

# ANNUAL REPORT 2015/16



**KEEP  
BRITAIN  
TIDY.**

# CHAIR REPORTS



Looking ahead, I am excited to be joined by board members with world-class experience from all sectors to lead Keep Britain Tidy to secure a better environment for all.

Chris Packham, wildlife broadcaster and Keep Britain Tidy Ambassador, launched our partnership with Lidl at the Royal Geographical Society. Chris told how litter damages wildlife, killing or injuring over 7,000 animals a year.

Having called for a National Litter Strategy, we were pleased to advise Defra as the Government announced its consultation in 2016. We look forward to the publication of the strategy soon. This year, we re-launched the Tidy Britain All-Party Parliamentary Group as a forum for all litter-related issues.

In this annual look-back, I must single out our pride in our work with 350 local authorities. Drawing on our 60 years of research of 'nudge techniques', we have together developed and rolled out award-winning behaviour-change initiatives such as We're Watching You, Bin it for Good and Smoking Zones. With 85% of the public already recognising the Keep Britain Tidy brand, we are now looking forward to the launch of our new look, thanks to the genius and generosity of the Conran Design Group, part of the Havas Group, to engrain the values of this legendary charity on yet more hearts in the coming year.



Suzy Brain England

**Like so many people in the UK, the image and reputation of Keep Britain Tidy has been engrained on my heart for much of my life. So it was an honour to become the Chair of Trustees of this Great British institution this year.**

My first task in this report is to pay tribute to and thank my predecessor, Dinah Nichols CB, who was a trustee for 11 years and Chair of Keep Britain Tidy from 2012. She led this charity to become the media-savvy organisation that last year delivered the ground-breaking Clean for The Queen campaign, launched by our ambassador, TV presenter Kirstie Allsopp.

We are already preparing for next year's Great British Spring Clean, which we expect to be bigger and better, and which will hopefully become an annual event. It is being delivered in partnership with the Marine Conservation Society, the RSPCA, Campaign to Protect Rural England, Keep Wales Tidy, CleanupUK and Thames 21, and supported by a range of partners including Greggs, Costa, McDonald's, Stagecoach and The Wrigley Company.

**"INSPIRING 250,000 PEOPLE TO TAKE ACTION TO CLEAN UP OUR COUNTRY IS JUST ONE OF THE REASONS WHY I'M PROUD TO BE AN AMBASSADOR FOR KEEP BRITAIN TIDY, A FANTASTIC, CARING CHARITY."**

Kirstie Allsopp



# CEO REPORTS



Allison Ogden-Newton



**For years, people have trusted Keep Britain Tidy to care for their environment. We improve and protect public spaces everywhere with award-winning campaigns and international standards that capture the public's imagination.**

Keep Britain Tidy speaks to the pride that everyone wants to feel about how and where they live. Working with the Great British public, our programmes attracted more than 85,000 hours of volunteer support last year, on top of which more than 250,000 people took part in Clean for The Queen.

This year, our work attracted coverage in 4,645 newspapers and magazines, representing an advertising value equivalent of £24.2 million. Our work to secure the introduction of the 5p bag charge has resulted in a reduction in the take-up of single-use plastic bags of 85% or 6.5 billion fewer plastic bags.

Our We're Watching You campaign was recognised as 'outstanding' by the Nudge Awards for using innovative techniques to reduce the menace of dog mess by up to 90% in some areas, leading to more than 150 local authority partners signing up.

More than 2.3 million children participated in Keep Britain Tidy's Eco-Schools programme, learning how to reduce, recycle and reuse. An Eco-School saves enough fuel to buy 350 new books and enough water to fill over 900,000 reusable water bottles every year.

Our Green Flag Award is an internationally recognised standard that flies over 1,584 green

spaces, the equivalent of a staggering 64,300 Wembley football pitches. Keep Britain Tidy gave out 61 Blue Flags this year, letting visitors know that they are swimming in excellent quality water at a beach managed to high environmental standards. We also awarded a record 111 Keep Britain Tidy Seaside Awards, which set the standard for clean, well-resourced and safe beaches.

Saving the planet is a global priority so wasting less is vital. Our Waste Services team has had an extraordinary impact this year increasing food waste recycling by up to 30%, which is equivalent to a saving of £390,000 for one local authority alone.



Waste Less, Live More is another great campaign and this year we saw a record 20,000 people taking part in challenges that ranged from beach-cleans to growing vegetables.

Working together and across all our services, our teams have engaged with local authorities, county councils, waste contractors and water companies. We were deeply honoured to be recognised by Anglian Water as part of the team that helped them achieve The Queen's Award for Enterprise: Sustainable Development 2015.

**"WHEN CHILDREN LEAVE OUR GREEN FLAG ECO-SCHOOL THEY HAVE AN EXCELLENT UNDERSTANDING OF HOW EACH ONE OF US CAN MAKE A DIFFERENCE TO OUR ENVIRONMENT AND OUR WORLD."**

SUE CUNNINGHAM,  
ST MARGARET'S C OF E PRIMARY SCHOOL, BURY

As the home of expert behaviour change, we have innovation in our DNA, so launching our Centre for Social Innovation this year seemed like a logical step. The Centre was very well received, as was its first piece of work – Smoking Zones.

Keep Britain Tidy is as British as it gets. We take pride in what we do. We care.





**KEEP  
BRITAIN  
TIDY.**

**4,645**  
NEWS MEDIA  
ARTICLES WORTH  
**£24.2M**  
IN ADVERTISING

**32%**  
REDUCTION IN  
WASTE IN  
ECO-SCHOOLS



**2.3**  
MILLION  
CHILDREN  
INVOLVED

**1,000**  
ENVIRONMENTAL  
PROFESSIONALS  
NETWORKED

REDUCED  
DOG POO  
BY UP TO  
**90%**

**148** BLUE FLAG AND  
SEASIDE AWARD-  
WINNING BEACHES



**336,000**  
VOLUNTEER  
HEROES

**6.5 BILLION**  
FEWER PLASTIC  
BAGS USED

**45,000**  
VOLUNTEER HOURS FOR  
RIVERS, CANALS AND  
BEACHES

**62%**  
OF FRIENDS' GROUPS  
CONFIDENT TO  
MANAGE THEIR PARK

**1 IN 3**  
BATHING BEACHES  
IN ENGLAND FLY  
ONE OF OUR FLAGS

**1,584**  
AWARD-WINNING GREEN  
SPACES EQUAL TO 64,300  
WEMBLEY FOOTBALL  
PITCHES

INCREASED FOOD  
WASTE RECYCLING  
BY UP TO  
**30%**





# FINANCE REPORTS

“KEEP BRITAIN TIDY WERE A PLEASURE TO WORK WITH. THEIR PROFESSIONALISM AND EXPERIENCE SHOWED AS THEY WORKED HARD TO SUCCESSFULLY DELIVER.”

Sally Hunt, Waste Improvement Team Manager,  
Surrey County Council



# OUR PARTNERS



INCOME		£k	%
1	Local authorities	1,890	44
2	Other public sector	447	11
3	Donated services	434	10
4	Corporate organisations and other income	1,481	35

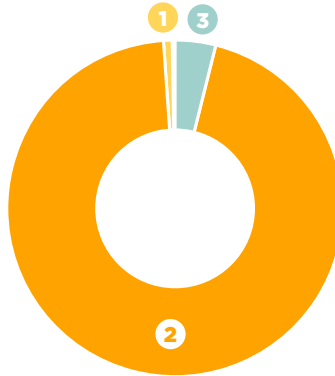
4,252

EXPENDITURE		£k	%
1	Raising funds	14	0.3
2	Charitable programmes and activities	4,113	95.6
3	Contributions to the defined benefit pension deficit	175	4.1

4,302

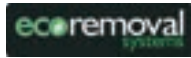
CHARITABLE PROGRAMMES AND ACTIVITIES		£k	%
1	Eco-Schools education programmes	349	8
2	Volunteer care projects	663	16
3	Award schemes	947	23
4	Litter campaigning and research projects	820	20
5	Litter and place services	702	17
6	Waste reduction and recycling services	632	15

4,113



CONRAN DESIGN GROUP

COSTA



enevo



Glendale

GREGGS

HAVAS



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