

Love Food Hate Waste (LFHW)

Executive Summary

Campaign Overview: The campaign ran over an eight week period and was delivered by Renewi (formally Shanks), the BDR partnership and, where possible, the Councils. The purpose of the campaign was to raise public awareness and reduce the amount of food waste in bins across BDR.

Twenty two events were held across the target area of Barnsley, Doncaster and Rotherham with the launch and close events accompanied by food demonstrations. The demonstrations included samples of foods made from commonly wasted ingredients. The campaign events offered advice and asked residents to make a personal pledge to reduce their food waste at home – through simple techniques e.g. meal planning and use-up recipes ideas.

The 578 residents who chose to pledge received a promotional reusable shopping bag containing a rice scoop and shopping list pad. They will also receive 12 emails/letters through the coming year containing advice and recipes based around the information they supplied.

The campaign also promoted a strong social media presence on Facebook and Twitter enabling the campaign to engage with more residents. Throughout the campaign these mediums were used to promote events, tip exchanges and advice. After the campaign, Facebook and Twitter shall remain active in promoting tips, recipes and advice for new and existing followers.

Key Results:*

- 22 public events
- 2,277 members of the public spoken to
- 578 people pledged to reduce their food waste
- 240,503 twitter impression and 586 followers
- 428,380 Facebook impressions¹, with a reach² of 109,219 and 2332 followers

*as of Friday 7th July 2017

Conclusion: The campaign was positively received by the public and those who did engage were happy and surprised (the campaign was seen as forward thinking from the waste department) to see the council looking at the food waste issue. The campaigns main conclusions were:

- The public were very receptive and pleased to see the councils working together to deliver such an important and relevant message
- The campaign has established a successful social media presence (wider reaching than the target areas e.g. Manchester)
- The campaign has successfully forged new connections with similar projects such as the Doncaster Food Partnership³, Barnsley's Rose Voucher Scheme⁴, Rotherham Tesco and connections with local food banks.
- The CELO has been approached to provide talks related to food waste, recycling and the BDR Partnership – which will raise the awareness of the BDR Partnership and Treatment Facility

Future campaign recommendations:

- Use the projects LFHW event review to the identify new locations
- Utilise social media resources

¹ Impressions are the number of times a post from your Page/Tweet is displayed.

² Reach refers to how many people saw, liked, shared or commented on the Waste Less South Yorkshire Page.

³ A whole system approach to tackling food waste in Doncaster please contact Paul.Stabeler@doncaster.gov.uk

⁴ Barnsley Council's Family Centre service and partners' successful bid to The Alexandra Rose Charity, which developed the Rose Vouchers for Fruit and Veg project in partnership with Food Matters to help young families make and afford healthy choices while supporting local markets.

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- Ensure the councils Communications teams promote events on their social media outlets – e.g. utilising pre-scheduling options on Twitter and Facebook if resources are stretched

Love Food Hate Waste campaign overview:

Background:

Love Food Hate Waste is a national campaign launched by WRAP (Waste Recycling Action Programme) in 2007 to tackle the 8 million tonnes of food waste thrown away each year in the UK at a cost of £12 billion to households. Since its launch millions of people have responded saving around £1.5 billion worth of food.

In 2015 WRAP announced that an estimated 7.3 million tonnes of household food waste was thrown away with 4.4 million tonnes of this being classed as avoidable food waste (waste that was edible at some point before being put in the bin) at a cost to UK householders of £13 billion a year.

This equates to around £60 a month of food waste thrown away by households in the UK. Food waste is expensive to consumers and has a high disposal cost due to its disposal through the residual waste stream in Barnsley, Doncaster and Rotherham. It also goes against the values of the waste hierarchy which all councils promote.

For the BDR Partnership the most recent waste composition analysis for Barnsley, Doncaster and Rotherham shows that around 40% of household residual waste consists of food waste. It is estimated that Barnsley, Doncaster and Rotherham households are each disposing of 4.1 kg, 2.5 kg and 3.8 kg of food waste a week respectively. Of this, over 60% is classed as avoidable food waste or food and drink which has been thrown away but at some point prior to disposal was edible.

This avoidable food waste, that which at some point could have been eaten, makes up around 13,500 tonnes of waste a year in Barnsley, 11,800 tonnes in Doncaster and 15,500 tonnes of food waste a year in Rotherham or 40,800 tonnes a year across Barnsley, Doncaster and Rotherham.

Campaign Objectives:

The LFHW 2017 campaign supported the priorities set out within the 2016-21 South Yorkshire Municipal Waste Strategy, specifically the priorities *Educate and Inspire* and *Working Together*.

It also supported the three Councils' broader Local Plan objectives to:

- Help communities to thrive and flourish
- Safeguard future generations
- Promote healthy and happy communities
- Protect our natural environment and resources
- Create a resilient economy

Furthermore, the campaign also ties in with local, national and global objectives to increase sustainable practices and lifestyles.

Target Audiences:

All residents within the target area.

Geographic target:

The geographic target for the campaign was all residents from Barnsley, Doncaster and Rotherham.

Timing:

The campaign ran for a total of eight weeks (15th May – 7th June 2017).

Campaign strategy:

The LFHW 2017 campaign strategy involved running events across the region over an eight week period in conjunction with a social media campaign on Facebook and Twitter. At the end of the initial eight week campaign period maintenance work is planned to take place during autumn and winter (with the possibility of it being extended).

The campaign and approach were delivered using WRAPs behavioural change model: enabling people to make a change, encouraging action and engaging with communities. With WRAP giving training to those who worked on the campaign to ensure consistency of campaign messages.

One successful way the campaign engaged with people was the use of promotional marketing materials such as recipe cards, goodie bags and tools to help prevent food waste. These items were well received by the public and often led to conversations between the public and staff. Other effective tools included:

The pledges: involved a member of the public supplying their contact details, three foods they commonly waste, why food is commonly wasted and one change they could make (a selection was provided with a free space option). During the campaign 578 people chose to pledge. The pledges will enable the CELO to interact with residents in reducing food waste, continuing the work of the initial campaign.

Display materials: the use of display materials such as counters and banners were effective throughout the campaign, attracting people's attention and, encouraging people to enquire what the event was about whilst enabling those who didn't stop to take away information with them.

Paid for social media: this campaign championed the use of paid for social media. The results of which have been extremely positive in raising the profile of the campaign. On twitter we have gained 586 followers and 240,503 twitter impressions. Whilst on Facebook we gained 2,332 followers with 428,380 Facebook impressions⁵ with a reach⁶ of 109,219.

Other media: Dearne Valley/Trax FM advertised the launch events and traditional press covered the press release issued by the councils. With the Rotherham Advertiser running a spread on Rotherham's launch event. Furthermore, local business Jump did a blog on our visit to their Rotherham location.

Food demonstration vehicle: Visually the use of a food demonstration vehicle at the launch and close events had a big impact. A lot of people were inquisitive to what we were doing and the free food samples did go down well – though it was noted that some of the food samples supplied were not favoured by the public e.g. curry.

⁵ Impressions are the number of times a post from your Page/Tweet is displayed.

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Campaign results and responses

Number of events:

Over the course of the campaign twenty two events were delivered across the region. A review of the events (as shown below) provides a summary of locations and provides evidence of the effectiveness of some of the locations, footfall and the impact of uncontrollable circumstances such as the weather.

Date:	Event:	Description:	Spoke to:	Pledges:	Staff attendance:	Issues:	Weather:
Sunday - 14 May 2017	10am – 4pm Delicious Doncaster	A relatively busy event to attend promoted well by DMBC. The location of the pitch was slight hidden by a stage (but was a market stall).	111	62	Abi, (Renewi), Row (Renewi) and Beth (BDR Partnership)	The event was found by Renewi a few days before. Unable to promote our presence until the day before.	Nice day – one down pour.
Monday – 15 May 2017	9am to 4pm Doncaster Launch – Clock Corner	Terrible weather and a non-market day meant the event had a low attendance. The public were cautious of the free food – thought there was a catch (people didn't like the curry). The public wanted free pens	182	43	Abi, (Renewi), Row (Renewi), Russ (BDR Partnership), Lynn (DMBC), Lorraine (DMBC)	RMBC and DMBC share the same market day so these areas had one event on/not on their market day. On the day the electric was not easily identified	Very wet and cold – a lot of people not wanting to hang around in town
Tuesday - 16 May 2017	9am to 4pm Rotherham Launch – Town Centre	Despite it being market day, town was still very quiet with little footfall in the street market. It may be prudent to consider other venues in future.	139	44	Abi (Renewi), Row (Renewi), Russ (BDR Partnership), Beth (BDR Partnership)	Market holders were not pleased at the pitch we were given. Access to electricity was an issue. Town centre staff asked if we could run the trailing wires overhead from the lamp posts (all of which were in public areas).	Very windy and wet
Wednesday - 17 May 2017	9am to 3.30pm Barnsley Launch - Cheapside	The weather was very bad again this day – Cheapside had very little footfall. Due to the building works on the old market we were unable to use the gazebo as the pitch was small. Staff who work in the city centre were happy to see the event but disappointed they hadn't seen it advertised by BMBC	141	53	Abi (Renewi), Row (Renewi), Russ (BDR Partnership), Dawn (BMBC) arrived at 9am and informed us she was leaving at 11am	The pitch map we had been given didn't match that of the market ambassadors. The staff also said they were unaware that we required electric - but once this has been established it was quickly resolved.	Very, wet, windy and cold
Saturday – 20 May 2017	9:30am to 1pm Eastwood Community Fair	Small community event in Rotherham. Interest came from other stall holders – the public were not receptive at this event	25	NA	Abi (Renewi), Row (Renewi)	Not the correct audience for this campaign – issues with language barriers	Nice day – rained at the end
Sunday – 21 May 2017	9:00am to 4pm Rotherham Food Festival - Town Centre	This event was the first of its kind in Rotherham. The footfall was slow – other stall holder informed us the Saturday was busier. Would attend again on the Saturday	131	34	Abi (Renewi), Row (Renewi)	The pitch kept being moved around prior to the event and on the actual day – five times in total (including three on the day). This made it difficult for getting the van on and off and promotion.	Dry and sunny

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Tuesday – 30 May 2017	10am to 3pm Magna, Rotherham	From previous experience of events there Magna is very hit or miss in terms of footfall. On this day there were some schools in but they had no interest in the campaign.	9	2	Abi (Renewi), Row (Renewi)	On arrival staff were unaware of our attendance. The man who booked it was out the office and had not passed the info on.	Inside event
Wednesday - 31 st May 2017	10am to 3pm Jump, Rotherham	Great venue, busy with children and captive audience of parents, the staff were great and Jump promoted the event online through their social media.	47	9	Abi (Renewi), Row (Renewi)	None – great venue.	Inside event
Friday – 2 June 2017	9:30 am to 3pm Riverside House, Rotherham	Riverside was quiet - next to no public in the building (half-term and a Friday). The majority of interest came from staff.	67	41	Row (Renewi), Russ (BDR Partnership)	The café asked us to move our pitch to a different angle meaning that we didn't face out to the wider space and were hidden from the public	Raining - inside venue
Monday - 5 June 2017	Tenants conference	We arrived ready for the conference and actually declined another engagement event to attend – it turned out RMBC comms had given us the wrong date. When we rang the event organiser Rotherhfd they re-confirmed the wrong date to us the Friday before.	-	-	Abi (Renewi), Row (Renewi)		
Tuesday – 6 June 2017	9:30am to 3pm Tesco Maltby	Tesco Maltby contacted us to come to their store with the campaign. The Community Champions who contacted us were Julie and Denise who were very enthusiastic. The shop has a very good footfall.	73	17	Abi (Renewi), Row (Renewi)	For a small shop a very good footfall was received with people interested in what we were doing.	Dry - inside venue
Wednesday - 7 June 2017	9:30am to 4pm Rotherham College	Staff knew we were coming and had set a table up for us. Younger students had little interest but mature students did and took a real interest. We were asked to attend a satellite site (but we were never contacted)	59	30	Abi (Renewi), Row (Renewi)	The college has another space on campus which they mentioned can be busy	Dry - inside venue
Thursday - 8 June 2017	9:3am to 3pm Clifton Park Museum, Rotherham	Staff on the day advised that the footfall is hard to predict. On this day it was next to a polling station but still very quiet. Limited interest in from the public.	25	5	Abi (Renewi), Row (Renewi)	Staff at CPM requested we send them things to advertise the event. Row created materials but none of it was used.	Rainy and wet – inside event
Monday - 12 June 2017	10am to 16pm Civic One Stop/ Atrium	This event was split into the morning in the Civic One Stop and the other in the council's atrium (for staff). The civic was quiet for a Monday and those who were present were not receptive to the campaign.	57	22	Abi (Renewi), Row (Renewi)	Reception didn't know we were coming. We were unsure where to set up in the Atrium - Abi had to use her previous experience of the site.	Dry – inside event
Monday - 19 June 2017	10am to 3pm Civic One Stop	The event was held all day in the Civic One Stop due to lack of staff interest. Very hot day, the shop was very, very quiet.	28	9	Abi (Renewi), Row (Renewi), Lynn (DMBC)		Heat wave
Tuesday - 20 June 2017	9:30am to 5.30pm Rotherham Riverside House	The staff had put us a table out. The public were not very interested but the staff were very keen on the event.	159	48	Abi (Renewi), Row (Renewi)	Selfie Frame taken by Comms Team. Staff commented that they had seen very little internal of RMBC Comms about the campaign.	Dry and warm – inside event

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Wednesday – 21 June 2017	9:30am to 3pm Better Barnsley Shop	This venue is very poor – even staff mention how quiet it is. We arranged this date to coincide with the Rose Voucher Scheme and we made a connection with them – making arrangements to bring them extra recipe cards and pledges for their nine family centres.	24	6	Abi (Renewi), Row (Renewi)	Not a good venue	Sunny – inside venue
Thursday – 22 June 2017	Worsbrough Mill, Barnsley	Row had arranged the date with staff at BMBC on the day the attraction was closed. The mills caretaker informed us that the mill only opens at weekends and school holidays. This information is not on the website or was passed on by any members of staff during arranging the visit.			Abi (Renewi), Row (Renewi)	We went to the Doncaster food Partnership instead	
Wednesday – 28 June 2017	10am to 3pm Better Barnsley Shop	Even quieter than last time.	8	1	Abi (Renewi), Row (Renewi)	Not a good venue	Raining – inside venue
Monday - 3 July 2017	9:00am to 4pm Rotherham Close Event, Maltby Tesco	The date had been arranged with Julie the community champion (who would not be in attendance and her colleague Denise would be in charge). On the day, Denise had forgotten to put cone out in the car park so we had to take on a spot further from the entrance. This limited the amount of people who could see or were attracted to us. The majority of those who came to see us were parked near us.	88	14	Abi (Renewi), Row (Renewi), Russ (BDR Partnership)	Good venue if we had been given the original pitch. On the day Denise forgot to cordon off any area for us near the shop entrance as Julie (the lead) was on holiday. This limited our footfall.	Dry
Tuesday – 4 July 2017	9:00am to 4pm Doncaster Close Event, Market Corner	On arrival the market staff were ready to turn the electricity on (who then returned to check we were OK). Location was good outside Primark – plenty of footfall. It was the regular market day and also the continental market happening. Food was better received by the public in particular the pancakes. Need to be on the pitch before 8am to access the site as it's a busy junction which has a lot of lorries for the market.	470	78	Abi, (Renewi), Row (Renewi), Lynn (DMBC), Lorraine (DMBC)	Access to the pitch unclear on the map. The exact location of the pitch was undecided until the day before the event due to a last minute change from DMBC.	Sunny and dry
Wednesday – 5 July 2017	9:00am to 4pm Barnsley Close Event, Cheapside	Busy on Cheapside on this market day. People more receptive to the food samples but curry was not a big hit. Steady stream of interest throughout the day. Some public commented that they had seen the event advertised on Facebook (from the campaign Facebook ran by Abi)	425	57	Abi (Renewi), Row (Renewi), Russ (BDR Partnership)	Abi received a call the day before to ask how big the coach was. After a short discussion Abi was told that we were not in the market diary. Abi asked to be called back but no such call was received. We arrived at the pitch we thought we should have. Once there we asked an ambassador to open up the electrics and confirm our pitch. Which they did eventually.	Dry and sunny

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						Market holder unfriendly about us having the pitch.	
	Total		2277 – people spoke too	578 - pledges	Renewi: 22 events BDR Partnership: 7 events BMBC: 1 event DMBC: 3 events		

The events were organised and run by the CELO and the Waste Strategy Assistant with assistance from Council staff. The events were advertised prior to the event on the Facebook page Waste Less South Yorkshire and on the day of the event using Twitter with the Councils often re-tweeting events.

Each of the Councils were given social media posts and tweets to use throughout the duration including tips and tricks (see Tweets and Facebook for Councils document) to raise awareness of the campaign. A review of the social media is shown below:

Twitter @WasteLessYorks:

The campaign run by Renewi on Twitter (1st May to 7th July 2017) summarised:

- Number of Tweets: 128
- Number of followers on Twitter: 586 (507 of which were a result of paid advertising)
- Twitter profile views: 3,488
- Impressions: 240,503
- Total spend on twitter: £1,503.25

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Examples of the Tweets and re-tweets from the campaign



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Below is the number of times each Council re-tweeted the @WasteLessSYorks or used prepared tweets:

	Barnsley			Doncaster		Rotherham	
	Twitter		Twitter		Twitter		
8th - 14th May	Type and date	Number	Type and date	Number	Type and date	Number	
15th - 21st May	RT* - 17th May	4	RT - 15th	3	RT - 14th (1), 15th (1), 16th (6)	8	
22nd - 28th May	Tweet	1		0	RT - 23rd (2), 24th (1)	3	
29th - 4th June	Tweet	1		0	RT - 30th	1	
5th - 11th June		0		0	RT - 6th	1	
12th - 18th June	Tweet - 12th	1	Tweet - 12th	1	RT - 11th	1	
19th - 25th June	RT - 21st	1		0	RT - 20th	1	
26th - 2nd July		0		0	RT - 27th	1	
3rd - 9th July	RT - 5th	5	RT - 4th	3	RT - 3rd	3	
Total		13		7		19	

*RT = Re-tweet

Facebook 'Waste Less S Yorks':

The campaign run by Renewi on Facebook (1st May to 7th July 2017) summarised:

Number of Facebook posts: 40

Number of Facebook followers: 2,332

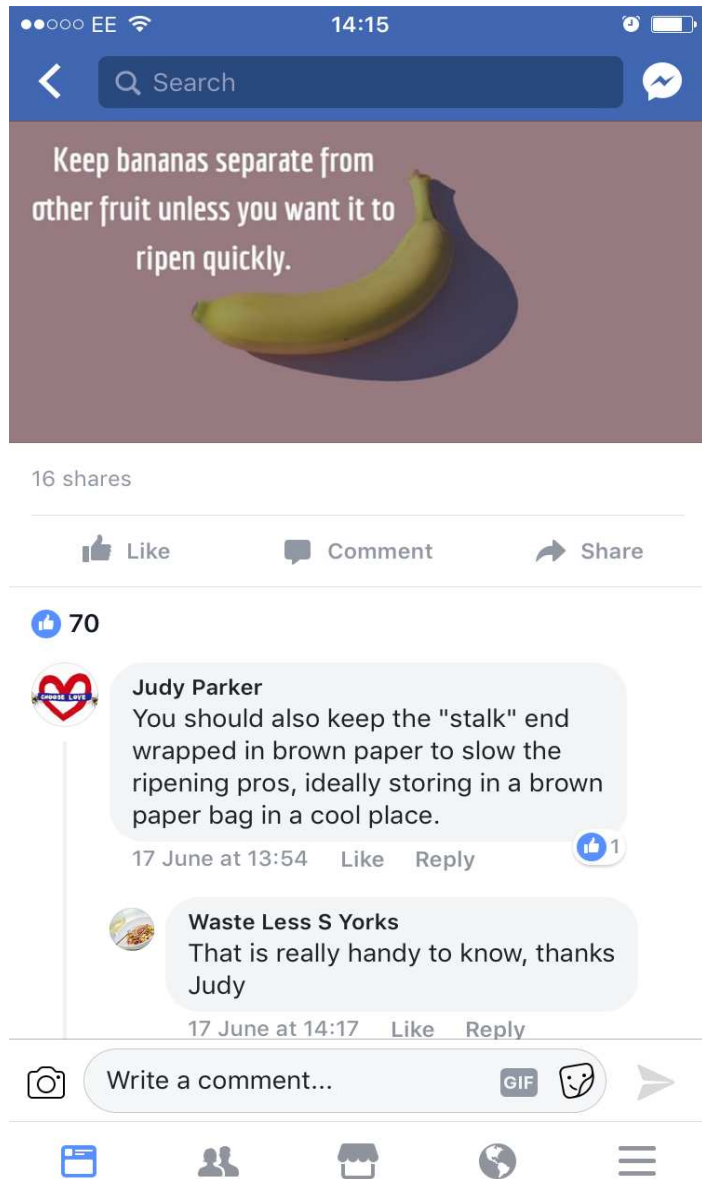
Number of page and post likes: 2,316

Total impressions: 428,380

Total reach: 109,219 of which 14,528 have taken action (e.g. page likes, shares and read)

The Facebook posts were liked by the public and were a good basis for tip exchanging (see below)

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An example of the Facebook posts and public comments.

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At events numerous people informed us that they had seen the Facebook posts and tips which attracted them to see the events and to follow the page.

Below is the number of times each Council shared or posted info on about the Waste Less S Yorks Facebook page or used prepared posts:

	Barnsley		Doncaster		Rotherham	
	Facebook		Facebook		Facebook	
8th - 14th May	Type and date	Number	Type and date	Number	Type and date	Number
15th - 21st May	Post - 17th (2)	2		0		0
22nd - 28th May		0		0		0
29th - 4th June		0		0		0
5th -11th June		0		0		0
12th - 18th June		0		0		0
19th - 25th June		0		0		0
26th - 2nd July		0		0		0
3rd - 9th July	Post - 5th (1), 3rd (1)	2		0		0
Total		4		0		0

The campaign worked with each Councils Communications Teams leading up to the event and as mentioned the councils were supplied with examples of tips and hints which could have been used in posts. As both the tables show, there has been a limited amount of social media coverage on the Councils behalf. The reasons for the lack of coverage is unknown but presumably resources e.g. staff.

Overall the social media was successful as it enabled a greater coverage with little effort and limited expense. In future campaigns the use of social media should be encouraged. Especially with the tools on social media which allow you to schedule pre-set tweets and Facebook posts.

Connections: An unexpected outcome of the campaign was identifying new connections with other campaigns, schemes and programmes which are also targeting food waste, healthy eating and lifestyle. For example, at Delicious Doncaster our stand was next to Doncaster Public Health who introduced us to the Doncaster Food Partnership. The CELO has since attended the partnerships conference and has joined up to be part of the Doncaster Food Partnership network.

Another connection made was with Barnsley's Rose Voucher Scheme, who are based at the Better Barnsley Shop (BBS) every Wednesday. A member of staff from the BBS recommended we bring the campaign on a Wednesday to get some footfall from the voucher scheme. The staff were impressed by LFHW and so we agreed to supply the voucher staff with a box of recipe and pledge cards so they could distribute them amongst their Family Centres.

In Rotherham, we were approached by Tesco, Maltby who have active Community Champions. Going forward this is a venue which could be used at future events with the potential of more Tesco stores across the region becoming involved.

Conclusion: The campaign was positively received by the public and those who did engage were happy and surprised (the campaign was seen as forward thinking from the waste department) to see the council looking at the food waste issue. The campaigns main conclusions were:

- The public were very receptive and pleased to see the councils working together to deliver such an important and relevant message
- The campaign has established a successful social media presence (wider reaching than the target areas e.g. Manchester)
- The campaign has successfully forged new connections with similar projects such as the Doncaster Food Partnership⁷, Barnsley's Rose Voucher Scheme⁸, Rotherham Tesco and connections with local food banks.
- The CELO has been approached to provide talks related to food waste, recycling and the BDR Partnership – which will raise the awareness of the BDR Partnership and Treatment Facility

Issues from the campaign included:

- **Gaining access to Council sites:** such as local attractions (e.g. Museums) run by the councils were hard to access and requests sent to these sites were often ignored – even though they were sent from a Council email address
- **Gaining access to businesses:** such as local business parks and big retailers in the area – a bigger council presence is required at a higher-level to gain accessibility
- **Lack of communication:** from the councils in terms of promoting the campaign and using their social media presence to raise awareness
- **Transport:** to move the campaign equipment a van was required. This involved hiring a van through RMBCs waste department. Logistically it was demanding having to load, unload and reload the van before and after the events in order to drop the van back off for collection

Monitoring the success:

⁷ A whole system approach to tackling food waste in Doncaster please contact Paul.Stabeler@doncaster.gov.uk

⁸ Barnsley Council's Family Centre service and partners' successful bid to The Alexandra Rose Charity, which developed the Rose Vouchers for Fruit and Veg project in partnership with Food Matters to help young families make and afford healthy choices while supporting local markets.

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Monitoring success can be done in the following ways:

- Comparison between the waste composition analysis from before and after the campaign
- To continue to record the number of people who engage with the campaign on Facebook and Twitter
- Record how many times the CELO has been contacted for tours and talks of the back of the campaign
- Run a post campaign survey asking those following on Twitter and Facebook what they thought of the campaign

Budget:

Item	Vendor/Company	3SE Recharge			
	Vendor Name	Value Invoiced to Council	Bamsley Share value	Doncaster Share value	Rotherham Share value
LFHW Promotional Items	Response Marketin	£3,322.00	£1,107.33	£1,107.33	£1,107.33
LFHW Cookery demonstrat	Artisan Cooks	£5,000.00	£1,666.67	£1,666.67	£1,666.67
Chalkboards	Chalkboards UK	£146.88	£48.96	£48.96	£48.96
Chalk pens	Amazon	£17.94	£5.98	£5.98	£5.98
Chalk sticks	Amazon	£2.19	£0.73	£0.73	£0.73
Chalkboard holder	Amazon	£7.95	£2.65	£2.65	£2.65
LFHW design	Andrea Nolan Desig	£389.10	£129.70	£129.70	£129.70
LFHW displays	RAL Displays	£613.00	£204.33	£204.33	£204.33
Town Centre Pitch	RMBC	£130.00	£0.00	£0.00	£130.00
Selfie frames	Signs Express	£108.00	£36.00	£36.00	£36.00
A5 clipboards	Amazon	£15.96	£5.32	£5.32	£5.32
Nylon thread	Amazon	£1.99	£0.66	£0.66	£0.66
Pledge baskets	Amazon	£14.73	£4.91	£4.91	£4.91
Recipe cards	Ideas that Work	£1,212.00	£404.00	£404.00	£404.00
Bamsley pitch hire	BMBC	£200.00	£200.00	£0.00	£0.00
Rotherham Food and Drink	Johnstone Press	£150.00	£0.00	£0.00	£150.00
Pledge cards	Ideas that Work	£368.00	£122.67	£122.67	£122.67
Oilcloth table cloths	Economy Fabrics	£26.00	£8.67	£8.67	£8.67
Facebook advertising	Facebook	£20.13	£6.71	£6.71	£6.71
Facebook advertising	Facebook	£40.00	£13.33	£13.33	£13.33
Facebook advertising	Facebook	£200.01	£66.67	£66.67	£66.67
Facebook advertising	Facebook	£10.53	£3.51	£3.51	£3.51
Facebook advertising	Facebook	£400.37	£133.46	£133.46	£133.46
Facebook advertising	Facebook	£297.24	£99.08	£99.08	£99.08
Facebook advertising	Facebook	£600.07	£200.02	£200.02	£200.02
Facebook advertising	Facebook	£447.70	£149.23	£149.23	£149.23
Twitter advertising	Twitter	£25.00	£8.33	£8.33	£8.33
Twitter advertising	Twitter	£50.00	£16.67	£16.67	£16.67
Twitter advertising	Twitter	£50.00	£16.67	£16.67	£16.67
Twitter advertising	Twitter	£50.00	£16.67	£16.67	£16.67
Twitter advertising	Twitter	£50.00	£16.67	£16.67	£16.67
Twitter advertising	Twitter	£141.42	£47.14	£47.14	£47.14
Twitter advertising	Twitter	£185.15	£61.72	£61.72	£61.72
Twitter advertising	Twitter	£258.55	£86.18	£86.18	£86.18
Twitter advertising	Twitter	£292.26	£97.42	£97.42	£97.42
Twitter advertising	Twitter	£346.06	£115.35	£115.35	£115.35
Twitter advertising	Twitter	£54.82	£18.27	£18.27	£18.27
PR and comms guidance	Stratiji	£750.00	£250.00	£250.00	£250.00
Rotherham pitch hire	RMBC	£266.00	£0.00	£0.00	£266.00
Subtotal		£16,261.05	£5,371.68	£5,171.68	£5,717.68