

A stronger digital business, built around your collections.

YORKSHIRE WASTE SOLUTIONS LTD

Company number 13081667 · yorkshirewaste.com

An online booking and operations platform, a 30-day core launch target and ongoing website management in return for an agreed share of website sales.



Prepared 2 October 2026. Discussion proposal, not a signed agreement. All prices in GBP excluding VAT unless stated.

Proposed asset	Indicative setup value	Our resource commitment
Custom website + core operations platform	£15,000-£25,000	£500/month + dedicated work

The photograph is AI-generated concept artwork. It does not show the company's actual staff or fleet. Interface previews use fictional jobs and sample rates.

Executive summary

We propose giving Yorkshire Waste Solutions a way to win, book and manage work online without commissioning the entire platform for cash upfront. The asset is a connected operating system: the website brings in the customer; the booking, payment and dispatch tools carry the job through to completion.

- Indicative custom setup value: £15k-£25k. This is our assessment of the tailored website and core platform, supported by a scoped human-effort model of £20,440. Custom business logic and design use reusable technical foundations; the estimate is subject to scope, not an independent valuation. [S2]
- Our year-long commitment: £500/month in resources (£6,000/year), plus a dedicated team member. Planned effort is approximately 14 hours per working day with AI support, intended to cover roughly two full-time workloads. Exact working days and support coverage are agreed separately.
- Proposed return: 15-20% of eligible website sales. Collected revenue excludes VAT, refunds and chargebacks, subject to agreed exclusions. The examples use 15%, with the final rate agreed in writing. Telephone and unrelated sales are excluded. This covers ongoing website management, customer-journey reliability, automation setup, content development and website reporting; it is a revenue share, not company equity.
- Core launch target: 30 calendar days after agreement and ready inputs. This depends on adapting existing foundations, full-time work by a dedicated lead and timely specialist help and client decisions. It does not promise every advanced feature by day 30.

Why it could matter

The company can accept enquiries outside office hours, explain standard prices sooner, reduce repeated administration and give managers a clearer view of job contribution. These are plausible operational benefits to test, not measured results for this company.

The partnership continues after launch

At £25,000 of eligible monthly website sales, the share is £3,750 a month. The return pays for a continuing programme: manage and improve the journey, keep automations working, develop useful content, connect search and review channels, and report results. The client should assess this against profitable bookings and the agreed year-long outputs.

Recommendation: present the showcase, agree the first-launch scope, then validate actual job economics and negotiate the revenue basis before signing.

The opportunity is access to an existing online market.

Companies House lists YORKSHIRE WASTE SOLUTIONS LTD as active, incorporated on 15 December 2020, with a registered office at 14 Victor Street, Manningham, Bradford, BD9 4RB. The stated activities cover collection and treatment/disposal of non-hazardous waste. Those records identify the legal entity; they do not establish its turnover, operating coverage or waste carrier registration. [S1]

The starting point and current showcase

The first hosting inspection found fresh WordPress with Site Kit active and no dedicated booking module in the installed inventory. The bespoke proposal theme is now live. Site Kit remains the measurement foundation; the shell is a demonstration and no actual traffic or sales baseline has been measured.

Public competitor	Observed customer proposition	Implication
Yorkshire Rubbish Clearance	Postcode-led online booking and skip quotations; scheduled collections. [S5]	Local customers can already encounter an online route to collection.
AnyJunk	Online booking, arrival updates/live tracking and completion information. [S6]	Clarity and status visibility are established competitive expectations.

Who could become easier to reach

Households researching a bulky-item collection after work; landlords and agents arranging property clear-outs; small firms that want a clear record of costs; repeat customers who prefer to book without starting a new telephone conversation. These are priority audience hypotheses, not a quantified market size.

What we cannot yet claim

No company sales ledger, disposal cost schedule, fleet capacity, lead history, Search Console data or Analytics baseline has been supplied or measured. We cannot reliably calculate untapped demand, market share or a guaranteed sales uplift. Initial coverage, services and pricing remain client decisions.

Our proposition is to expose the company to customers it currently may not reach, rather than claim that no one else serves this market.

Make the next step clear at every stage.

THE BOOKING EXPERIENCE

X

Let's make room.

Demonstration only. No details are saved, no payment is taken and no collection is booked.

1. Your load

2. Your time

3. Review

Collection type

Household

Load size

Medium - 2 m³

Collection postcode

BD1 1AA

Access

Ground

Waste suitability

General

Try BD1 1AA, LS1 1AA or WF1 1AA. These are sample areas, not approved coverage.

Collection base	£40.00
Load allowance	£130.00
Access allowance	£0.00
Sample area allowance	£0.00
VAT assumption (20%)	£34.00

Sample estimate

£204.00

Illustrative rates only. Production pricing will use verified disposal, payload, labour, distance and margin rules. VAT status must be confirmed by the client.

A transparent price, before checkout.

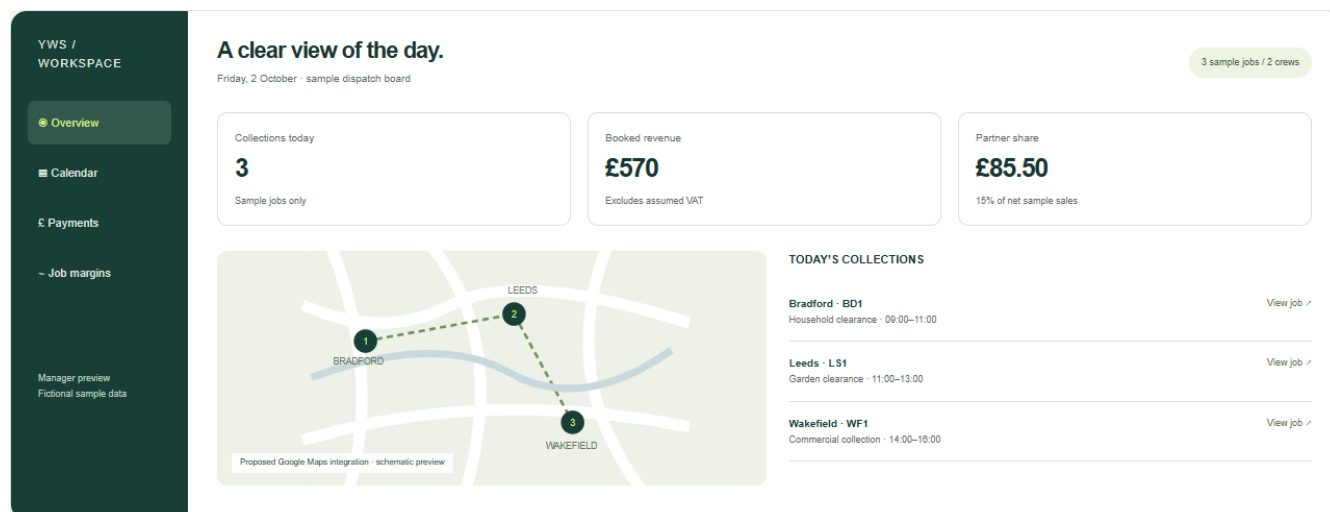
Choose a time

Actual screenshot of the implemented booking shell. Sample rates only; no live quote or booking is created.

Stage	Proposed production behaviour
Discover and describe	Useful service page; approved postcode/address; load, item and access questions; optional job photographs.
Quote and review	Itemised estimate from versioned rules. Unknown, hazardous, heavy or exceptional loads go to manual review.
Reserve and pay	Server validates capacity, holds a slot with expiry and opens client-owned Stripe Checkout.
Confirm and collect	Signed payment event confirms the booking; dispatch assignment, customer updates and job record follow.
Finish and return	Receipt, appropriate collection/waste documents, review request where permitted and a repeat-booking route.

Customers see the price basis, what is included, the collection window and the exception/cancellation process. Quotes expire so outdated prices cannot be paid. A manager approves changes to a load or price; customers accept any additional charge before it is taken.

One view of the work, from quote to completion.



Actual operations-shell screenshot. Jobs and values are fictional. The map is a schematic, not a connected Google map.

Calendar and job mapping

The manager sees collection windows, crew and vehicle allocation, job addresses and status. The core build checks travel buffers, payload and time capacity. Postcode lookup and routing use Google Maps APIs. More advanced multi-vehicle optimisation requires separate scope and cost controls. [S4]

Customer and manager app experiences

A responsive PWA can run on phones, tablets and desktops and install on supported devices. Customers see bookings and documents; managers see allocated work, status changes and exceptions. In-app notifications are the baseline; push alerts require permission and device testing. This does not promise native app-store releases, continuous background tracking or reliable offline transactions. [S11]

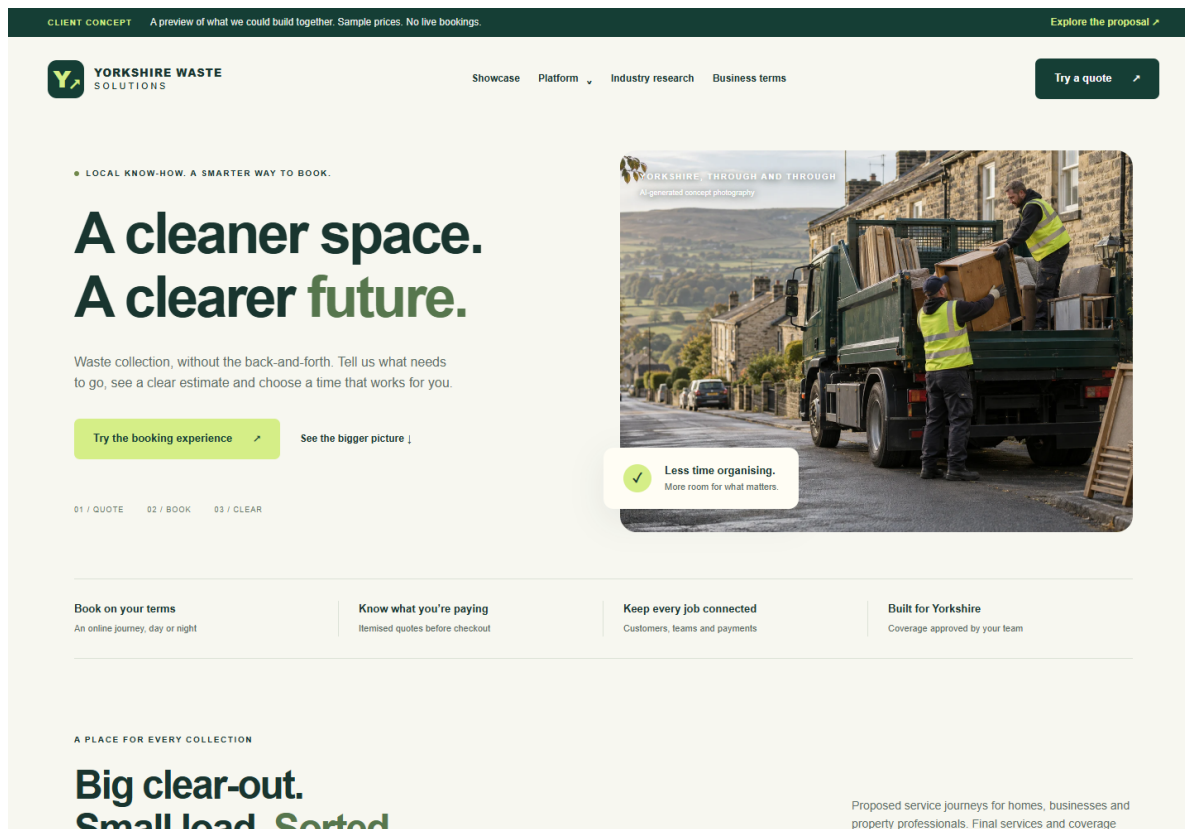
Profit and loss visibility

Record collected revenue, VAT, direct disposal/labour/travel costs, payment fees and partner share. Show contribution by job and estimated operating results after overhead allocation. Reconcile actual costs before presenting figures as realised profit; the dashboard does not replace statutory accounts or the accountant.

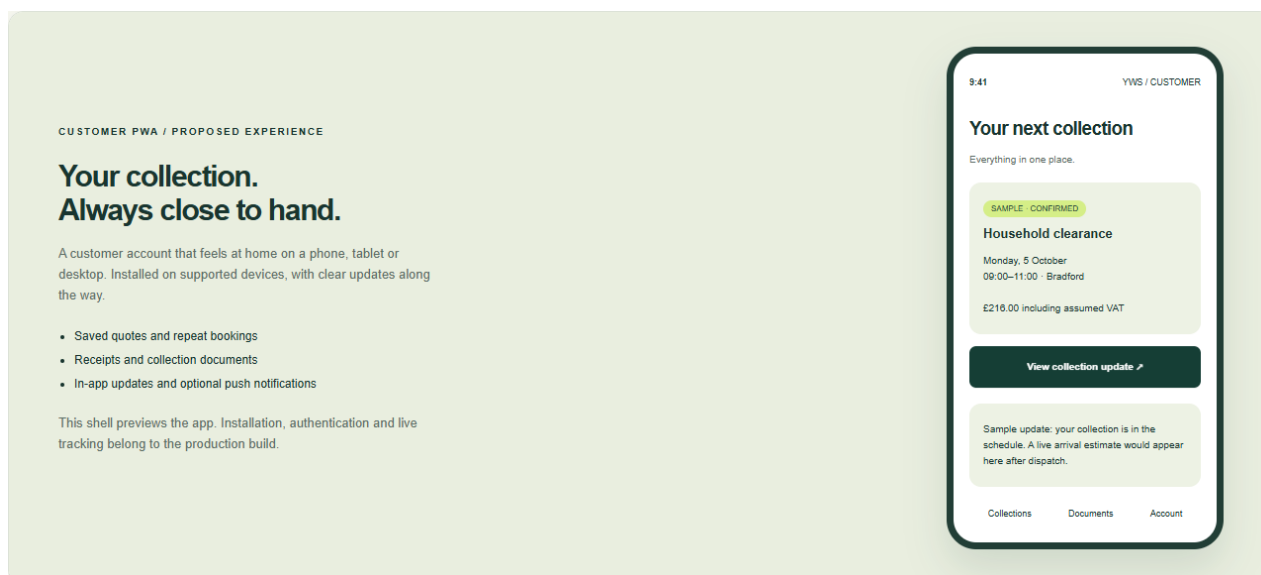
Roles and control

Customers access their own records. Crew access is limited to assigned jobs; managers administer operations; finance roles reconcile payments and statements. Use audit records for price changes, refunds, reassignment and document changes.

A front door and an app that feel like one business.



Actual homepage screenshot: original concept identity, service-led messaging and a direct route into the sample booking journey.



Actual customer-app preview: collection window, job summary and a sample status update. This is the proposed visual experience; authentication, installation and live notifications remain production work.

Irfan can connect the work, the team and agreed pay.

INTERACTIVE MANAGEMENT CONCEPT

**The right person.
The right assignment.**

Try adding a fictional employee, setting a speciality and assigning a sample job with agreed pay. The demonstration checks skills and scheduled hours.

YWS / PEOPLE & JOBS

Director's workspace

FICTIONAL DATA LOCAL DEMO

Add a demo employee

Name

Fictional name

Job speciality

Domestic clearance

Starts

08:00

Ends

17:00

Add employee +

Assign a sample job

Job

Domestic clearance - 10:00-12:00

Employee

Alex (sample)

Agreed assignment pay (£)

60

Assign & record pay ↗

Sample staff availability

Employee	Speciality	Working hours
Alex (sample)	Domestic	08:00-17:00
Sam (sample)	Commercial	12:00-18:00

Agreed sample staff pay: £0.00

Reset the sample

Use fictional names only. Data stays in page memory and clears on reload. No employee, payroll record, email or real job is created.

Actual screenshot of the staffing concept. Fictional records only; no employee or payroll system is connected.

Manage availability and specialist suitability

The proposed back end lets Director Irfan Zulfiqar add employees, working hours, leave and job specialities. Assignments check availability and approved skills. Specialist qualifications and authorisations must be verified before the live system makes an assignment.

Record the amount agreed for each assignment

Irfan can enter agreed staff pay, review time/work records and approve a staff-pay ledger for payroll export. Employee profiles, restricted HR documents and training/expiry reminders support administration. This does not replace statutory payroll, pension, tax or employment advice; those integrations need defined acceptance.

Connect CRM, transactions and event emails

Keep domestic/commercial leads, quotes, calendar jobs, staff assignments and payment/refund records connected. Approved custom SMTP templates cover enquiry, quote, payment, booking, assignment, reschedule, completion, refund and failure events. The features page shows the fuller customer/admin roadmap and interactive staffing demonstration.

Reliable rules matter more than a long feature list.

Module	Core controls and acceptance
Quotation engine	Approved waste categories; volume AND weight limits; disposal tariff; access/stairs; labour time; distance; minimum charge; tax; margin floor; rule version and quote expiry. Unknown inputs fail to review.
Booking and availability	Atomic holds; expiry; crew, vehicle and payload limits; service windows; blackout dates; race-condition tests; payment-time revalidation.
Payment management	Stripe-hosted collection of card data; signed webhooks; duplicate-event handling; refund and dispute state; own ledger and monthly reconciliation. Never store card numbers. [S10]
Leads and recovery	Lead stages and ownership; quote follow-up; eligible abandoned checkout recovery; suppression and unsubscribe rules; conversion attribution. [S7]
Email and notifications	Branded sending domain, SMTP relay, SPF/DKIM/DMARC, outbox, retries, bounce/suppression handling and separate transactional/marketing purposes.
Customer and manager PWA	Secure sign-in, role checks, responsive screens, safe static caching, optional push; device acceptance. Private accounts and payment responses stay out of offline caches.
Business records	Collection photos, status history, appropriate waste-transfer information/signatures and retention/export. A payment receipt alone is not a waste transfer note. [S9]

A practical fit with the current setup

Keep WordPress for the public website and its existing Site Kit integration. Implement booking and operational logic in a dedicated API/application or properly scoped plugin after checking hosting constraints, background jobs and storage. Separate the transaction data from page content. Shared hosting must be load-tested; a later dedicated application host may be needed.

"Own SMTP" means control of the sending identity, credentials and queue. It does not require running an unmanaged mail server on shared hosting.

A custom setup assessed at £15,000-£25,000.

Our indicative valuation covers the custom website and agreed core booking/operations setup. It assumes reuse of existing technical foundations, tailored rules and interfaces, and AI-assisted delivery. It is not a generic template website, but neither does the estimate assume rebuilding every framework and payment component from scratch.

For a reasonableness check, the scoped labour below uses published UK day rates: engineering £533, UX £452, product management £521, project management £406 and infrastructure £566. QA at £450 is a planning assumption. These are human-equivalent effort estimates for an adapted core implementation, not independently quoted prices. [S2]

Workstream	Days	Rate	Cost
Discovery and product specification	2	£521	£1,042
UX and custom interface design	3	£452	£1,356
Website and customer journey	5	£533	£2,665
Waste rules and quote engine	6	£533	£3,198
Stripe, ledger and refund integration	4	£533	£2,132
Availability, dispatch and job mapping	4	£533	£2,132
Leads, SMTP and lifecycle automations	3	£533	£1,599
Customer/manager PWA and notifications	3	£533	£1,599
QA, accessibility and security verification	4	£450	£1,800
Deployment, monitoring and recovery	2	£566	£1,132
Project management and handover	2	£406	£812
Base scoped labour	38		£19,467
Contingency (5%)			£973
Scoped setup estimate			£20,440

38 person-days are cumulative human-equivalent effort, not a promise of 38 calendar days. The 30-day core target depends on proven reuse, intensive delivery and verification. £15k-£25k excludes VAT and the subsequent year of content, management and improvements. If scope expands or reusable modules fail acceptance, re-estimate before committing.

This is an indicative setup assessment, not the company valuation, a guaranteed sale price or a claim of realised business value. Ownership, quality, adoption and cash flows determine the value of the finished asset.

The build is only the first part of the investment.

We will manage the website throughout the year, test the customer journey, set up and monitor the agreed automations, and provide website reporting. The table below estimates routine care bought separately; it does not value the larger dedicated content and development programme.

Monthly support model	Lower allowance	Upper allowance
Engineering: updates, fixes, adaptations	2 days × £533 = £1,066	4 days × £533 = £2,132
SEO/content and measurement upkeep	0.5 day × £418 = £209	1 day × £418 = £418
QA, monitoring and recovery checks	0.5 day × £400 = £200	0.5 day × £400 = £200
Total estimated labour/month	£1,475	£2,750
Annual labour equivalent	£17,700	£33,000

Rounded planning range: £18k-£34k per year. Rate evidence: software and marketing from S2; £400/day QA/support is an author assumption. These are alternative procurement costs, not automatic cash savings after paying the 15% share.

What we actively manage

Website and code updates, backups, reliability monitoring and agreed improvements. Regularly test quote-to-payment-to-confirmation journeys. Configure every agreed automation, check delivery and failures, and fix broken handoffs. Develop articles and service content. Report website activity, enquiries, paid bookings, job contribution and search/automation performance monthly.

Resources and external charges

We plan to fund £500/month (£6,000/year) in agreed software, AI tools and supporting resources. Agree exactly which hosting, email, Maps and other bills that budget covers to prevent double-counting. Stripe processing fees and paid advertising remain separate; SMS, usage overages and additional premium services need an agreed payer. [S3,S4]

Work commitment and support coverage

The proposed dedicated working effort continues for a full year and is broader than the routine-care comparison above. Agree working days, leave/backup cover, outage response times and escalation before signing. A 14-hour working plan does not automatically create a round-the-clock support guarantee. New major modules still require scope agreement.

A full year of work behind the website.

We are proposing an active delivery partnership, not a launch followed by occasional maintenance. One dedicated team member will work at approximately 14 hours per planned working day, with AI assistance, over a full year. The aim is to cover the workload of roughly two full-time roles across development, content, testing, automation and reporting.

Commitment	Planning basis
Resource expenditure funded by us	£500/month × 12 months = £6,000/year. Software, AI tools and agreed supporting resources; not a salary figure.
Dedicated member	Approximately 14 hours per planned working day. Working days, leave and backup coverage must be defined.
Illustrative workload comparison	At five working days/week for 52 weeks: 3,640 hours before leave, about 1.75 roles at 40 hours/week. Daily work on all 365 days would be 5,110 hours; that schedule is not assumed.
AI assistance	Helps with coding, research, drafts and tests. Outputs remain reviewed, verified and accountable to a human. No fixed productivity multiplier is promised.
Setup versus the year	£15k-£25k assesses the initial custom setup. The ongoing labour, £6k resources, content, improvements and reporting are additional commitments supporting the 15% return.

What the client receives each month

A prioritised development/content plan and a plain-English report: published and updated pages, search exposure, enquiries and paid bookings, automation delivery/failures, customer-journey checks, website reliability and agreed improvements. Use results to decide what to build or publish next.

The working effort is the delivery partner's stated plan. No salary, employment cost or verified time record has been supplied, so we have not invented a cash value for the member's annual labour. The commercial agreement should specify outputs as well as time commitments.

Make the 15-20% agreement understandable and auditable.

The revised proposal models a 15-20% website-sales share, excluding VAT, refunds and chargebacks, subject to agreed exclusions. In return, we build the custom core setup and commit to a full year of active website, content, customer-journey, automation and reporting work.

Term to settle	Proposed discussion basis
Eligible revenue	Cash collected for eligible services, excluding VAT, refunds and chargebacks. Website sales only; exclude telephone orders and unrelated work, even if SEO helped discovery. Define deposits and pass-through costs.
Payment and reconciliation	Client owns Stripe and receives payments. Monthly statements reconcile eligible website sales and their payment/refund records without duplicates; settle the agreed entitlement through the agreed process.
Our responsibilities	Custom build; website management and customer-journey QA; all agreed automations set up and monitored; ongoing articles/content; search and authorised reviews integration; website reporting; £500/month resource plan and dedicated year-long effort.
Client responsibilities	Verified rates, coverage, crews, carrier/insurance evidence and VAT/policies; collection/disposal and customer disputes; account verification; ongoing social media. Stripe/advertising and agreed charges outside our resource budget remain separate.
Year and exit	Agree a 12-month initial term, review points, cap/buyout if wanted and continuation after the committed year. Document transition, data export, account access and defect obligations.
Ownership	Shuaib Sakunder retains the website/platform code, reused under another brand and on SSK Mechanics as stated by him. The client receives an agreed use licence and data export. Shuaib owns/hosts yorkshirewaste.com under these terms; Irfan may separately agree to buy the domain. Domain purchase does not transfer code ownership.

The final rate is proposed at 15-20% of website sales. SEO may generate excluded phone enquiries too; the range recognises that potential wider benefit and ongoing work. Specify the licence, term, outputs and settlement in the signed agreement. No growth guarantee is made.

No upfront build fee. Clear rights and a shared incentive.

Shuaib retains the reusable platform

The custom website and booking platform remain Shuaib Sakunder's code. He states that the platform is sold elsewhere under a different brand and is used on SSK Mechanics. Yorkshire Waste Solutions receives the agreed right to use its tailored version, rather than exclusive source-code ownership. Confirm the licence, third-party rights, continuity, data export and end-of-term access.

Irfan may buy the domain

The supplied business terms state that yorkshirewaste.com belongs to Shuaib and is hosted on his servers. Irfan may choose to buy the domain at an agreed price and take full ownership through a documented transfer. That purchase does not automatically transfer the separately licensed platform code. These are proposed contractual terms, not an independent domain-ownership investigation.

The digital investment sits with Shuaib

There is no upfront website/platform build payment. Shuaib plans to fund £500/month in combined resources, including agreed hosting/tools, Claude, ChatGPT, Grok, Gemini and specialist technical advice through Freelancer.com where useful. This is a budget, not a verified invoice for each subscription. The dedicated year of work and ongoing reporting remain part of the proposed programme.

Only eligible website sales create the share

The proposed rate is 15-20%, excluding VAT, refunds and chargebacks, with 15% used in the central examples. Telephone and unrelated orders stay outside the base. If no eligible website sales are collected, there is no sales-share payment; Shuaib still carries the agreed effort and resource costs. Organic visibility may also produce excluded phone enquiries, which is part of the discussion rationale for the range.

Complete delivery needs an agreed scope

Use milestones, acceptance criteria, a visible feature roadmap and a written change process to avoid incomplete delivery followed by surprise invoices. The client still pays for its waste operations, taxes, Stripe processing and separately agreed costs. No claim of zero business risk, guaranteed conversion or unlimited free development is made.

Test the website-sales share against real job costs.

Illustration: £180 net sale; assumed 20% VAT makes the payment £216. Standard UK Stripe fee: $£216 \times 1.5\% + £0.20 = £3.44$. Partner share: $£180 \times 15\% = £27$. VAT is not partner revenue. Verify actual VAT status, card mix and costs. [S3]

Margin before share/fees*	Contribution before share	Partner + card fee	Left before overhead/tax
25%	£45.00	£30.44	£14.56
40%	£72.00	£30.44	£41.56
55%	£99.00	£30.44	£68.56

*Net sale less direct costs, before fixed overheads. With £18 overhead per job, the 40% case leaves £23.56 before tax. Approximately 16.91% direct contribution is needed to cover the share and assumed card fee before overhead.

What the share means at different sales levels

At 15%, £60k / £150k / £300k / £600k annual eligible website sales create £9k / £22.5k / £45k / £90k share; at 20%, £12k / £30k / £60k / £120k. At £25k/month website sales, the share is £3,750/month. The return covers the agreed ongoing programme; it is not a fixed maintenance bill.

Illustrative alternative procurement	Comparison at the same sales
Year one at £300k sales	15% share £45,000 versus scoped setup £20,440 + £24,000 routine-care labour + £6,000 resources = £50,440. Share is £5,440 lower.
Year one at £600k sales	15% share £90,000 versus baseline £50,440. Share is £39,560 higher.
Three years at £300k/year	Share £135,000 versus setup + 3 years baseline care/resources £110,440. Share is £24,560 higher, if the deal continues on the same basis.

This alternative is a routine-care benchmark, not a priced substitute for the full dedicated member, article programme and active development. It excludes Stripe, advertising, taxes/financing and incremental benefits. Scope-match both options before claiming a saving. The £6k resource spend is counted once.

Baseline parity is about £336,267 sales in year one, or £736,267 cumulative sales across three years. After setup, £30k/year baseline care/resources equals 15% of £200k annual sales. These comparisons are scenarios, not company forecasts.

At 40% direct contribution, a 15% share and the assumed card fee leave about 23.09% for overhead/profit; at 20%, about 18.09%. On a £180 net order, 20% share is £36 and leaves £32.56 before overhead in the 40% case. No share is charged on unrelated legacy or phone sales.

Strong SEO and useful content can build demand.

This partnership does not provide paid advertising. The website is built around technical SEO, useful content and measured conversion; search results and sales are not guaranteed.

Articles are part of the asset

Develop original service pages and helpful articles on accepted waste, load sizes, clearance preparation, access, responsible disposal and real collection areas. Each completed, reviewed article can answer a new customer question and link to the relevant booking journey. Update useful pages over the year rather than mass-publishing thin town copies. [S12]

Google Business Profile and genuine reviews

Connect the verified client profile, make business information consistent, request genuine post-collection reviews and use authorised review-data integration where access and policies allow. Real reviews build trust and can help local prominence. Review responses need the client's approval policy; no fabricated reviews or invented rating claims. [S13,S15,S16]

Google, Bing and Yandex discovery

Maintain Search Console, Bing Webmaster Tools and Yandex Webmaster, sitemaps and eligible update notifications such as IndexNow. These help discovery and diagnose indexing; they do not guarantee inclusion or sales. Prioritise channels by actual Yorkshire enquiry and booking performance. [S17,S18]

As the domain becomes established

We aim to increase business over time as the content library is completed, indexed and improved, genuine reviews accumulate and customers recognise the brand. Time allows that work to build a track record; an older registration date alone is not a reason to promise higher rankings. Demand, competition, quality and fulfilment still matter. [S12,S15]

Report what brings enquiries and paid bookings.

Track the complete funnel

Use Site Kit as the existing foundation, with the client authorising its own Search Console/Analytics properties. Record service views, quote starts, completed quotes, slot selection, checkout start, confirmed paid booking, completed collection, refund and repeat booking. Reconcile paid-booking revenue to the payment ledger; never treat checkout starts as sales.

Measure	Definition / decision it supports
Paid booking conversion	Confirmed paid bookings / eligible quote starts, in a comparable cohort. Shows journey performance.
Quote-to-payment time	Elapsed time from quote issuance to confirmed payment. Finds avoidable friction.
Recovered contribution	Incremental contribution from consent-eligible recovery; measure against a holdout where feasible.
Capacity and contribution	Crew/vehicle utilisation plus realised contribution per completed job. More sales help only when operations can fulfil profitably.
Discovery	Non-brand organic clicks, approved-area enquiries and source-to-booking mix; separate organic from paid.

Take a first-launch baseline, then review 30/60/90-day cohorts with seasonal and capacity context. Agree targets after enough real data exists. Search rankings, demand and conversion improvements are not guaranteed. Paid acquisition requires a separate budget and cost-per-profitable-booking test.

A focused launch, with clear gates to go live.

Days	Delivery	Gate to move forward
01-03	Scope, revenue terms, services, coverage, pricing inputs, design approval and client accounts.	Client approves rates, accepted waste, policies and minimum margin; carrier/insurance and VAT evidence received.
04-09	Customer website, quote rules, manual-review path and measurement design.	Reference jobs produce expected prices; exception/weight/coverage cases fail safely.
10-15	Capacity/slot holds, Stripe test checkout, webhook handling, refunds and ledger.	Concurrent booking, duplicate events, failed payments, refunds and quote expiry tested end to end.
16-21	Dispatch calendar/map, roles, customer account, job status and transactional SMTP.	Staff run a complete test collection; permissions, email delivery and cost recording verified.
22-26	PWA installation/device checks, in-app updates, permitted recovery, SEO/social foundations.	Supported devices pass; consent/suppression rules work; analytics events reconcile.
27-30	Client acceptance, accessibility, security checks, backup/restore rehearsal, controlled launch and handover.	Owner signs off core scope and rates; payment reconciliation and rollback proven before live payments.

How the time is made realistic

We will adapt existing booking, payment, dashboard, notification and PWA foundations, then build and validate waste-specific rules. AI will assist coding, draft content, concept imagery and testing; human judgement remains responsible for pricing, verification and release. Reuse and AI reduce repeated effort but do not remove the need to test money and capacity controls.

What needs later scope

Advanced multi-vehicle route optimisation; continuous driver tracking; full accounting integrations; complex recurring commercial contracts; custom multi-tenant operations; native app-store submission; and comprehensive offline job editing. Keep them visible on the roadmap without pretending the first release already includes them.

A dedicated lead working full time is assumed. Specialist QA/design/operations support may be needed. Delayed inputs, unverified modules or hosting limits can move the date; the acceptance gates should not be skipped to meet a calendar promise.

The client keeps the business. We keep the platform working.

Owner	Responsibilities before launch
Yorkshire Waste Solutions	Confirm service range and coverage; provide tariffs, disposal and labour costs, vehicles and crews, registration/insurance evidence, VAT status, cancellation/refund rules and escalation contacts. Own fulfilment and day-to-day social media.
Delivery partner	Build/test the agreed system; manage the website and customer journey; set up/monitor agreed automations; develop articles/content; integrate authorised search/reviews; report monthly. Fund the £500/month resource plan and provide the stated dedicated year-long working effort. Document changes and handover access.
Shared decisions	Sign revenue basis, term, cap/buyout, ownership/reuse licence, response targets and data-processing terms. Agree pricing exceptions, marketing permissions, KPI definitions and launch acceptance.

Waste and records

Verify carrier registration rather than inferring it from company status. Keep appropriate non-hazardous waste-transfer information and signatures. England/Wales receiving-site digital reporting became mandatory from October 2026; the collector phase is scheduled to become mandatory from October 2027. Confirm whether the company operates a permitted receiving site: collection-only and receiving activities have different obligations. Hazardous waste is excluded from instant booking until a separately approved process exists. [S8,S9,S14]

Privacy and marketing

Collect only necessary customer details, explain purposes, protect accounts, restrict job records by role and agree retention/deletion schedules. Use suitable consent for optional analytics. Abandoned checkout reminders and newsletters must satisfy the relevant email-marketing rules and honour suppressions. SMTP availability is not permission to market. [S7]

Payment and continuity

Test webhook signatures, event replay, refund share reversal, ledger reconciliation and booking races. Monitor queue failures and recoverable backups. Maintain a rollback release and rehearse restoration. The live system must not accept payments until prices, capacity and failure handling pass acceptance.

Readiness today

The delivered website is a client-facing showcase. Its quote maths, sample calendar, customer screen and lead actions run in the browser. No Stripe account, Google Maps key, live booking database, SMTP delivery, PWA install service or customer authentication has been connected by this shell.

Sources and assumptions

Public sources checked on 2 October 2026. Rates and product charges can change; confirm at contracting and launch. Source observations support the specific claim, not a sales forecast. Company-register facts were read from the public register through the authorised server connection because the web reader could not retrieve the page.

[S1] Companies House: company 13081667
<https://find-and-update.company-information.service.gov.uk/company/13081667>

[S2] YunoJuno 2026 Contractor & Freelancer Rates Report
<https://www.yunojuno.com/freelancer-rates-report>

[S3] Stripe UK pricing
<https://stripe.com/gb/pricing>

[S4] Google Maps core services pricing
<https://developers.google.com/maps/billing-and-pricing/pricing>

[S5] Yorkshire Rubbish Clearance
<https://www.yorkshirerubbishclearance.co.uk/>

[S6] AnyJunk rubbish clearance
<https://www.anyjunk.co.uk/rubbish-clearance>

[S7] ICO electronic mail marketing
<https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/electronic-and-telephone-marketing/electronic-mail-marketing/>

[S8] GOV.UK waste carrier registration
<https://www.gov.uk/register-renew-waste-carrier-broker-dealer-england>

[S9] GOV.UK waste transfer notes
<https://www.gov.uk/dispose-business-commercial-waste/waste-transfer-notes>

[S10] Stripe webhook documentation
<https://docs.stripe.com/webhooks>

Sources and estimate assumptions

[S11] MDN making PWAs installable

https://developer.mozilla.org/en-US/docs/Web/Progressive_web_apps/Guides/Making_PWAs_installable

[S12] Google helpful people-first content

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

[S13] Google establishing business details

<https://developers.google.com/search/docs/appearance/establish-business-details>

[S14] GOV.UK digital waste tracking rollout

<https://www.gov.uk/government/publications/digital-waste-tracking-service/digital-waste-tracking-service>

[S15] Google: local ranking and reviews

<https://support.google.com/business/answer/7091?hl=en>

[S16] Google Business Profile: review-data integration

<https://developers.google.com/my-business/content/review-data>

[S17] IndexNow official documentation

<https://www.indexnow.org/documentation>

[S18] Yandex Webmaster: sitemaps

<https://yandex.com/support/webmaster/en/indexing-options/sitemap>

Estimate basis: setup valuation £15k-£25k supplied by delivery partner; scoped workstream days are author estimates, 5% contingency and £20,440 central model. Share 15%, excluding VAT/refunds/chargebacks; net order £180, assumed 20% VAT; standard UK card fee. Baseline comparison £24k routine care + £6k resources/year. Stated effort 14 hours/planned working day for one year, with calendar to agree. No actual wage cost or measured YWS turnover/profit was supplied.

Reuse evidence: read-only review of iDrive pricing source and Saudi booking/PWA/payment/notification release records. Existing foundations need adaptation and acceptance; CRM/newsletter/recovery completeness and genuine customer financial acceptance were not proved by that review. Separate brands, data and credentials remain isolated.

The screenshots are captures of the implemented shell. Concept image generation used the built-in image tool; the prompt and asset provenance are retained in research/sources.json.