

Project/Initiative/Actions	Lead Officer	Cost	Timeline				RAG Rating
			Q1	Q2	Q3	Q4	
<b>Initiatives</b>							
East Malling/Larkfield/Snodland/Borough Green Community Events	AS/TR	£400					Planning stage
Tonbridge Food Festival/Dragon Boat Race	AS/TR/Comms	£1,600					Planning stage
Tesco Larkfield Food Waste/Recycling event	AS/TR	Staff					Planning stage
KRP "Shake It Out" campaign (loose recycling, no bags)	AS/TR/Comms	Staff					Ongoing
School/community group visits	TR/Climate Change	Staff					Planning stage
Supermarket Pop-ups - Sainsburys, Tonbridge	AS/TR/Comms	£500					Planning stage
Welcome Back Tetrapak	AS/TLR/COMMS	£1,500					Planning stage
Food Waste Focus (increase capture/divert from black bin)	AS/TLR/COMMS	£5,000					Ongoing
Plastics Recycling Campaign		£3,500					Planning with KRP
Simpler Recycling - plastic films		£2,500					Planning stage
Christmas Recycling – social media campaign	TR/Comms	Staff					Annual campaign
'Journey of Waste' KRP subgroup sessions	AS/TR	£3,000					Ongoing
Carton Campaign - Simpler Recycling	AS	£500					Ongoing
Big Spring Clean - equipment & collections	TR/Comms	£5,000					Ongoing
Litter picking volunteer encouraged to separate recyclables	TR	Staff					Ongoing
KRP Duty of Care campaign	TR/KD/Comms	£1,500					Planning stage
Banners on existing collection vehicles	DCL/Comms	£20,000					Planning stage
<b>COSTS</b>		<b>£45,000</b>					
<b>Measurement and Monitoring</b>							
KRP Residual Waste Audits - review & identify key priorities	DL/DCL	Staff					Ongoing
Monthly meetings to coordinate comms and campaign activities	AS/TR/Comms	Staff					Ongoing
Seek suggestions from Members on Action Plan	RJS/DCL	Staff					CESSC May
Review/reflect on recycling target	RJS/DL/DCL	Staff					Ongoing
Measure recycling rates against quarterly KPIs	DL/DCL	Staff					Ongoing
<b>COSTS</b>							

<b>TOTAL PLANNED SPEND</b>		£45,000
<b>BUDGET - Defra Food Waste Grant</b>		£25,000
<b>BUDGET - EPR Payments</b>		£35,000
<b>BALANCE</b>		£15,000