



VOLUNTEERING ANNUAL IMPACT REPORT 2024-2025



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Foreword

Welcome to our first volunteering Annual Impact Report, recognising and celebrating the impact and commitment of Keep Britain Tidy volunteers.

Keep Britain Tidy cannot achieve its goals alone, and this is where volunteers are key; helping us protect and improve the environment within local communities across the country.

We strive to support volunteers in:



Raising awareness of our cause



Improving the environment on their doorstep



Tackling the nationwide litter problem

This report gives us the opportunity to share how Keep Britain Tidy volunteers support our vision of a clean and healthy environment, rich in wildlife, and valued by people who 'love where they live'.

We want to showcase the huge impact that has been made by our volunteers across 2024-2025 and celebrate their successes.

We hope you enjoy reading this inaugural report.

Tina & Lynsey
Volunteering & Community Engagement Managers (job share)

Our Mission

Vision

A clean and healthy environment, rich in wildlife and valued by people who 'love where they live'

Mission

Together we take action for the environment.

Aim

Reduce resource use, waste and litter

Aim

Improve the quality of public space

Aim

Help people live more sustainably

Meet the Volunteering & Community Engagement Team



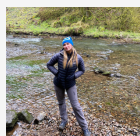
Hannah Drury
RiverCare & BeachCare Programme Manager



Hazel Kelly
Litter Heroes Programme Coordinator



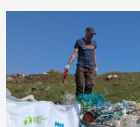
Lynsey Stafford
Volunteering & Community Engagement Manager (job-share)



Lydia Reynolds-Wickens
RiverCare & BeachCare Programme Officer



Mollie Clay
Litter Heroes Programme Manager



Neil Hembrow
Ocean Recovery Project and BeachCare Southwest Manager



Nia Hall
Volunteer Engagement Coordinator



Paul Robinson
RiverCare & BeachCare Programme Officer



Tina Shelton
Volunteering & Community Engagement Manager (job-share)

Meet our Funders 2024-25

We are pleased to share the results of a year of hard work and dedication. None of this would have been possible without the generous support of our funders and partners:

RiverCare & BeachCare



Litter Heroes Programmes



Ocean Recovery Project



BeachCare Southwest





Litter Heroes volunteer their time to **improve the environment** around them. The Litter Heroes programme offers individuals the chance to join a network of like-minded people, empowering them to tackle the problem of litter in their local area.



Our funder target asks us to register an **additional 100 18-24 year old** young people by 2026. This year we **registered 88** - so well on the way to achieving this



Volunteers have registered as official #LitterHeroes during 2024-25. This is a **36% increase from 23-24.**



People have joined our official Litter Heroes Facebook community

Registered Litter Heroes have access to the **latest litter-picking news**, campaigns and events, plus exclusive access to resources, risk assessments and the Litter Heroes logo.



Litter Heroes Ambassadors go above and beyond to tackle litter in their local environment and engage their community with loving where they live. Many are passionate leaders of litter picking groups, hosting regular events throughout the year, while others showcase the **individual impact that volunteers** can have.

“ The programme has enabled me to have the **confidence** to have a **positive effect on my local community**. The guidance, resources and connections made meant I have felt well equipped to tackle **environmental issues locally** and educate residents.... ”



We have **218 fantastic Litter Heroes Ambassadors** and are well on our way to meet our funder target of **100 more Ambassadors by 2026**.

Ambassadors support our mission of community action for the environment. They encourage new volunteers to connect with Keep Britain Tidy and record litter-picking data via Collect & Count. This helps us build a national picture of the **scale and impact of litter and volunteer action**.

CASE STUDY

Our **Litter Heroes Ambassadors** go above and beyond to advocate for their local environment and engage their communities in litter-picking. In this case study, we're celebrating Ashton Samuels and El Clarke, the couple behind litter-picking community '**Clean Our Patch**'.



In the six years since Clean Our Patch was launched, **43 litter-picking collectives** have formed in Plymouth and South Hams, with El and Ash supporting with all the behind-the-scenes work.

In their 'patch' they have also engaged **47 schools** and supplied nearly **1,000 sets** of litter-picking kit!

“

Back in 2018, we had noticed the **litter problem getting worse in Plymouth**. At about the same time, El was having some difficulties at work and they were making her very depressed.

With El's quality of life diminishing, her husband Ash was looking for something that would get her out of the house and suggested litter-picking on the street they live on. ”

After that first pick, they posted a photo on social media and a friend asked if they could join in.

Within a few weeks, there was a small group going out weekly in Keyham.

And so, the **Clean Our Patch network** was born, and has grown from **strength to strength!**

““Accessibility has been **key to the success**”. If you make things easy to take part in, more people will engage”, the pair told us, explaining that doing the work of engaging with local councils, fundraising, and organising litter-picks means that their groups can concentrate on the activity itself”



DELIVERED BY



IN PARTNERSHIP WITH



DELIVERED BY



IN PARTNERSHIP WITH



Our Care programmes support community groups who want to protect and **enhance their local waterways and beaches.**

In East Anglia the RiverCare & BeachCare programme works from source to sea, supporting around **50 local groups** from the Humber Estuary to the southern coast of Essex.

Groups are equipped, insured, trained, and supported to litter pick, undertake **habitat improvements**, **remove invasive species**, **get involved in citizen science**, and become spokespeople for the environment in their local communities.



49 registered RiverCare and BeachCare groups



77 Care Group Leaders supporting our RiverCare and BeachCare volunteers

Similarly, the **BeachCare Southwest programme** supports volunteers to deliver environmental impact across the beautiful beaches of **Devon and Cornwall**. It offered sustained support for **dedicated volunteer groups** and encouraged corporate volunteering which fostered a culture of corporate social responsibility.

CASE STUDY

Our Care Group Leaders pave the way in making a tangible difference to their local environment and community. In this case study, we're celebrating Grantham RiverCare, the guardians of a vital **1.8 mile stretch** of the River Witham in Lincs. Their true community spirit came into being during the floods in January this year.

Grantham RiverCare's journey began with the initial vision of John Knowles and continues today under the co-leadership of David Martin and Ian Simmons. The group is made up of over **65 volunteers** who have prevented countless pollutants from entering our precious waterway, making Grantham a healthier and more beautiful place for all.



Despite being on a scheduled break, when floods hit the UK in January 2025, the extraordinary team sprang into action with remarkable speed.

They provided **vital flood alerts** and warnings to residents, established a welcoming hot drinks hub for those affected, and undertook **monumental clean-up efforts** once the waters receded.

“

By April, an astounding **100 bags of debris** and numerous large, cumbersome items were removed. The riverbanks, once a scene of carnage were restored to the beauty of late Spring.

Grantham RiverCare's David Martin.

”

Grantham RiverCare's impact extends far beyond just cleaning. Their **#RiverHeroes actively contribute to community resilience** in lasting ways. Their detailed observations and invaluable information sharing directly assisted the Environment Agency in finalising their comprehensive flood report.



The **Ocean Recovery Project** was born from a desire to challenge the status quo of recovered beach plastics heading for landfill, and net and rope from the fishing industry being discarded at sea.

Recycling mixed beach plastics, net and rope is challenging. However, through **collaborative work** with industry, this project has developed **vast experience and knowledge to pilot recycling solutions that benefit communities across the UK.** We have helped many groups, organisations, and businesses to recycle recovered beach plastics and create useful products.

The **Ocean Recovery Project** has been at the forefront of developing new systems that benefit the environment. Over **150 tonnes of fishing trawl net** have been collected and recycled through a UK first recycling system. By providing systems and the opportunity to **recycle nets** at harbours to fishermen we intercept material that could otherwise be left at sea.



“

Our aim is to **empower beach cleaners, increase recycling rates,** and develop new techniques for recycling **‘hard to recycle’ plastics.** Importantly, we try to keep the **carbon footprint** associated with transporting and processing plastics as low as possible.

”



Annual Volunteer Survey 24/25

CASE STUDY

The **Ocean Recovery Project** is a trail blazer in recycling plastic waste found on beaches or in the ocean. In this case study, we're showcasing how collaboration with a local artist has helped to raise awareness of plastic pollution.

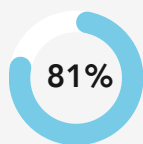


Over the 2024 summer season, we collected **907 broken and discarded bodyboards** from locations across Devon & Cornwall.

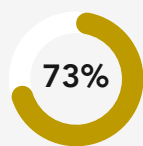
A number of these were donated to Simon Smith from Porthtowan Fine Arts. Simon created a giant sculpture, **'Swells of Discard'** which formed the final piece for his fine arts masters degree.

The sculpture will be toured across the South West to spread the message of **waste created by conspicuous consumerism**.

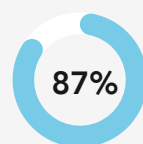
What our volunteers say



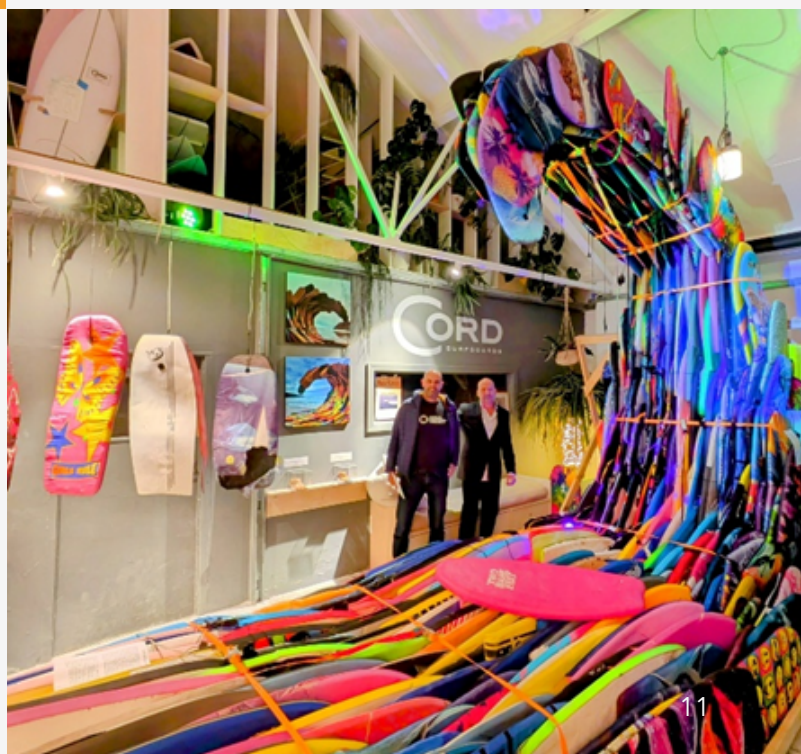
joined to tackle litter, improve cleanliness of areas and to protect wildlife



stated volunteering has improved their wellbeing



would recommend volunteer with Keep Britain Tidy to other people



HIGHLIGHTS OF THE YEAR

April 2024 - March 2025



APRIL 2024



Keep Britain Tidy marks its **70th Anniversary.**



Over 400,000 bags were pledged to be picked for the Great British Spring Clean.

MAY 2024



Litter Heroes Ambassador recruitment opened.



145 volunteers logged the rubbish the collected.

JUNE 2024



Annual RiverCare & BeachCare Conference took place.



We celebrated National Volunteers' Week.



JULY 2024



Love Parks Week took place.



8.15 tonnes of net & rigid plastic was recycled.

AUGUST 2024



Keep Britain Tidy's 'It Only Takes One' film marked our platinum jubilee & celebrated the incredible impact of our amazing volunteers.



SEPTEMBER 2024



49 new #LitterHero Ambassadors joined us.



We created and recruited the new post of Volunteer Engagement Coordinator.

OCTOBER 2024



One of our longstanding groups, Grantham RiverCare celebrated **20 years of volunteering!**

NOVEMBER 2024



Volunteers participated in Buy Nothing New Month.



16.2 tonnes of litter were collected by our volunteers.

DECEMBER 2024



130,000 bags were logged on Collect and Count.



RiverCare & BeachCare ran their annual Christmas quiz.

JANUARY 2025



Chalkwell BeachCare, Grantham RiverCare and Litter Heroes Ambassadors 'Tuesday Litter Team' were nominated for The Kings' Award for Voluntary Service.



FEBRUARY 2025



We launched the Great British Spring Clean 2025.



Our insurance renewal period opened.

MARCH 2025



Work on the Valuing Volunteer Framework began.



43 community tree packs were donated to the Woodland Trust following volunteer engagement.



6769 volunteers worked with us to collect litter.

“

I like being part of the Keep Britain Tidy team effort to **love where we live** and I like to **inspire** others to do the same.

”

Response from the 2024-25 #LitterHeroes Ambassador survey

THE IMPACT OF OUR VOLUNTEERS



Annual Volunteer Survey 24/25



Including schools, individuals and groups, pledges for the Great British Spring Clean were made on behalf of **342,138 volunteers**.

160,621 bags of rubbish were collected throughout 2024-25.



32 tonnes of net and rigid plastic from the marine environment was recycled



“

RiverCare is more than just **picking up litter**. It is about learning **new skills**, working as a **team**, and **education**.

”

Andrew, The Deepings River Action Group Leader



8 river catchment habitats have been improved by volunteers.



907 broken bodyboards were collected from beaches and recycled.



LOOKING AHEAD TO 2025-26

RIVERCARE & BEACHCARE



We will increase the amount of total habitats improved.



We are hosting our annual volunteer conference in the Autumn.

OCEAN RECOVERY PROJECT



We will introduce a national drop bag recovery scheme for discarded fishing nets.



We will continue to recycle broken and abandoned bodyboards.



We will increase the recycling of the litter collected through our work.



We aim to record **160,000** bags of litter on Collect & Count.



We know our volunteers will help us rise to the challenge.

“

This year we're looking forward to building on the success of 2024-25. Volunteering is an **extraordinary gift** that not everyone can give - we hope you will continue to give your **valuable time** and energy to help us achieve our future plans continuing to show you **love where you live**.

”

LITTER HEROES PROGRAMMES



We are hosting a conference during National Volunteers Week.



We will open recruitment for our Ambassador programme in the Autumn.



We are expanding our reach into new geographical areas. 17



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