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.

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
REDUCED DOG POO BY UP TO 4,645 NEWS MEDIA ARTICLES WORTH £24.2M IN ADVERTISING

32% REDUCTION IN WASTE IN ECO-SCHOOLS

2.3 MILLION CHILDREN INVOLVED

6.5 BILLION FEWER PLASTIC BAGS USED

1,000 ENVIRONMENTAL PROFESSIONALS NETWORKED

REDUCED DOG POO BY UP TO 90%

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

336,000 VOLUNTEER HEROES

45,000 VOLUNTEER HOURS FOR RIVERS, CANALS AND BEACHES

1,000 CHILDREN INVOLVED

32% REDUCTION IN WASTE IN ECO-SCHOOLS

336,000 VOLUNTEER HEROES

62% OF FRIENDS' GROUPS CONFIDENT TO MANAGE THEIR PARK

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

148 BLUE FLAG AND SEASIDE AWARD-WINNING BEACHES

INCREASED FOOD WASTE RECYCLING BY UP TO 30%

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

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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

INCOME

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<tr>
<th>Description</th>
<th>£k</th>
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<tr>
<td>Local authorities</td>
<td>1,890</td>
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<tr>
<td>Other public sector</td>
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<td>11</td>
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<tr>
<td>Donated services</td>
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<td>10</td>
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<td>Corporate organisations and other income</td>
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<td><strong>Total</strong></td>
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EXPENDITURE

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<td>Raising funds</td>
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<td>Charitable programmes and activities</td>
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<td>Contributions to the defined benefit pension deficit</td>
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<td><strong>Total</strong></td>
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CHARITABLE PROGRAMMES AND ACTIVITIES

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<td>Eco-Schools education programmes</td>
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<td>Volunteer care projects</td>
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<td>Award schemes</td>
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<td>23</td>
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<td>Litter campaigning and research projects</td>
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<td>20</td>
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<tr>
<td>Litter and place services</td>
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<tr>
<td>Waste reduction and recycling services</td>
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<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,113</strong></td>
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OUR PARTNERS

CONRAN DESIGN GROUP

COSTA

DS Smith

ecoremoval

EDUCATION

enevo

Environment Agency

Greggs

Havas

HAVAS

Historic England

Johnston

KFC

Asda

Wrigley

BEVERN TREN

TRENT WATER

SHARP’S WATER

South West Water

United Utilities

urbaser

WELSH WATER

WREN LIVING

WILTEC WALES

WREN LIVING