



**KEEP
BRITAIN
TIDY**

Taking a stand and setting standards

Annual Review 2013-2014

Taking a stand and setting standards

Annual Review for 2013-2014



Keep Britain Tidy had another busy, productive and successful year. Progress was seen across all the charity's key objectives as the organisation continued to punch well above its weight in what have been difficult economic circumstances; ones that have proved to be challenging for much of the third sector.

Our vision is of a country where people love and respect the places where they live and adopt lifestyles that sustain the planet. Keep Britain Tidy's purpose to realise this vision is to inspire and help people and organisations to live more sustainably and to actively care for where they live.

During the year under review, and in line with its charitable purpose, Keep Britain Tidy has undertaken a wide range of activities that have delivered real public benefit and have had a lasting effect on communities up and down the country in each of our core areas of work:

Eliminating Litter



Eliminating Litter

In June 2013 we launched **'Which Side of the Fence are You on?'** (WSOTF), a major campaign designed to alert everyone, including the public, businesses and government, to the costs of litter and littering. In September, Camden Council left one side of Camden High Street uncleansed over a weekend to show how much litter was dropped. In October BBC's Panorama on littering, "Dirty Nation", picked up the Camden experiment as a major theme. In November, the WSOTF experiment was repeated at 21 sites across England. Results were monitored at a number of sites, showing that public perception of litter as a problem

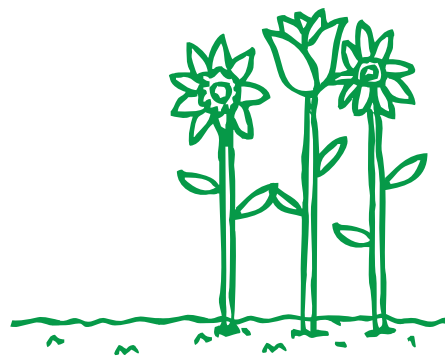
rose from 81% to 91% as a direct result of the WSOTF initiative.

July's **'Big Scoop'** campaign, an initiative to combat dog fouling, was organised in partnership with the Dogs Trust and presented by TV personalities Ben Fogle and Kirstie Allsopp. Following on from this, Keep Britain Tidy carried out a social experiment related to dog fouling in the second half of the year. This achieved reductions averaging 46% at monitored sites. The lessons learned will be incorporated into a national dog fouling campaign roll-out in November 2014.

More than 500 volunteers took part in **England's Great Litter Count**, the charity's count of branded litter, recording more than 37,000 pieces of litter on streets, in parks, on beaches and beside rivers and canals. The data sample was nearly ten times larger than litter counts in previous years and continues to develop our knowledge of littered brands and litter types.

2013's **Chewing Gum Action Group** campaign ran in ten council areas and two Business Improvement Districts in England, resulting in average reductions of 47% in recorded gum. For the first time we conducted follow-up monitoring for three months after the campaign at three locations with improvement of up to 59% being sustained.

Eliminating Litter



A very significant development was Government's commitment to implement a 5p charge on single-use carrier bags from October 2015. This is a victory for Keep Britain Tidy and its fellow members of the **Break the Bag Habit coalition** - Marine Conservation Society, Council to Protect Rural England and Surfers Against Sewage.

In November we published the 12th annual **Local Environmental Quality Survey of England** (LEQSE), showing that all headline indicators related to street cleanliness either improved or stayed the same. However, it did show that some types of litter were on the increase, including fast food litter, confectionery and snack packaging. During 2013/14 we adopted a new sampling methodology created in conjunction with Defra which will

allow LEQSE and other data sets, such as those relating to crime and health, to be compared. The first report using this data will be released in November 2014.

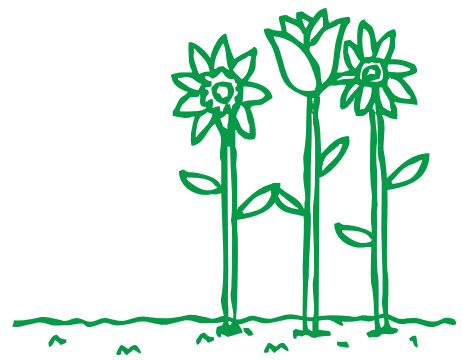
The charity has also worked for a wide range of clients on a diverse range of projects including: independent monitoring of local environmental quality, behaviours and service delivery for contractors; large surveys for local authorities across London and in Cheshire West and Chester; work with housing associations and a new development that builds on the Which Side of the Fence are You on? Campaign, training and behaviour change strategies for local authorities.

In March 2014, we launched the **Keep Britain Tidy Enforcement Academy**, a five-day training course aimed at land managers with the powers to issue Fixed Penalty Notices for litter and fly-tipping/waste. The course is accredited by WAMITAB and the training is highly regarded.

"The trainer's ability to bring the team together and help build a strong bond within the team members was an important factor in making the course a major success. The trainer demonstrated a high level of training ability with her abundance of knowledge and vast experience"

London Borough of Camden

Eliminating Litter



“The mock trial session was brilliant; this is a fantastic learning tool. A real case with real issues and situations within enforcement.”

London Borough of Islington

The Keep Britain Tidy Network continued to develop with membership climbing in the second half of the year, reversing a trend since the first cutbacks in 2011.

Improving Local Places



Green Flag winners

Improving Local Places

The **'Love Parks Week'** campaign took a huge step forward, with 1,100 events and 1.4 million people participating in August 2013.

We received 1,515 applications for a **Green Flag Award**, which recognises and rewards the best-managed green spaces in the country. The 1,451 winners of the award represent an all-time high. 184 were sites managed by community groups. An additional 41 sites hold the award in The Netherlands, Germany and, for the first time, New Zealand and Australia. The management of the scheme is sub-licensed to Keep Wales Tidy, Keep Scotland Beautiful and Keep Northern

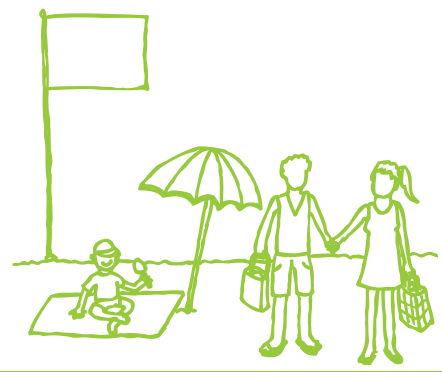
Ireland Beautiful for delivery in their respective countries. The 'People's Choice' Award winner was Margam Park in Neath Port Talbot. The scheme is currently being piloted for use in the social housing sector, and we will increase the number of universities that hold the award.

In May, we awarded 55 **Blue Flags**, the international quality mark for beaches, and 113 Seaside Awards for beaches in 33 coastal local authority areas.

Rivercare, which aims to ensure local waterways are vibrant, attractive, accessible places for all, has expanded its network of volunteers and is now supporting 44 projects around the Anglian region. Following the introduction of the water quality testing kits, 50% of groups are now carrying out regular tests. In addition, freshwater invertebrate training has been provided to support groups to carry out kick surveys (an additional measure of water quality). 94% of participants would recommend the programme to others and 89% reported an increased awareness of the importance of caring for their local waterways.

BeachCare, which encourages people to get involved in the management of their local beach, operates in two regions. In the South West it works across 36 beaches in Cornwall and Devon. Last year 110 clean-up events took place and, since 2010,

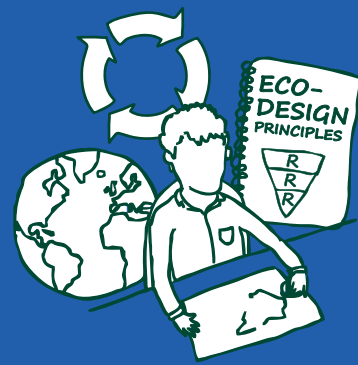
Improving Local Places



Beach Care - Porthowan clean up

groups have recorded 50,000 pieces of litter through beach survey activity. Fylde **BeachCare** (part of LOVEmyBEACH) in the North West supports eight groups along the Fylde Coast to care for their beach. It has engaged with the business community through the development of a business pack which has been distributed to more than 100 businesses.

Ending Waste



Waste less, Live more Week event

improve recycling and reduce waste in communities, was delivered in the City Of London as a standalone project and in the London Borough of Barking and Dagenham as part of the Recycle for Your Community campaign. We focused on a number of issues including increased recycling, decreasing contamination of waste, local environmental quality and community cohesion. We developed training for estates managers and other housing professionals in using a community development approach to encouraging pro-environmental behaviours.

Ending Waste

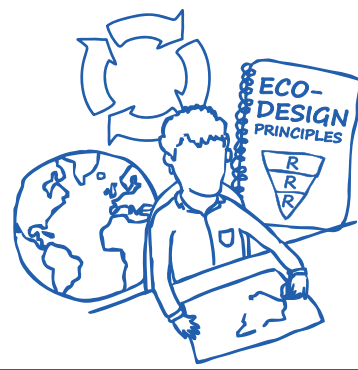
Keep Britain Tidy sets out to engage with people at local level to realise the value of resources and to encourage recycling in a number of ways.

In September, more than 340 events took place during **Waste less Live more Week**, raising awareness that environmental and social issues are interlinked and are best tackled together in communities.

Recycle for Your Community Barking and Dagenham, Havering, Newham and Redbridge ran themed campaigns focussing on different waste prevention and recycling methods and spoke directly with more than 24,000 residents. Our Common Place, a programme that seeks to

UK Sustainability Network for Standardisation (UK SNS), a part of a Europe-wide project to increase standardisation across a range of environmental processes hosted by Keep Britain Tidy, worked on standard setting for water footprinting, sustainable development in communities, end-of-life recyclability calculation for electrical and electronic equipment and on electric vehicles.

The Top10 Energy Efficiency Guide, a consumer-facing website designed to showcase the most energy-efficient domestic appliances on the UK market, was launched in September 2013 and has continued to develop including the addition of new product categories such as energy-efficient light bulbs. We secured a



Ending Waste



Swishing event at The Mill in Walthamstow

Our **Waste Reduction Volunteer Programmes** in Cheshire and Surrey continued to go from strength to strength. We organised a programme of high footfall public food waste events and swishing (swapping of unwanted goods) sessions for the North London Waste Authority.

Google in-kind advertising grant worth more than \$110,000 per year to draw more visitors to the site.

We ran 36 projects for local authorities, waste disposal authorities, waste collection contractors and housing associations through our **Waste Watch Services** team. In London we knocked on a quarter of a million doors and had conversations with in excess of 85,000 people.

We delivered a number of projects focussed on finding solutions to local problems, including communications message for those living in flats and fly-tipping. This work was conducted with WRAP (Waste Resources Action Programme) in Westminster, Islington and Hackney.

Educating the next generation



Recycler interactive show

full year of waste and recycling education on behalf of Shanks Waste Management with 120 assemblies and workshops delivered to primary and secondary schools.

The **Recycle for Your Community** education work continued in the London boroughs of Barking & Dagenham, Havering, Newham and Redbridge where we worked with 33 schools, reaching 3,782 students and staff. In addition, three schools received more in-depth support.

We carried on our work with Lincolnshire County Council, delivering to 101 schools and training 350 pupils as **Lincolnshire Carbon Ambassadors**, whose work resulted in average savings of 12.09%, equivalent to more than 77 tonnes of CO₂.

The **Recycler and Gordon Le Rotter** - interactive education shows designed to raise awareness and knowledge on waste - were delivered to 97 schools in 18 local authority areas.

The **One Planet Packaging**, a teaching resource that encourages young student designers to put sustainability at the forefront of their designs, was piloted in two schools with students' knowledge of waste and packaging issues increased by 40.6% on average.

Educating the next generation

Despite changes in Government policy, the **Eco-Schools programme** remains popular. 1,548 schools have successfully achieved Green Flag status, 5,821 silver status, 5,087 bronze with 4,950 registered and working towards their first award. A 33% reduction in carbon was achieved by schools working towards the DECC Energy Award - equivalent to a saving of approximately £5million under the CRC Energy Efficiency scheme price of £12 per tonne.

Our **waste education programme** on behalf of Cory Environmental in Southend-on-Sea delivered assemblies, workshops and training sessions to school staff and workshops to 17 classes in four schools. In Wakefield, we delivered our first

Volunteering



Volunteering

We are grateful to the many volunteers who give up their time to help deliver our charitable objectives. During 2013/14 we received active support from our volunteers through the giving of:

- 2,340 Blue Flag and Green Flag Award judging and assessing days
- 500 Eco-Schools assessor days
- Almost 4,840 volunteer days across our RiverCare, WatersideCare and BeachCare programmes
- More than 2,150 Big Tidy Up events were registered
- 118 events and 244 waste reduction volunteer days in Cheshire

A year of challenges – Financial Review



A year of challenges – Financial Review

Our full Annual Report and Accounts are available at www.keepbritaintidy.org.

Total income resources for the year amounted to £5.470m (2013: £7.792m), of which £2.070m (2013: £3.500m) is the main grant from the Department for Environment, Food and Rural Affairs (Defra). The accounts show an overall decrease in incoming resources of £2.322m (2013 decreased by £2.222m), which reflects the reduction in the government grant, the effects of the increasingly difficult economic climate and the impact that has had on many of our traditional income sources.

Total resources expended were £5.099m (2013: £6.579m), a reduction of £1.480m when compared to the previous year. The organisation continues to adjust and manage expenditure to maximise delivery of its programmes and activities within the boundaries of the funding it is able to secure. There was a net positive movement in funds of £0.371m (2013: £1.213m) before adjustments relating to the pension liability.

Total fund balances, before recognising the FRS17 pension liability, amounted to £2.522m (2013: £2.394m) including the balance of the unrestricted general fund at the end of the year of £2.341m (2013 - £1.377m).

Keep Britain Tidy: the future



Keep Britain Tidy: the future

During 2013 Keep Britain Tidy developed a new narrative to describe our activities in a world where we will be operating without government grant.

We believe that where we live matters and that cleaner streets, beaches and parks provide the backbone for strong communities.

How we live matters too. By preserving scarce resources, wasting less, and recycling more, we create a healthier society, and a healthier planet, too.

Keep Britain Tidy campaigns to improve environmental and social equality. We are an independent charity, which fights

for people's right to live and work in a place they can be proud of.

A single truth underpins our success – **caring for the environment is the first step to a better society.** 60 years ago, we started with litter. Today we do much more. We work at the heart of business, government and the community to help people understand that what's good for the environment is also good for us.

Our future depends entirely on the support of the people, organisations and businesses that care about our agenda.

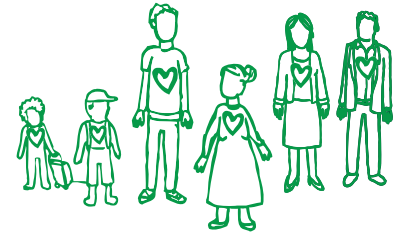
We want all those who care about the wellbeing of their family, and who care about the world our grandchildren will inherit to join us in taking greater responsibility. Respect for the planet begins with respect for the neighbourhood.

**Love where you live.
Keep Britain Tidy.**

In February 2014 we built on this narrative and have set ourselves three long-term aims. By 2030 we will have made real progress in:

- **Eliminating Litter** - Society will have all but eliminated littering and litter
- **Improving Local Places** - All public space will be well managed to agreed standards, enjoying high levels of quality, community engagement and recognised public value and benefits

Keep Britain Tidy: the future



The charity has shown over the 12 months under review that it has the capability to adapt to the changing financial, political and regulatory landscape and rise to the challenges that it faces as an independent campaigning organisation. More than ever, it is clear that there is a need for Keep Britain Tidy and the services, campaigns and programmes it provides.

We will continue to work hard towards building a country where people love and respect the places where they live and adopt lifestyles that sustain the planet. We will publish our Five Year Strategy 2015 – 2020 before the end of 2014.

- **Ending Waste** - Reduction and re-use of resources will be the norm for individuals and businesses, with benefits for wellbeing, skills and local economies and environment widely recognised

We will continue to develop our flagship programmes – Blue Flag and Seaside Awards, Green Flag Awards, Eco-Schools and the ‘water’ Care projects - and our business solutions and services – Keep Britain Tidy Network, Training, Environmental Management Solutions and Waste Watch Services.

Members of the Board



Members of the Board

The following Directors (who are also Trustees of the Charity) held office during the year:

Dinah Nichols (Chair)	(appointed Chair 8 December 2012)
Alastair Singleton ▲	
Daniel Ratchford ▲	
Mathew Prosser	
Matthew Bennett *	
Paul Bettison	
Peter Kent * ▲	
Peter Styche * ▲	
Sohail Husain	Resigned 5 December 2013
Sylvia Levi *	
Stephen Gee	Appointed 1 April 2013
James Millar	Appointed 1 April 2013
Angela Smith-Morgan	Appointed 1 April 2013
Alfred Hill *	Appointed 21 January 2014

* Member of the Audit and Finance Committee

▲ Member of the Remuneration Committee

The Directors have cover for third party indemnity insurance.

None of the Directors had any material interest in any contracts or arrangements with the Company during the year.

Senior Executive Staff:

Philip Barton	Chief Executive
Simone Spray	Business Development Director (resigned 18 July 2014)
Andy Walker	Campaigns & Communications Director (appointed 29 April 2013)
Richard McIlwain	Operations Director (appointed 30 April 2013)
Nicola Josling	Fundraising Director (resigned 4 April 2014)
Andrew Tabron	Finance Director (appointed 1 August 2013)

Members of the Board



Professional Advisers

Registered Auditor:	Baker Tilly UK Audit LLP 3 Hardman Street Manchester M3 3HF
Solicitors:	Trowers Hamlins LLP 3 Burnhill Row London ECY1 8YZ
Bankers:	HSBC Bank Plc 21 The Grand Arcade Wigan WN1 1BH
Insurance Brokers:	Griffiths & Armour Insurance 58 Spring Gardens Manchester M2 1EW
Pensions: Money Purchase	Carpenter Rees Limited Southmoor House, Southmoor Road Manchester M23 9XD
Pensions: Defined Benefit	First Actuarial Furness Quay Salford Lancashire M50 3XZ

Statement of Financial Activities

For the Year ended 31 March 2014

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
INCOMING RESOURCES				
Incoming Resources from Generated Funds:				
Voluntary Income	366,760	2,070,000	2,436,760	3,711,000
Activities for Generating Funds	23,606	-	23,606	31,327
Income from Charitable Activities:				
Other Grants and Contributions	2,247,023	762,671	3,009,694	4,049,773
Total Incoming Resources	2,637,389	2,832,671	5,470,060	7,792,100
RESOURCES EXPENDED				
Cost of Generating Funds	-	297,687	297,687	63,177
Charitable Activities	1,429,998	3,188,557	4,618,555	6,309,752
Governance Costs	-	182,335	182,335	206,163
Total Resources Expended	1,429,998	3,668,579	5,098,577	6,579,092
Net incoming (outgoing) resources before other recognised gains and losses	1,207,391	(835,908)	371,483	1,213,008
OTHER RECOGNISED GAINS & LOSSES				
Actuariat (losses)/gains on defined benefit Pension Scheme	(568,000)	-	(568,000)	1,320,000
NET MOVEMENT IN FUNDS	639,391	(835,908)	(196,517)	2,533,008

A full set of financial accounts is available online from the Keep Britain Tidy website at www.keepbritaintidy.org



Printed on 100% recycled material

This report was first published in 2014 by Keep Britain Tidy
Copyright © 2014 Keep Britain Tidy

Disclaimer: The views expressed within this report are those of the individual contributors and not necessarily those of Keep Britain Tidy.

No part of this report may be reproduced in any form whatsoever without prior permission in writing from the publisher. Permission will normally be given free of charge to charitable and other non-profit making organisations.

Keep Britain Tidy is a registered charity. No. 1071737.

Love where you live and get involved

Keep Britain Tidy

Elizabeth House
The Pier
Wigan WN3 4EX

T 01942 612621

Development House
56-64 Leonard Street
London EC2A 4LT

T 020 7549 0300

enquiries@keepbritaintidy.org

www.keepbritaintidy.org

 facebook.com/keepbritaintidy

 [@keepbritaintidy](https://twitter.com/keepbritaintidy)

