



KEEP BRITAIN TIDY AWARD



Keep Britain Tidy Award

The prestigious Keep Britain Tidy Award recognises organisations and facilities that provide a clean and welcoming environment for their customers, while demonstrating responsible management of their litter and waste.

The Award is the equivalent of the Green Flag Award for parks or Blue Flag Award for beaches and is applicable to places like shopping centres, transport hubs and Business Improvement Districts (BIDs). The Award is also a very useful CSR tool to use when promoting your venue as going the extra mile to provide a positive visitor experience.



As well as demonstrating your commitment to sustainability and providing a clean environment to visit, you will benefit from an independent recommendation report that is designed to help you further improve your cleansing and waste management practices.

Benefits you will receive include:

- Annual Award
- A pre-arranged assessment in year one with a 'mystery shop' visit in year two
- One-day, on-site observational assessment against a scoring matrix with a set pass rate
- Independent action and recommendation report

“We’re thrilled to have been presented with a Keep Britain Tidy Award recognising the high standards we work to. It is a real testament to the hard work of all the team at the centre so I’m delighted that this has been recognised by Keep Britain Tidy.”

**Michaela Moore, General Manager,
Bullring, Birmingham**

“The Award is a very powerful tool to promote to visitors and the public the passion we have for sustainability.”

**Zed Major, Facilities Manager,
Barbican Centre, London**

For further information, please contact **Keep Britain Tidy** at network.enquiries@keepbritaintidy.org

www.keepbritaintidy.org | [facebook.com/keepbritaintidy](https://www.facebook.com/keepbritaintidy) | [@keepbritaintidy](https://twitter.com/keepbritaintidy)