



Registered charity no. 1071737



OUR ANNUAL IMPACT REPORT 2024-2025



Contents

Introduction	2
Reducing greenhouse gas emissions	3
Increasing action taken to live more sustainably	4
Increasing biodiversity	5
Increasing the amount of high-quality public space	6
Reducing resource use and waste produced	7
Reducing litter in the environment	8
Looking beyond our environmental outcomes	9

Introduction

2024/25 marked the 70th anniversary of the launch of the campaign to Keep Britain Tidy by the remarkably farsighted women of the Women's Institute. That campaign evolved to become the charity that Keep Britain Tidy is today. And while the charity has changed and evolved over time, the world that it was born into has changed even more.

The environmental challenges we face as a country and as a planet are existential. Global warming, climate change, biodiversity loss, over-consumption and waste of precious resources mean the threats are real and, if we are to avert disaster, every single person will have to play their part.

Against this backdrop, at the end of 2023, Keep Britain Tidy launched a new five-year strategy. We are not naïve enough to believe that we can solve all the environmental challenges we face or, indeed, that we can even begin to shift the dial alone. But we do believe it is our role to play our part, to do what we can, to influence those who can make a bigger difference and to share information and ideas with those who we work with, speak to and engage every day.

Our new strategy breaks down our work by environmental outcomes, identifying six focus areas where we believe our work can make a difference, whether that be big or small. Keep Britain Tidy's mantra is that small individual actions can, collectively, make a big difference.

The six areas are

- 1 Reducing greenhouse gas emissions
- 2 Increasing action taken to live more sustainably
- 3 Increasing biodiversity
- 4 Increasing the amount of high-quality public space
- 5 Reducing resource use and waste produced
- 6 Reducing litter in the environment

This Impact Report for 2024/25 is designed to show the world what we have done, who we have worked with, the difference we have made and how we are developing new campaigns, programmes and activities to address the environmental challenges we face.

We hope you will find it interesting and that it will inspire you to get involved so that you, and everyone else, can love where you live.

Suzy Brain England OBE

Chair

Keep Britain Tidy

Reducing greenhouse gas emissions

It is only sensible when you're thinking about how you can work to reduce greenhouse gas emissions that you look to your own carbon footprint and what you can do to put your own house in order so, in 2024/25, having identified that our banking was our second largest emitter, Keep Britain Tidy moved our bank accounts.

This single action reduced our banking emissions by two thirds - an annual reduction in CO₂ emissions of 1,500 tonnes. To put that in context, it is the equivalent of driving an average petrol car 5,660,377 miles or, roughly, to the Moon and back 12 times.

Our largest source of emissions comes from our pension funds. All new starters are now enrolled in a net zero pension scheme and we have moved the investments of our old defined benefit scheme to lower carbon funds, giving us a 12% reduction in emissions per £million invested.

To help schools review their carbon footprints we established our Count Your Carbon tool as the nation's leading schools' carbon footprint calculator. Launched in March 2024, the calculator, which allows schools to look at their total carbon emissions and factor in things like uniforms and school trips, now has more than 2,100 schools registered to use it and 1,400 schools have completed calculations.

Our tool not only allows schools to calculate their footprint, it also makes a range of tailored recommendations about how to reduce it, highlighting both free and cost-saving measures.

Year two of our Cut Your Carbon campaign ran for a month in November 2024 and saw 2,431 nurseries, schools and colleges, with a total of 1,076,525 pupils, sign up to take part. Actions taken included 'Ditch the Drive', 'Veggie Vibes' and 'Drop it Like it's Hot', which encouraged pupils to make their travel more sustainable by walking, using public transport or cycling, switch at least one day's meals to plant-based and turn down their home heating by at least one degree. The campaign resulted in a potential carbon saving of 518,274kg of CO₂, which is the equivalent of driving an average petrol car 1.95 million miles or to the Moon and back four times!

Looking ahead

In 2025/26, we will be building on the initial success of Count Your Carbon with the launch of a virtual 'playground'. This interactive educational resource will help engage pupils, allow them to understand where their school's carbon emissions come from and explore ways to reduce them.

In addition, we will be improving the carbon-cutting recommendations on the platform, providing each school with a bespoke decarbonisation plan.

We will also continue to grow our Cut Your Carbon campaign, which aims to take children and young people's learning about carbon reduction out of the classroom and into the home.

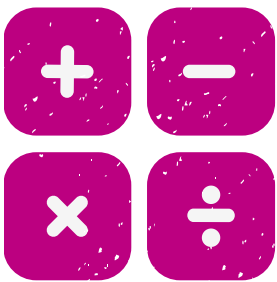
1,500

tonnes of CO₂ - a two-thirds reduction in our annual banking emissions - equivalent to driving an average petrol car 5.66 million miles



2,100

schools registered to use our Count Your Carbon calculator



1,076,525

pupils attend nurseries, schools and colleges that signed up for our Cut Your Carbon campaign in 2024

518

tonnes of CO₂ potentially saved from Cut Your Carbon.

The equivalent of driving an average petrol car to the Moon and back four times



Increasing action taken to live more sustainably

Our Eco-Schools programme remains the biggest environmental education programme in England, reaching more than 1.4 million pupils this year.

Eco-Schools covers a wide range of topics, including waste and energy, and puts children and young people at the heart of the programme. It also offers them an opportunity to learn about the actions they can take to make their school greener and more sustainable. In total, 2,162 schools were awarded the Eco-Schools Green Flag in 2024/25.

In addition, 1,449 educators were able to access free training, thanks to support from the BUPA Foundation. The training allows them to cover climate change and sustainability with their pupils through delivery of the Eco-Schools programme.

In total 98.3% of educators felt that the Eco-Schools programme helped young people develop their 'green skills' – the knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable society.

Beyond our work with schools, we saw a significant increase in the number of sites applying for the Green Key – the leading standard for excellence in the area of environmental responsibility and sustainable operation in the tourism industry. A total of 219 sites in England are now meeting the standard, an increase of 87 on 2023/24.

Looking ahead

It is clear that while businesses have been on the journey to sustainability for a number of years, our research shows there is still some confusion among the public about what sustainability means for individuals. With this in mind, we will be focusing on research and development of a new sustainable living volunteer programme in 2025/26.

We will also continue our work with children and young people by developing a suite of new Eco-Projects to support schools and nurseries with their delivery of the Eco-Schools programme.

1.4 million

pupils in England attend an Eco-School

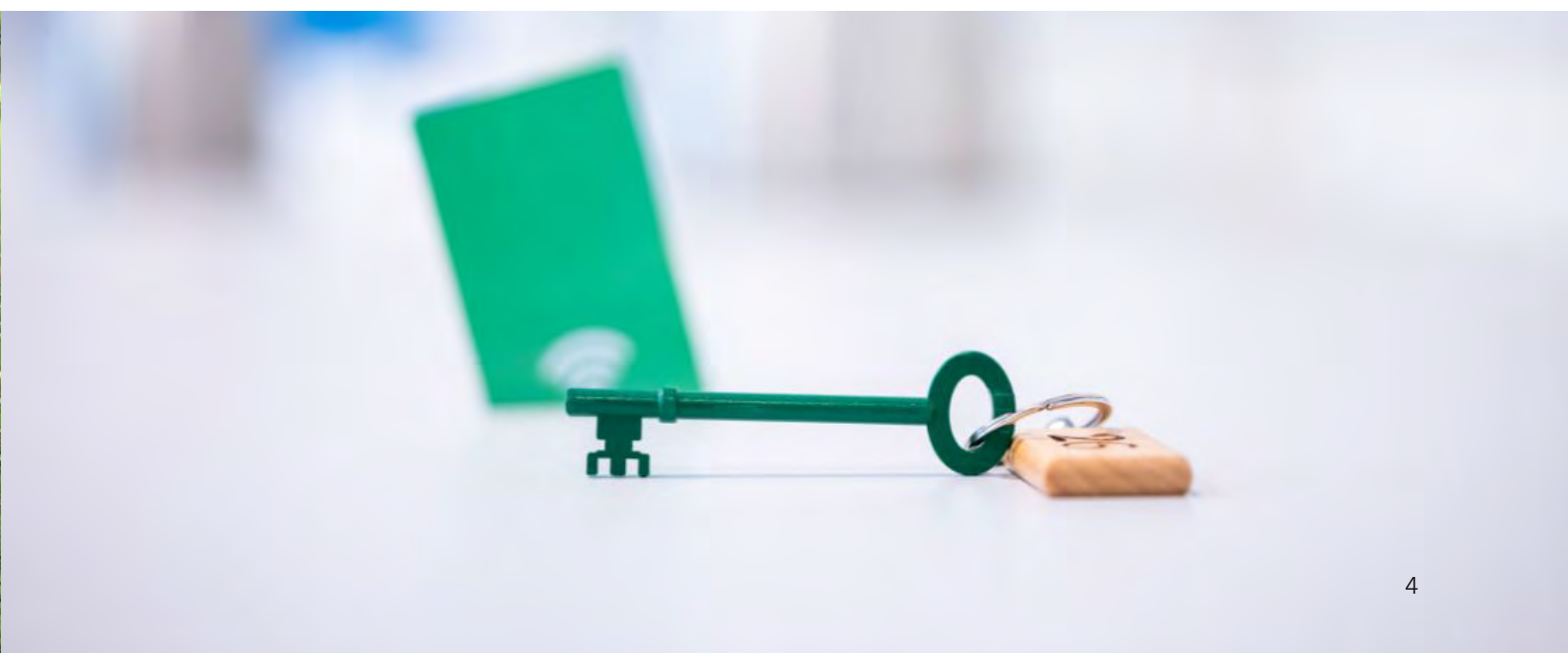


98%

of educators believe that the Eco-Schools programme significantly supports the development of 'green skills'

219

sites in England now have a Green Key accreditation



Increasing biodiversity

Our volunteer programmes support and encourage volunteer efforts to improve biodiversity. Across our Ambassador and Care programmes, 27 groups - made up of 726 volunteers - regularly take part in activities to monitor, conserve and enhance biodiversity. In the Anglian region, volunteers are now working in eight catchments to improve habitats for wildlife and tackle invasive species.

Wildlife monitoring activities, such as water vole or riverfly invertebrate surveying, are key to informing local biodiversity conservation efforts and are largely volunteer dependant. Some groups get even more stuck in and work to improve habitats, for example by removing invasive species, planting trees and wildflower areas, and installing bat boxes.

Many of our volunteer groups work in collaboration with other local stakeholders such as the Environment Agency and local authorities, meaning that their efforts are part of wider ongoing plans to improve biodiversity in rural and urban communities across the country.

Through our Eco-Schools programme, 1,373 schools in England worked on the biodiversity topic in the academic year 2023/24.

This resulted in more than 1.1 million m² of natural habitats being created or maintained to support biodiversity, for example through the creation or maintenance of meadows, wildflower or rewilding areas.

In addition, schools created or installed 6,896 habitats to support insects, 7,176 animal habitats such as bird or bat boxes, or hedgehog homes, 10,542 animal feeders and 755 ponds.

Developed in partnership with the Bupa Foundation, our free Eco-Schools Healthy Summer Toolkit featured a 'Create a Grow-Zone Through Rewilding' activity as part of the toolkit, which was packed with fun activities to boost the health and wellbeing of both pupils and planet.

Looking ahead

To support our volunteers' efforts to protect habitats and improve biodiversity, we will develop nature and biodiversity guides for them in 2025/26.

In addition, we will investigate the potential of creating a 'green' beaches award scheme and scope out the inclusion of biodiversity into our schools' carbon calculator.

We will begin to explore how we can expand the Count Your Carbon calculator to allow schools to generate a biodiversity footprint, alongside a carbon footprint. Finally, we will be reviewing and updating the biodiversity and school grounds topic within Eco-Schools.

726

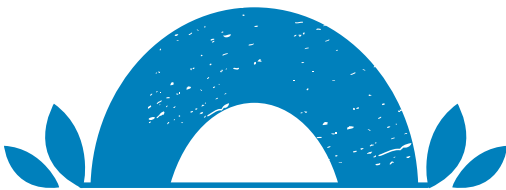
members from 27 volunteer groups took part in activities to monitor, conserve, and enhance biodiversity

1.1million m²

of natural habitats were created or maintained by Eco-Schools to support biodiversity

6,896

habitats created by schools to support insects



7,176

habitats for animals including birds, bats and hedgehogs were installed



755

ponds created

Increasing the amount of high-quality public space

Keep Britain Tidy believes that we should all have access to high-quality green space. In an ideal world, this would mean that there would be safe and accessible high-quality parks within walking distance for everyone in the country.

Our work to recognise and reward high-quality public space centres on our accreditations programme for parks and green spaces; the Green Flag Award*, and the Blue Flag and Seaside Awards for beaches, marinas and inland bathing waters.

Each of these celebrates the very best our country offers to people, freely accessible to all.

In 2024/25 we handed out 2,227 Green Flag Awards to parks and green spaces in the UK. The number of beaches collecting a Blue Flag and/or Seaside Award rose to 151.

In addition, we worked with three local authorities with high levels of deprivation to develop Green Flag Award action plans, aimed at increasing the amount of quality green space in some of our country's poorest communities.

We now have five national operators of the Green Flag Award outside the UK as well as managing the award directly in 13 other countries, bringing the total number of countries that are using the Green Flag Award standard as the blueprint for excellence in parks to 18 outside the UK.

*Delivered on behalf of the UK Government

Looking ahead

In line with our stated aim of increasing the amount of high-quality public space, we will look to accredit more green and blue spaces in 2025/26.

We will also start work on the creation of the Green Flag Award Academy to support our army of volunteer judges, without whom we could not assess almost 2,000 sites every year, and applicants. The academy will work with the sector to identify training needs and skills gaps and look to address them. We will also look to educate councillors, through the academy, about the importance and value of quality green space and what quality green space looks like.

In addition, we will begin work to revise the Green Flag Award criteria to ensure alignment with the latest research and learning from the sector and launching a new online portal, which will use the latest technology to enhance the experience of both applicants and judges.

2,227

parks received Green Flag Awards, marking a rise in the number of award-winning sites

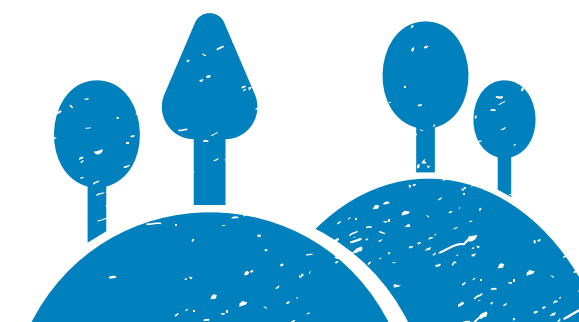


151

beaches were given a Blue Flag and/or Seaside Award in England

18

countries around the world are using the Green Flag Award as the standard for excellence in parks and green spaces



Reducing resource use and waste produced

If we are to reduce resource use and waste produced as a society, we each need to look at what we consume and what we throw away to help move people towards the circular economy. This is the focus of our Buy Nothing New Month campaign which, in 2024/25, ran in November. In total, 3,640 people signed up to take part, on behalf of 12,458 individuals. Of those, 69% reported reusing or repurposing 'stuff', 46% fixed, repaired or mended, 10% borrowed, and 2,114 avoided buying anything new, which is quite a challenge in the run-up to Christmas!

Far too much waste ends up in our oceans and our Ocean Recovery Project has recovered an amazing 32 tonnes of net and rope from the marine environment in 2024/25 and sent it for recycling. In addition, the team also recovered, stripped and recycled 907 broken bodyboards from beaches in Devon and Cornwall over the summer.

Decades of messaging about recycling means that the majority of people think that if they 'do' their recycling they are doing the best for the environment. In 2024/25 we developed a new 'Recycling is good but we can do better' communications toolkit for local authorities, which included a reframing of the classic 'Reduce, Reuse, Recycle' mantra. After seeing this reframing, 58% of our research participants recognised better ways to minimise their environmental footprint beyond recycling and 51% felt more motivated to protect the planet through their actions.

Looking ahead

We will be looking at how we develop our campaigning work around resource use and waste reduction and will continue to focus on growing Buy Nothing New Month in 2025/26.

We will also work with more harbours to help develop solutions that allow the collection and recycling of marine litter through our Ocean Recovery Project.

**#BUY
NOTHING
NEW
MONTH**

FOR MORE TIPS, SIGN UP AT
[KEEPBRITAIN.TIDY.ORG/BNNM](https://keepbritaintidy.org/bnnm)



32 tonnes

of net and rope recovered and recycled by our Ocean Recovery Project

907

broken bodyboards collected from beaches in Devon and Cornwall to be stripped and recycled



3,640

people committed to buy nothing new during our campaign in November 2024

69%

of people repurposed or reused something during Buy Nothing New Month



Reducing litter in the environment

Keep Britain Tidy was founded in response to the growing problem of litter in the 1950s and that work is still one of our key aims in our five-year strategy.

In February 2025, we published our latest report on the problem of litter in England, *A Rubbish Reality: Our litter problem and why it matters*. This report, looking back on a decade of data and also pulling in our latest survey of public perceptions, sets out the scale and nature of the country’s litter problem, the link between poor local environmental quality and deprivation and the actions that are needed to tackle it.

Of course, in 2024 we ran our annual Great British Spring Clean – our flagship campaign that aims to remove litter pollution from our streets, parks and beaches. In total, 326,000 volunteers pledged to pick up 425,626 bags of rubbish during the campaign period, supported by 288 local authorities and parish councils.

The Great British Spring Clean is just one, albeit, big moment in the year. For year-round work we have 2,989 signed-up Litter Heroes who are working to tackle litter day in, day out in their communities, an increase of 789 on 2023/24. We have also grown the number of Litter Heroes Ambassadors and group leaders from 229 in 2023/24 to 295 this year. We are delighted to report that an increasing number of our volunteers are not only picking up the litter, they are also recycling what they can, with 56% telling us they are now recycling, an increase of five per cent on 2023/24.

Chewing gum litter is notoriously difficult to clean up but, thanks to the industry-funded Chewing Gum Task Force, we were able to administer grants worth a total of £1.585 million to 54 councils across the country.

The money was used to clean an estimated 500,000m² of pavements.

Our work to tackle the most prevalent form of litter, cigarette-related litter, continued in 2023/24 and since we began the programme in 2022, we have seen a 17% reduction in this type of litter across the country, with more than 95% of the target audience for our smoking-related litter campaign having seen our national advertising campaign.

Looking ahead

In 2025/26 we will complete work on our ground-breaking Litter Pact project, which aims to reduce litter and change behaviours through a programme of tried-and-tested interventions and community engagement activity in a geographically defined area over a 12-month period. This work will culminate with the production of a blueprint designed to help local authorities replicate the model, reduce litter and, therefore, reduce the costs of clean-up.

We will continue to deliver the Great British Spring Clean, which has become a fixture in the calendar for so many businesses, local authorities, schools and other charities and NGOs, and will engage and support more volunteers across the country to grow the amount of litter removed from the environment throughout the year.

Our work to tackle smoking-related litter will continue, campaigning at both a national level and locally, with three pilot town-scale partnerships across the country.

17%

reduction in cigarette litter since we launched our campaign in 2022



2,989

signed-up Litter Heroes volunteering all year round

425,626

bags of litter picked up during the Great British Spring Clean



Looking beyond our environmental outcomes

To be an effective and efficient charity, Keep Britain Tidy not only has to ‘do the doing’, we also have to advocate for the change we want to see with those who have the power to make change happen at a systemic level, seek to influence the national conversation when it comes to the environment on people’s doorsteps and ensure we have the very best team to deliver our work.

With these aims in mind, Keep Britain Tidy continued to use its voice in 2024/25.

In total, the charity and our programmes were referenced more than 22,000 times in media clips across print, broadcast and online and our social media posts gained 30,323,063 impressions and 980,779 engagements.

We relaunched two All-Party Parliamentary Groups in the aftermath of the general election, the Tidy Britain APPG and the Parks & Green Spaces APPG, and 79 parliamentarians from the House of Commons or the House of Lords are members of one or both of these groups.

We welcomed ministers from the new Labour government to a number of our key events, including our 70th birthday celebration and our Network Conference.

Local authorities are on the front line of the battle to create a better environment for people and nature, and we worked with 180 local authorities and other organisations to reduce resource use,

litter and waste, improve the quality of public space and help people live more sustainably.

Finally, the success of any charity or indeed any organisation is dependent on having the best possible workforce, who are happy and able to bring all their skills and, in fact, their whole self to work. Our anonymous staff survey, which is run every year, shows that 95% of our staff are satisfied with Keep Britain Tidy as a place to work and we are proud to be an inclusive employer with LGBTQ+ and disability representation that is above the Office for National Statistics average.

Two of our staff were recognised externally for their contribution to the environmental sector. Dr Anna Scott, our Director of Services, was named No.7 in the Resource Hot 100 – an annual poll looking at the recycling industry’s most influential figures – and our Research and Innovation Manager Lorna Jackson was named in the 35 Under 35 awards, which recognises trailblazers within the environmental sector who are striving for professional excellence, promoting innovation and giving back to their company or community.

We have made excellent progress in delivering year one of our five-year strategy and we continue to work to ensure that everyone feels that Keep Britain Tidy is a charity of which they can be part, whether that is as an employee, a volunteer or a supporter.

22,000

media clips featuring our charity and/or programmes

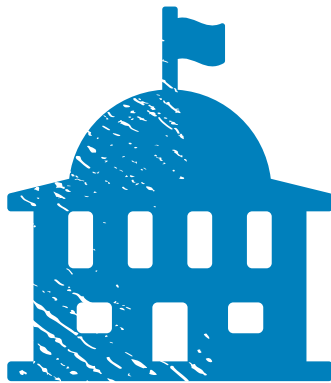


980,779

engagements on social media

79

parliamentarians on our APPGs



180

local authorities and other organisations were worked with



Funders

In 2024/25 we are incredibly grateful for the support of our funders and partners. Without them, none of this work would be possible

