



KEEP BRITAIN TIDY FIVE-YEAR STRATEGY 2024 - 2029

Forewords

Foreword from our Chair of Trustees

2024 marks an exciting milestone for Keep Britain Tidy – our Platinum Jubilee. For nearly 70 years, communities up and down the country have taken us to their hearts as we work tirelessly with people of all ages to improve their local environment.

Founded in 1953, we were set up by visionary leaders of the Women’s Institute to campaign against litter and waste and to highlight the need for quality green and blue space. Those remarkable women saw how changing lifestyles and patterns of consumption were threatening our environment. They wanted to do something about it, just as we do today.

But even they could not have imagined how 21st-century consumerism and the ‘throw-away’ society we have recklessly become would affect our world. Nor could they have seen how our consumption of the planet’s resources would result in climate change and global warming, driving the world towards an eco-catastrophe with devastating impacts on people, biodiversity and the planet.

At Keep Britain Tidy, we believe caring for the Earth begins in our homes and local parks, rivers, beaches, in our schools and workplaces. We must inspire people to love, value and protect the environment on their doorstep and encourage everyone to take environmental actions, such as cutting consumption, if we are to tackle the climate emergency.

This vision of hope is the foundation of our five-year strategy and speaks to the very heart of our mission as a charity: to inspire, educate and enable everyone in this country to love where they live and value and enjoy their environment. We believe that by encouraging people to take small positive actions and make important individual changes, we can, all of us, improve our planet’s future in the nick of time.

Suzy Brain England OBE
Chair
Keep Britain Tidy



Foreword from our Chief Executive

If it affects where you live, it interests us. At Keep Britain Tidy, we are dedicated to creating the knowledge necessary to understand what affects the quality of everyone’s relationship with the space we all share. We believe litter-free, biodiverse and safe places are something we all have the right to enjoy.

In this five-year strategy, we set out how we will make significant in-roads to reduce harmful litter and waste, how we will campaign for greater access to quality green and blue space and how we will ensure the next generation is on track to a better future than the one it is currently contemplating.

Our dedicated teams of experts believe knowledge is power and change is possible. To that end, they inspired us to put together this ambitious plan that outlines the vision of our board and the burning desire we all share to make not only a difference but all the difference.

Our plan outlines how we will build our understanding and design and deploy effective behaviour change campaigns that deliver real change. We will campaign for the introduction of a deposit return scheme and extended producer responsibility for everything from cigarette butts to fishing

nets; and waste reduction through campaigns such as Buy Nothing New Month. We will help schools educate the next generation of eco-activists by counting carbon emissions through our Eco-Schools programme and advising schools on cutting them. We will campaign for every one of us to have access to quality green and blue space through our Green Flag Awards and Blue Flag programmes, harness the power of our army of volunteers to tackle the causes of environmental degradation and, of course, grow our iconic, community-led, people-powered anti-litter campaign, the Great British Spring Clean, delivered through our amazing Litter Heroes.

Keep Britain Tidy has never been more relevant or necessary. We can’t wait to get started to deliver this ambitious plan for change, which we believe will positively touch the lives of every person in this country. I hope our vision matches that of the brave women of the Women’s Institute who expressed their faith in the inherent decency of Britain when they founded us 70 years ago.

Allison Ogden-Newton OBE
Chief Executive
Keep Britain Tidy



Introduction

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

To fulfil our vision, we must tackle the major environmental issues facing our world today. We are facing catastrophic loss of biodiversity, climate change and ecological degradation. However, we believe that everyone has a role to play in improving the environment on their doorstep and, through local action, we can each contribute to solving global environmental issues. We know we face enormous challenges but we also understand the power of working together.

How we achieve change

We use our position as a longstanding, recognised and respected charity to advocate for change across the challenging issues we were established to tackle 70 years ago – litter, waste, resource use and the quality of our public spaces.

In the 21st century, this includes our current work on plastics, wet wipes, smoking-related litter, disposable barbecues and excess consumption. Our notable successes include our work to secure the introduction of the 5p bag charge in 2015, which resulted in an 85% reduction in single-use plastic bags. That's more than seven billion fewer plastic bags in circulation. We have also been very effective in driving activity at a local level that contributes to the national scale. In 2023, our Great British Spring Clean saw 348,000 volunteers remove more than 400,000 bags of litter from the environment.

We are experts in behaviour change. Our Centre for Social Innovation develops, tests and scales innovations to prevent litter, reduce waste and improve local places, which we roll out through our offer to local authorities and land managers. Our recent partnership with Newham Council in London led to a 42% reduction in fly-tipping.

In January 2023, during our first-ever Buy Nothing New Month, 65% of participants reported that they bought nothing new during the month, with a further 31% saying they purchased less new stuff because of the campaign.

We raise the quality of thousands of beaches, parks and green spaces through our Green Flag Award and Blue Flag accreditation programmes. We also run Eco-Schools – the world's biggest environmental education programme for schools. Last year, more than 1.3 million children and young people in England attended an Eco-School, learning to care for their local environment.

We are known for effectively mobilising volunteers and communities to care for their local spaces. We run community engagement projects focused on establishing and supporting volunteer groups, equipping them with the skills and knowledge to improve their areas. Our Environmental Care Programme delivers incredible action at a local level for our beaches and rivers, with more than 4,000 volunteers regularly supporting the network.

We will continue to do what we do best: motivating, inspiring and educating people, communities and organisations across England to act for our environment.

We will work with our supporters, schools, volunteers, funders, local authorities and national government to realise our vision.



Our values

Knowledge:

We fix problems using our expertise

Belief:

Our efforts create impact

Together:

We pull in the same direction to change the world



Strategy process

We developed this strategy in collaboration with our staff and board of trustees, informed by research and listening to our stakeholders and the public.

Over the past several years we have seen drastic changes across the political, economic and social landscapes in which we operate. We have continued to deal with the pandemic's impacts and consequences of political upheaval.

These changes and the highest inflation rates in decades have contributed to a cost-of-living crisis, placing additional pressure on our supporters and our environment. Our strategy also considers how we can face

these challenges and successfully deliver our core aims against such a backdrop.

We will focus on empowering our supporters to ensure they can love where they live and contribute to solving global environmental issues. We will concentrate on how our organisation can become more sustainable (environmentally, economically and socially) and how we tackle the challenges we face now and in the future.

Strategic priorities

We have achieved much already, but we know there is still more to do. Our natural environment is at a tipping point. We want to protect and enhance it for people and nature but, to do this, we must look at how we tackle its biggest threats: climate change, biodiversity loss and environmental degradation. It is a complex challenge but we can all contribute to the solutions.

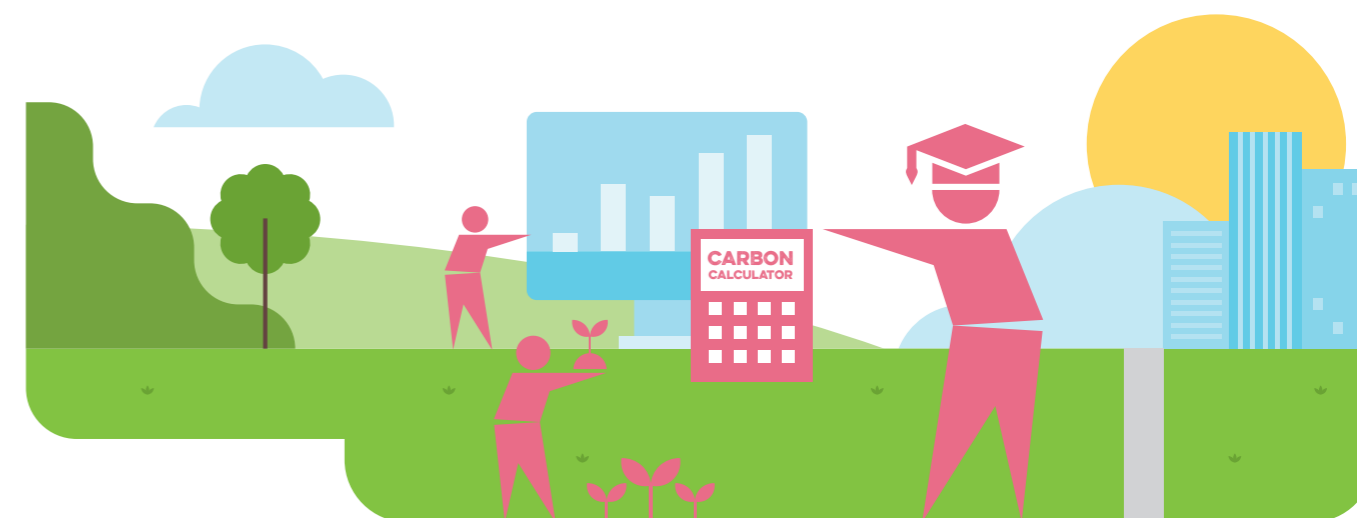
The environment in which we live, the place we call home, plays a vital role in our lives. Our natural environment and green and blue spaces contribute significantly to ecosystem health and global planetary sustainability. Our local environment provides habitats for wildlife, stores carbon that mitigates

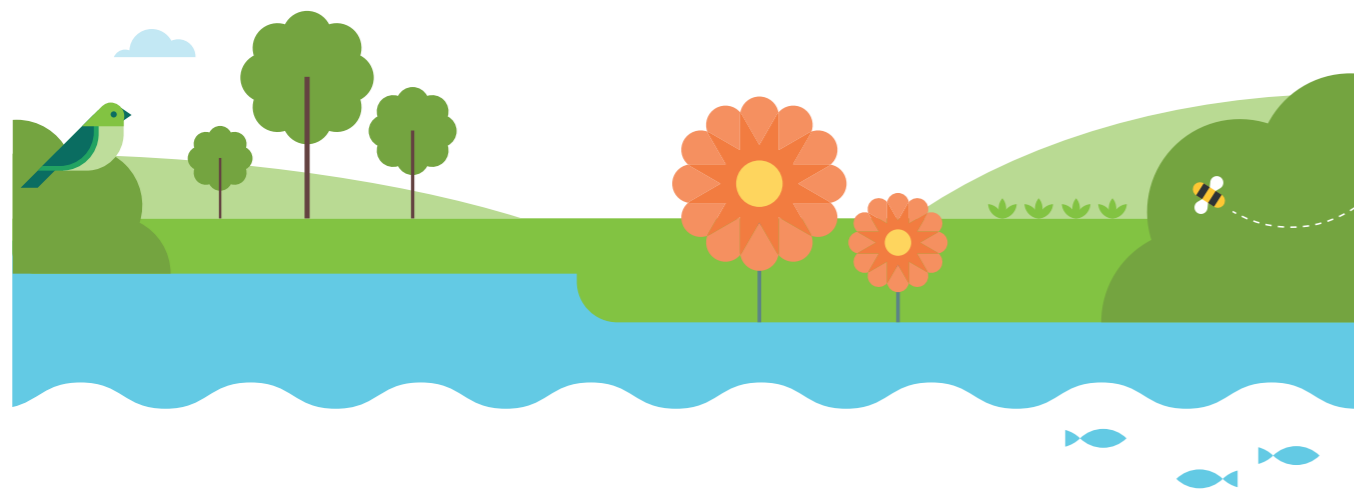
climate change, regulates air quality and temperature, and reduces the likelihood of flooding. These vital ecosystem services are more crucial than ever as we seek to combat the ongoing climate and nature crises.

Climate change

Climate change will have catastrophic impacts on our environment. If we continue along our current path of greenhouse gas production, scientists predict devastating consequences for humans and our planet. Governments worldwide have committed to action to keep warming below 1.5°C, and the UK has set a target of reducing emissions by 68% by 2030. We are not alone in acknowledging the importance of tackling this – our research has shown this issue is a priority for the public and local authorities.

Our role – We will contribute to reducing greenhouse gas emissions by mobilising communities and individuals to live more sustainably. We will give them the tools and knowledge they need as well as helping all schools use our new carbon calculator, allowing them to identify where they can make reductions and how to do it.





Biodiversity loss

Biodiversity (the variety of all living things on Earth) is responsible for all our natural resources, including water, oxygen and food. Humans rely on biodiversity to survive. Our activities are causing the extinction of species at an alarming rate. Climate change, habitat loss, extraction of resources and pollution are significant contributors. Since the founding of Keep Britain Tidy in the 1950s, the world has lost 70% of mammals, birds, fish, reptiles and amphibians. Sadly, our country is one of the most 'nature-poor' in the world. The UK has committed to an internationally agreed target to protect 30%

of our land and seas for nature by 2030, but an urgent step-change is needed if the UK is to deliver on this target.

Our role – We will continue championing a clean and healthy environment for everyone, rich in wildlife, with quality green and blue spaces. We will help restore nature and protect biodiversity by working with our volunteers and through our accreditation schemes.

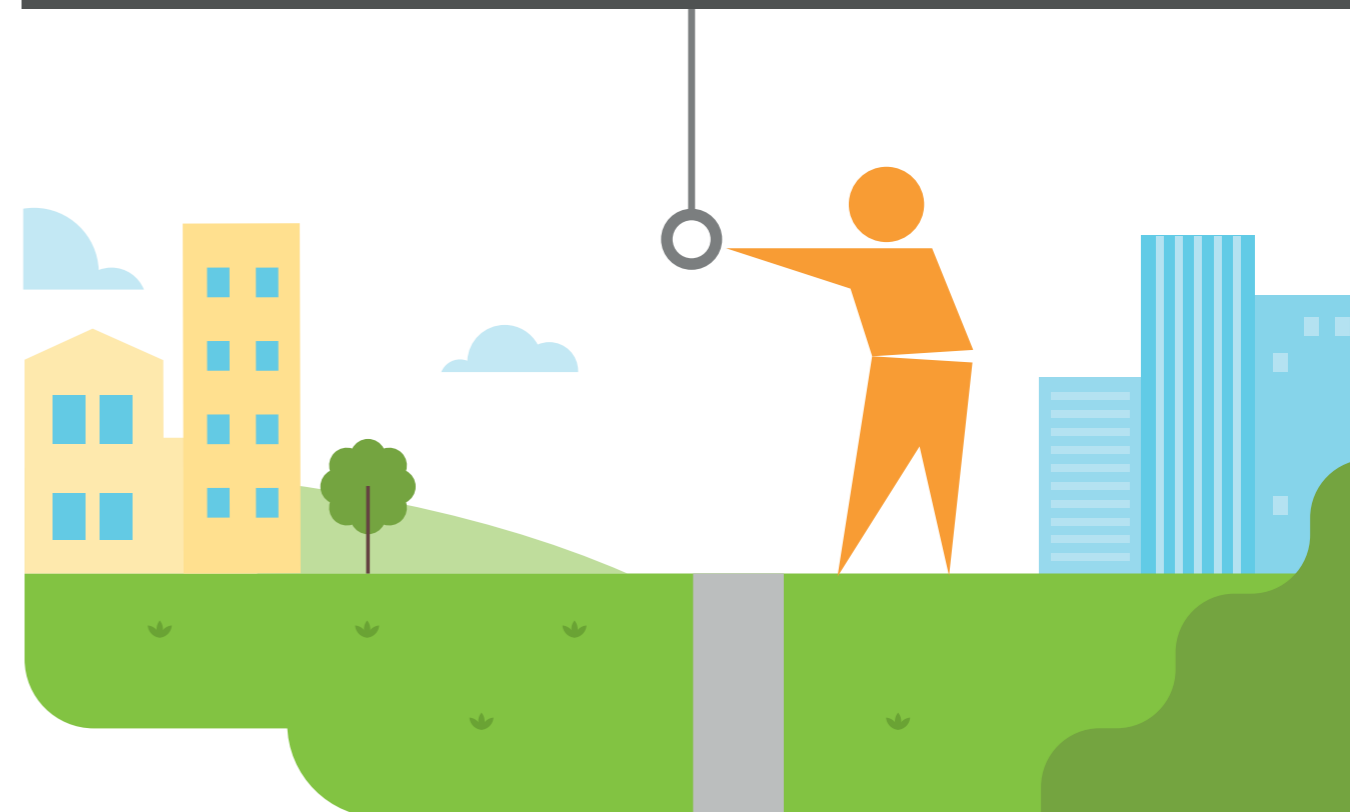
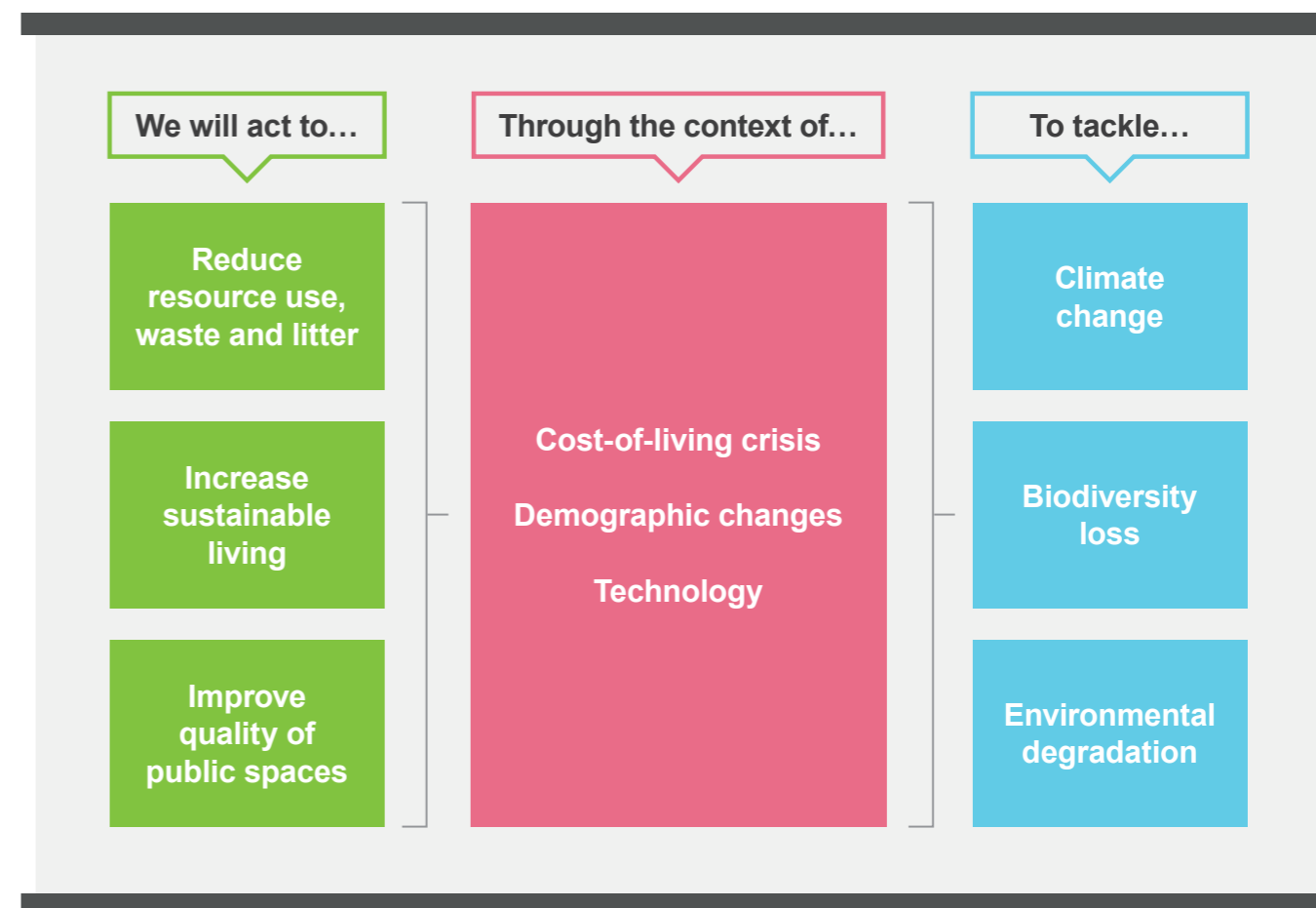
Environmental degradation

Our 'take, make and throw away' culture means we are using the Earth's resources at an alarming rate. The extraction of resources from the environment has tripled since 1970 – and is estimated to more than double by 2060 to meet global demand for the products we consume. Our waste, including litter, pollutes the land, the water and the air, contributing to environmental degradation and causing problems for wildlife and humans. Landfill waste contributes directly to greenhouse emissions, but the emissions that come from producing the goods and services we consume are much more extensive than

that. By preventing waste and reducing resource use, we can decrease environmental degradation and help the public save money.

Our role – Through our national campaigns and activations, research and innovations, we want to help tackle the root causes of litter and waste and reduce environmental degradation by helping people reduce resource use and consumption, prevent waste and take litter out of the environment.

Our charitable approach



FIVE-YEAR OUTCOMES

Over the next five years, our work will focus on delivering these outcomes:



Our outcomes contribute to the following UN Sustainable Development Goals (SDGs)



Our objectives

1. Reduce greenhouse gas emissions

By 2030, we will:

Grow our ground-breaking school carbon calculator so that all schools in England have used the calculator to reduce emissions

Deliver the Cut Your Carbon campaign nationally

Deliver carbon and sustainable living training and tools for local authorities and volunteers to enable action across half of all local authority areas

Update our accreditation schemes to ensure CO₂ reduction is considered at all accredited sites

Reduce emissions from our own operations by at least 50%

2. Increase action taken to live more sustainably

By 2030, we will:

Expand our volunteer offer to create Sustainability Ambassadors who take action to live more sustainably at home and in their communities and achieve Sustainability Ambassadors in half of all English local authority areas (carbon, biodiversity and sustainable living training and tools)

Double the number of Eco-Schools in England so that more pupils and their families are taking action to live more sustainably

Double the number of accredited Green Key sites in England so that more hospitality sites are operating more sustainably

3. Increase biodiversity

By 2030, we will:

Update our accreditation schemes to ensure sufficient biodiversity and nature recovery at all accredited sites (Green Flag Award, Green Flag International, Blue Flag, Seaside Award, Green Key and Eco-Schools)

Investigate the potential for a new coastal accreditation scheme that focuses on the restoration of habitats and protection of nature

Double the amount of habitat improved through our volunteer programmes

4. Increase the amount of high-quality public space

- By 2030, we will:
- Increase the number of green space sites achieving Green Flag Award status
 - Increase the number of blue space sites achieving Blue Flag and Seaside Award status
 - Increase high-quality public space in the 30 local authorities with the highest Index of Multiple Deprivation
 - Increase the number of Green Flag Award International operators to 15

5. Reduce resource use and waste produced

- By 2030, we will:
- Increase action taken year-on-year to reduce, reuse and repair by scaling up our national resource reduction campaign (Buy Nothing New Month)
 - Deliver training and tools for local authorities and volunteers to half of all local authority areas to educate and drive action to reduce resource use and waste
 - Update our accreditation schemes to ensure resource use and waste reduction are considered at all sites
 - Drive a reduction in resource use in schools through the carbon calculator
 - Work with five local authorities to develop robust case studies that identify and deliver research and innovations to reduce resource use and waste across communities

6. Reduce litter in the environment

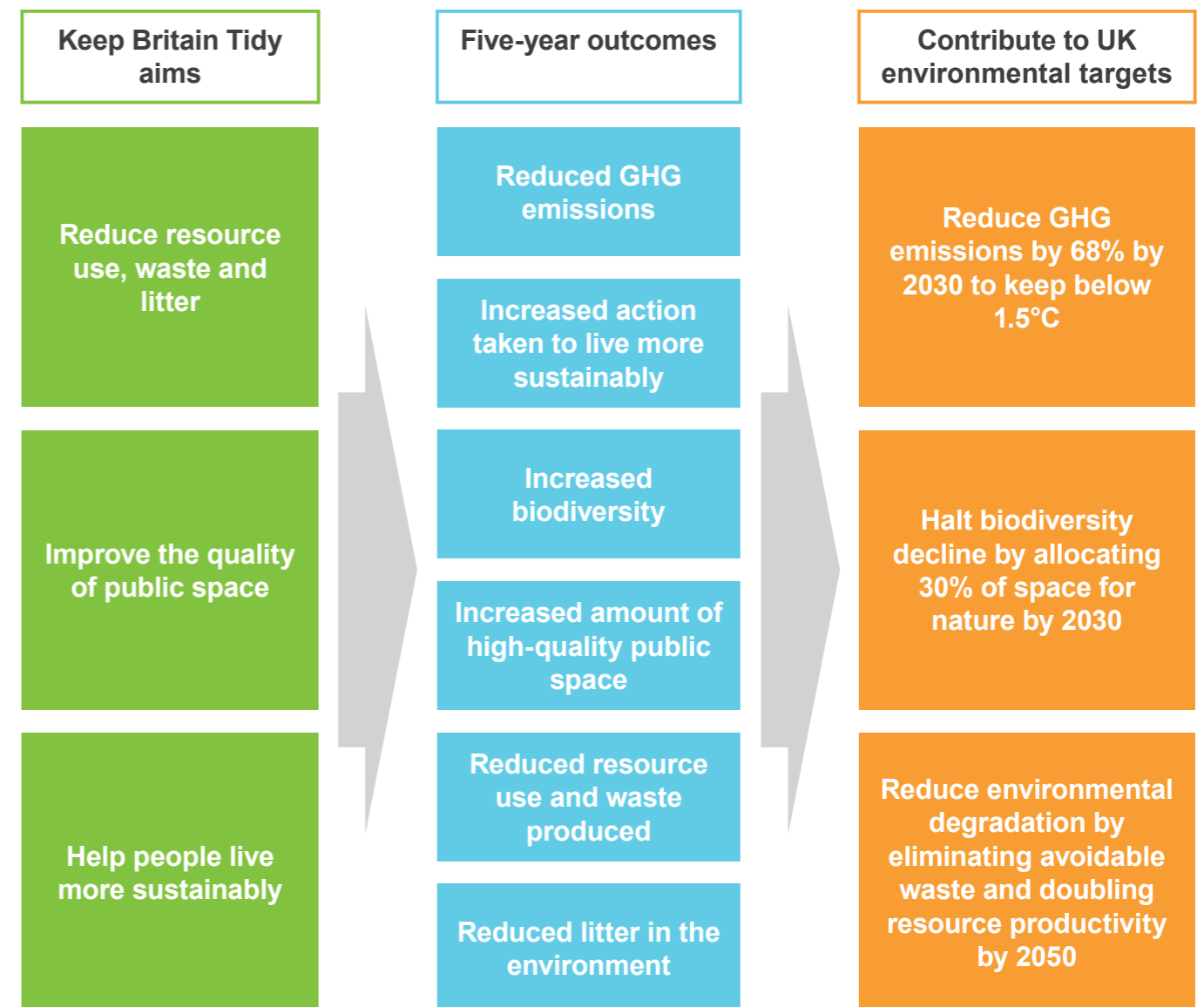
- By 2030, we will:
- Deliver an annual national campaign to remove and prevent litter
 - Work with volunteers, local authorities and corporate partners to reduce on-the-ground litter
 - Increase the number of volunteers working with us year-on-year to tackle litter
 - Increase the recycling of litter collected through our work year-on-year

From local to global

Through this strategy's delivery, we will contribute to and enable action toward three global environmental issues with ambitious national goals. The UK has committed to:

- Cut greenhouse gas emission levels by 68% by 2030 to stay under a 1.5°C rise in global temperatures**
- Halt biodiversity decline by allocating 30% of space for nature by 2030**
- Reduce environmental degradation by eliminating avoidable waste and doubling resource productivity by 2050**

What change do we want to make?





The environment belongs to everyone

Our local environment contributes to the wellbeing of individuals and communities. Place forms part of our identity through our attachment to the environment or the community within it. Parks, woodlands, rivers and beaches are spaces where people can come together and be active. Research shows that time spent in green and blue spaces can positively affect mental and physical health, quality of life and a sense of wellbeing.

We want to ensure people across England can enjoy the environment on their doorstep and join us in making that happen. At Keep Britain Tidy, we will provide a sense of belonging for our volunteers and staff. We will promote equality through our work and increase diversity across our staff and volunteers.



KEEP BRITAIN TIDY.