed, 14 published (61% conversion rate and this equates to 59m opportunities to see).
7.	Revive - continue to increase base level sales by promotion of Revive. Including website information, HWRC leaflets and signage and support events where possible.	Target 5% increase in sales over 2014/15 2014/15 - 526,540 litres of compost sold. 2015/16 - 442,290 litres of compost sold Actual is a 16% decrease
8.	Quarterly Waste Collection Authority (WCA) liaison meetings.	Replaced (by agreement) with attendance at quarterly meetings with districts.
9.	Key facility liaison groups at: <ul style="list-style-type: none"> a) Longley Lane b) Raikes Lane c) Reliance Street d) Salford Road e) Arkwright Street 	Meet Environment Agency permits requirements and community feedback and agreement. Actual - achieved Meetings held and no major issues raised.
10.	Key facility newsletter for: <ul style="list-style-type: none"> a) Bayley Street b) Bredbury Parkway c) Chichester Street d) Cobden Street 	Target to meet Environment Agency permit requirements. Actual - achieved.

	e) Every Street	
11.	Preparing and developing award submissions.	Target - minimum of two awards submissions. Actual - only one suitable application identified (Runcorn for COGEN award - unfortunately it was not shortlisted).
e. Education Services		
12.	Provision of visits/sessions delivered (including schools/community groups to the four education centres, public open days and outreach to targeted campaign schools and community groups)	Target: minimum 200 visits/sessions to be delivered 90%+ good/excellent feedback Actual: 233 visits (117% of target) 100% good/excellent feedback
13.	Reported behaviour change at home via learning evidence	Target 80% reported behaviour change Actual: 99% reported behaviour change.
f. Other Promotional activities (spend only)		
14.	Maintain, review and expand information provision via leaflets, photos, images and presentations for all R4GM promotional materials including any necessary operational closures.	Achieved.