

TRASH  
<FREE>  
TRAILS

ANNUAL  
IMPACT  
REPORT

20  
22

IMAGE: Rach Coleman ©



# Meetings in the place of possibility

2022 erupted for me, truly. For me and many others, COVID marked a moment of being steered 'off course'. The time since has been a period of re-orienting.

Not back to the same paths we were once on - maybe not even towards the same destination - but onto and towards journeys new and entirely different.

I have always been steadfast in the knowledge of my own destination, but a process of reorientation is always peppered with uncertainty. We inevitably stumble, we inevitably question why we're attempting the journey we've set out to. We inevitably strip off our

packs, sit down in the woods, head in hands, and feel that tricky thing we know as despair.

Nature is healing, welcoming, but also challenging. It pushes us in its pursuit of shared growth.

Then 2022 rolled around and the woods seemed to explode. Suddenly, in that place where I'd stopped, new pathways appeared where there had been none. New people stumbled upon me, our journeys intersecting. The place that was my despair became a meeting point, a safe place, a place of possibility.

Suddenly all these mountain bikers careered in through the woods. They picked me up, dusted me off and took me with them. Their belief

in my destination not only brought me back to my own - it made it stronger, more purposeful than ever before.

I'll say it again, I've always had clear sight of my own destination, but 2022 marked the year that it was no longer a lonely journey.

With Trash Free Trails the destination of a connected, equitable and responsible outdoor community is no longer in the far distance - not even in the near distance.

It's in the journey. It's the meeting of unlikely friends in the place of possibility. It's here - in these



IMAGE: Rich Baybutt ©

pages. And even in the short time I've been a part of this team I'm astounded by how far we've already come.

Here's to the journey being the destination. Here's to unlikely friends found in the woods. Here's to this, our meeting place, and what comes next.

Rach



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# Governing Document

TRASH FREE TRAILS C.I.C.  
(Company Number 12475055)  
was certified by the Registrar  
of Companies for England and  
Wales, at Companies House,  
Cardiff, on 20th February 2020  
and is governed by Articles of  
Association.

Incorporated under the Companies  
Act 2006 as a Community Interest  
Company; Trash Free Trails is a  
private company, that the company  
is limited by guarantee, and the  
situation of its registered office is in  
England and Wales.

Since 2017, TFT's work has  
empowered and enabled thousands  
of people across the world to come  
together as stewards of their trails  
and wild places to:

- Remove ecologically, socially and economically significant volumes of Single Use Pollution from thousands of kilometres of trails and wild places
- Record over 1000 scientifically robust datasets as citizen scientists as part of pioneering academic research
- Progress their education and practical outdoor skills through Purposeful Adventure
- Find connection with their natural world and improve wellbeing
- Feel a sense of community, belonging and ownership



# OVERVIEW



# Who we are

Trash Free Trails C.I.C. is a community-focused, non-profit organisation; a positive call to action and gathering point for riders, runners and roamers alike.

## ➤ Why we exist

To protect our trails and the wild places they take us to and we're starting with Single Use Pollution\*

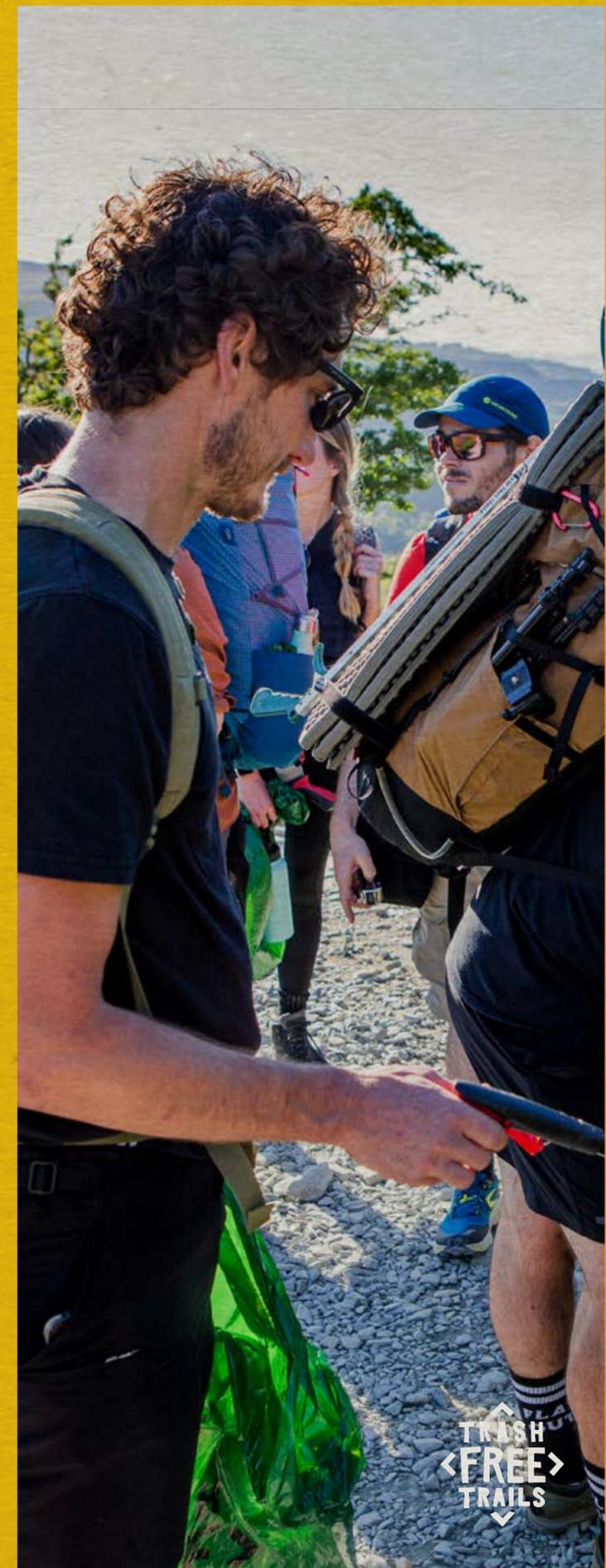
**\*SUP, fka: *litter!***

## ➤ Mission

To reconnect people with nature through the simple yet meaningful act of removing single-use pollution from our wild places.

## ➤ Vision

A healthy and connected, global, community of environmental stewards have created a sustained, 75% reduction in the amount of single-use pollution on their trails and wild places by 2030.



# Strategic Objectives

Our Strategic Objectives are how we will achieve our mission.

All of our work to date informs how we progress in the future. Changes to our mission, therefore, warrant changes as to how we intend to get there! The broader themes of these 6 objectives remain, but we've shifted that focus a little, to align with our slightly altered course.

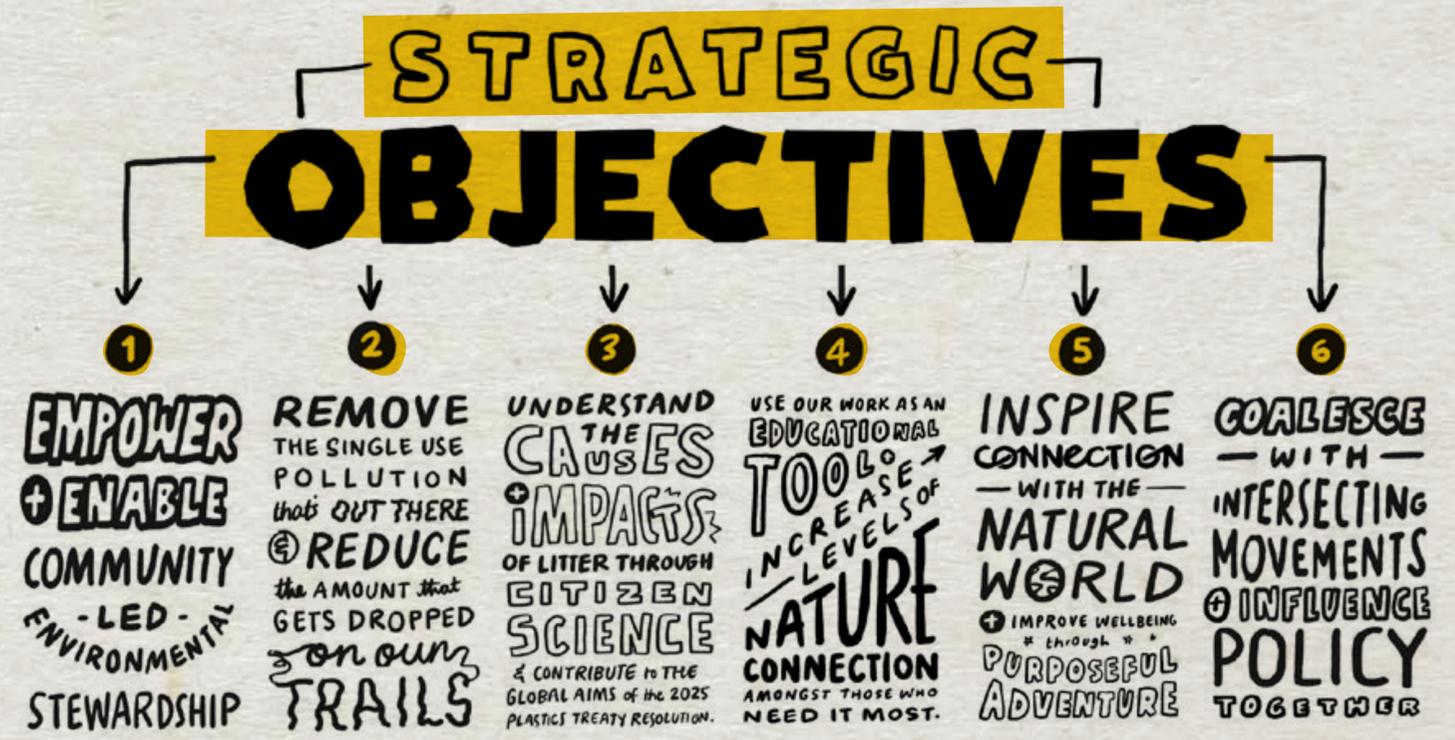
It's one thing to remove huge amounts of Single Use Pollution, and it's a big thing at that. But, if nothing is done to prevent it polluting our trails and wild places, then we'll be stuck on a hamster wheel; whilst we're happy to keep on protecting what we love,

wouldn't it be better if we didn't have to do trail cleans? Wouldn't it be better if we could focus on nature, and how important it is and can be? That's why we're going to bring more of a focus to a reduction in "littering" behaviour going forward - so that we might not have to keep doing the same thing, year in, year out.

To help with this, we've joined the UN Plastics Treaty Coalition, contributing our citizen science data to the campaign to reduce the production and distribution of plastic across the world.

*"People who need it the most!"*

*"Who's that then?", we hear you ask. Well that's just it, isn't it - we need to find them. It's easy*



for the outdoor community to advocate for nature connection, and how important it could be for everyone, because we all agree with each other.

We want to use our work as an educational tool for people who aren't regular users of the outdoors. People who may experience

low levels of nature connection and low levels of self esteem, confidence and overall wellbeing, alongside everyone else.

# The TFT Team

## Executive Director

Dominic Ferris

## Non – Executive Directors

Jill Stott

Donna Heath

## Programmes Manager

Richard Breeden

## Communications Manager

Rachel Coleman

## Education Consultant

Ellie Ewart

## Design Team

Helen Wilson

Beth Breeden

## Communications Advisor

Rupert Barry

## Finance Manager

James Perrot

## Steering Group Members

Louise Allen (Chair)

James Perrot

Sam Dugon

Tom Hill

Julia Hobson

Jez Loftus

Manon Carpenter

Temi Lateef

Dr. Emma Pope

David Smith



IMAGE: Rach Coleman ©

## Ambassador Team *(Voluntary)*

32 permanent volunteers

## Bankers

Starling Bank: Online

Account Number: 97756499

Sort Code: 608371

## Accountants

Westerly Accountancy

LTD Company Number: 08750286

## Registered Office

24 Orchard Road, Wrafton,  
Braunton, Devon. EX33 2DZ.

## Trash Free Trails Principal Office

57 Parc Yr Onnen, Llanfair  
Caereinion. SY22 0BF.

Trash Free Trails C.I.C is a  
registered not-for-profit  
company in England & Wales

Registration Number:

12475055



# The A Team

The A-TEAM are the soul of Trash Free Trails – the lifeblood of the organisation.

Representatives of their trails, and the communities that care for them, each and every moment has them at its heart.

Here they are!



**Jane Chisholm** *Inverness*

**Jo Shwe** *Wakefield*

**Ian Lean** *Cornwall*

**Ross Lambie** *Shropshire*

**Tom Laws** *North Wales*

**Ram Gurung** *Nepal*

**Monet Adams** *Bristol*

**Martin Davies** *Shropshire*

**James Mackeddie** *Milton Keynes*

**Chloe Parker** *Lake District*

**Leon Rosser** *South Wales*

**Pete Scullion** *Loch Lomond*

**Ali Hair** *Stirling*

**Seb Biernat** *Poland*

**Anoushka Lee** *Sheffield*

**Harry Wood** *Barnsley*

**Gill Houlsby** *Glasgow*

**Matt Kennelly** *Cornwall*

**Lauren Munro-Bennet**

*Lake District*

**Jake Rainford** *Wigan*

**Dom Barry** *Yorkshire*

**John Bellis** *Shropshire*

**Sam Piper** *Gloucester*

**Emma Johnson** *Gloucester*

**Ed Roberts** *North Wales*

**Luke Penketh** *Somerset*

**Ian White** *Lake District*

**Rosie Holdsworth** *Yorkshire*

**Kyle Harvey** *Wirral*

**Rupert Barry** *Wye Valley*

**Neil Hudson** *Cannock*

**Andy Lund** *North Wales*

IMAGE: Sam Dugon ©

# Reflecting on 2022

It was a funny old year really, wasn't it?! All of a sudden, free of COVID restrictions, the world opened up. We, along with many others, jumped at our rediscovered freedom to get out there as much as physically possible. We hosted our own flagship Trail Cleans, organised our own events and protected what we love, in our own way.

At the same time, we joined in with our community's events, tagged along with their trail cleans,

and, hopefully, provided some inspiration and information for others to DIO.

As always, we're not going to bang on about how much better and more awesome 2022 was than every other year - partially because in many ways, it just wasn't! But also because that would somehow negate the work of previous years. Without the early years, the harder years, the times where things didn't quite go to plan, the times humans struggled, we wouldn't be where we are today, and we should be proud of that.

This time last year we asked you to imagine what we could do in 2022, rather than what we couldn't do, as per the restrictive times of the pandemic. Despite

the hardships, despite all of it, we could mobilise over 2000 people to remove almost 100000 items of Single Use Pollution from almost 10,000km of trails across the world . We could recruit, induct, manage and promote an amazing Digital Community Activator to Communications Manager, and we could be in a position to present all of this to you, and more.

**Again, and bearing all of this in mind, we ask you to imagine what could be achieved, with your help in 2023...**

**Check out our 2023 plans for what we think we can do this year.**



# IMPACT HIGHLIGHTS



# TFT Highlights 2022

**7263KG**  
TRASH  
COLLECTED

**2810**  
VOLUNTEER  
HOURS

**9775KM**  
TRAILS  
CLEANED

**95**  
SOOT REPORT  
SUBMISSIONS

**98427**  
INDIVIDUAL  
ITEMS

**3442**  
INDIVIDUAL  
TRAIL CLEANS

**2143**  
VOLUNTEERS

**FIVE**  
PRO ATHELETES



IMAGE:  
unknown ©



**Singletrack**  
*Community Builder  
Award Winner*



**ENOS**  
*Be Active, Be Healthy,  
Be Outdoors Award Winner*



**The Great  
Outdoors**  
*Best Campaign  
Award nomination*



**Scottish MTB  
Awards**  
*Community Project of the  
Year - Trash Free Cambu*

Media Reach

**917,786,522**

Newsletter subscribers

**2184**

Insta followers

**15,144**

Increase IG Followers

**2698 (2%)**

FB likes

**4,099**

Increase FB Likes

**550 (75%)**

Komoot Routes

**149**



# Media highlights 2022

With the incredible support from our PR, Fusion Media, we've been able to share our mission, projects and the stories all over the world! Here's some of our favourites.

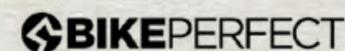
**The Guardian**

➤ *“The upbeat campaign group Trash Free Trails”*



➤ *“Clean up the Great British Outdoors with Trash Free Trails this summer”*

## Coverage in Outdoor Sports Media



## Coverage in National and Regional Titles



The Westmorland Gazette



**The Mail**



# Sidetracked *Special Edition*

Equipped by our partners Sidetracked, we released a bespoke Purposeful Adventures edition of the magazine.

With stories from athletes, A-Teamers and the TFT team, the magazine explodes with the myriad ways our community have interpreted our call to leave positive traces on themselves, each other and the wild places they go to.

With over 3500 copies of the magazine given away completely free, we're thrilled to be inspiring more people to adventure with purpose through print.



# Social Media

Our social media remains the key way we communicate with our TrashMob the world over. With steady growth on all our channels, it's clear that the outdoor community are excited and motivated by our mission.

Instagram remains at the heart of how our community connects with our mission. With over 5000 tags on the platform (and counting!) it's where TrashMobbers share and celebrate their contributions to our mission.

With the introduction of our Digital Community Activator, we were able to expand our social reach to LinkedIn, exploring peer-to-peer networking and marketing opportunities. In three months we've already accrued 146 followers, appearing in an average of 60 searches a week.

For 2023 we have developed an in-depth communications strategy, exploring collaborations, incentivised engagement activity and an investment in longer-form, high quality storytelling.

Instagram

**1,340,662**  
**IMPRESSIONS**  
(20,749 avg. impressions)

**4%**  
**AVERAGE**  
**ENGAGEMENT**

**15,144**  
**FOLLOWERS**

Twitter

**139,929**  
**IMPRESSIONS**

**2.1%**  
**AVERAGE**  
**ENGAGEMENT RATE**

**1,369**  
**FOLLOWERS**

Facebook

**89,813**  
**IMPRESSIONS**

**5.3%**  
**AVERAGE**  
**ENGAGEMENT RATE**

**3,507**  
**FOLLOWERS**

YouTube

**5,100**  
**VIDEO VIEWS**  
(226.7hs watch time)

**68**  
**NEW SUBSCRIBERS**  
(62% increase)

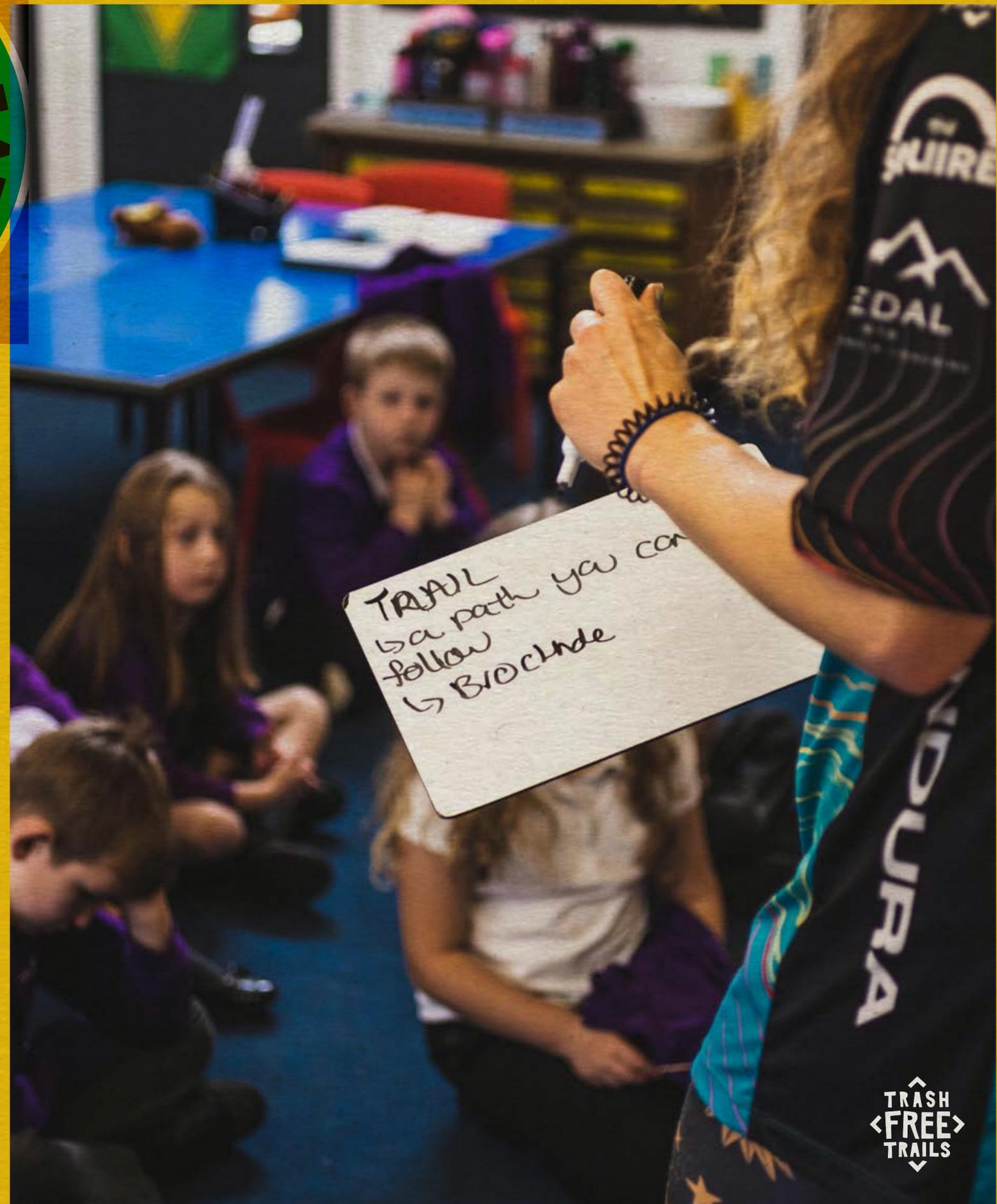


# The A-TEAM in 2022

*Respect our volunteers  
above all else...*

The A-TEAM are the heart and soul of TFT. Supported by Endura, Forestry England, Wilderness Trail Bikes, Squire Locks and Pedal MTB, these 32 humans are the lifeblood of the organisation and everything we do.

You'll see their hand in every single one of our HQ organised moments throughout this report but alongside this, there's stuff they've gone out and done without us. AND, that's on top of the 24/7/365 Clean Trails philosophy we all share...



## Ali Hair

Ali is the top man at Trash Free Cambu. Probably one of the best examples of DIO going, Ali made use of the tools in the DIO toolkit to mobilise a community of riders, runners and roamers, coming together to protect their trails.

He's used his platform at TFC to work with local scout groups, paving the way for a happy and healthy next generation.

- Quarterly Trail Cleans & SoOT report Data sets submitted
- ~20 people per clean
- Awarded Community Project of the Year at the Scottish MTB awards 2022

**+30 SCOUTS ENGAGED**

## Gill Houlsby

It's always a pleasure to see Gill's "Scotlands Most Rubbish Advent" Calendar - a commitment to a daily Trail Clean throughout the advent period!

**25 TRAIL CLEANS**

- ~100 items
- ~100km of trails cleaned



## Jo Shwe

You read all about Jo's achievements this year in the **Mid Term Report** - the springboard A-TEAM membership has given her has opened so many doors!

- **Founded the MTB Colour Collective, which has been nominated for several awards in 2022**
- **Represented at the IMBA summit**
- **Cotic Ambassador**
- **Diversity and Inclusion lead at Evolve Academy, Wakefield**
- **On the Medium 'Makers + Mavericks list', alongside some really incredible people**

## Ross Lambie, Martin Davies & John Bellis

These 3 are some of TFT's bodies in the Shropshire hills.

In November, they rallied their community to clean 3 pump tracks in Shrewsbury, working with local bike shop and friends of TFT, The Trailhead.

- **20+ people**
- **3 km of trails cleaned (23 km ridden between them in total by volunteers)**

**500+ ITEMS OF SUP REMOVED**

- **[Check the film out here!](#)**

## John Bellis

TFT x National Trust x The Trailhead x Gone Gravelling - working with our friends at the National Trust, John created 3 gravel MTB routes in Shropshire that link up five sites, each acting as an important 'stepping stone' for wildlife.

John teamed up with the Trailhead bike shop once again and Gone Gravelling to launch this project that aims to develop nature connection amongst the local trail community,

- 25km Trails Cleaned

**+30 PEOPLE ENGAGED**

## Rosie H @ MIAS

Rosie is one of our Yorkshire based A-TEAMers, and has been with us since the early days.

In November, she headed to Castleton, to deliver some State of Our Trails workshops and talk all things TFT to leaders, instructors and more at the annual Mountain Bike Instructor Award scheme event.

- 10 people

**10KM TRAIL CLEANS**

## Kyle Harvey

Kyle is an early A-TEAM powerhouse.

Mentioning that membership on a recent job application has earned him a brand new role at Liverpool University in The School Of Environmental Science, looking to develop ideas on how the construction industry can reduce its plastic impact!

## Matt Kennelly

Matt came on board in the spring of 2021 and went head first into everything. A particular highlight was leading the beach clean at Carlyon Bay, as part of our Strategic Partner Red Bull's team day!

- 40 people

**400+ ITEMS OF SUP REMOVED**



We're proud of our A-TEAM programme - it came from 'Shredposium 1' (another Tom Laws-ism - the original curator of 'Small-Normous') - a collection of mates around a table at the Vagabonds Hostel in 2018, to the multinational, multicultural, multi skilled and diverse network of humans that it has become.

In 2023, we're building on that:

- + A **new platform** to keep the guys up to date with everything that's expected of them and what we're able to provide in return.
- + The **A-TEAM Weekender** - a weekend of training, Purposeful Adventure and of course, bikes will return in 2023
- + A refresh of the **Co - Branded Endura kit**
- + An **updated Trail Clean Toolkit**
- + Some **tasty snacks** courtesy of a brand new partner...



# The TrashMob in 2022 (aka, you!)

One of our core values is a commitment to respect our volunteers above all else. Without your donation of time, talent and passion we simply would not exist. As such, the most important thing to us is whether you feel the work we have done is having a positive impact and, if you are motivated by our plans for the future.

And how on earth are we going to know that? Well, in the spirit of DIO and empowering and enabling our community to have a meaningful impact, we asked you just that in the State of My Trails Survey.

Rich wrote this report. He's paid by TFT. So is everyone who's had anything to do with this so yeah, of course we think it's great. That's why you shouldn't just take our word for it - here's what the TrashMob reckon!

**Lots of you agree with us, that caring for your trails is good for nature, and humans:**

*"By looking after these places that are special to me I feel like I am giving back to them some of the joy and peace they bring me, letting them know that I care"*

***"Removing rubbish from trails makes me feel that I am actively contributing to the upkeep of those places. It's a small act of giving back to those places that I benefit from"***

*"Feel like you've helped it to grow / endure / be beautiful and trash free. You just feel like you replace the cr@p you pick up with a part of you!"*

*"It's more of a 2-way arrangement: trails give me the pleasure of their use if I return the favour by getting rid of any rubbish"*

**It's great to see that you're noticing more, and your connection to those places you've come to know and love is deepened as a result of taking action to improve them:**

*"Usually I spot something new when pulling a balloon out of a hedge, be it wildlife, historical items or just a good view. All makes the connection stronger"*

*"I just felt like I noticed little things in the woods more"*

***"Any positive action in a wild place helps build an understanding of that place"***

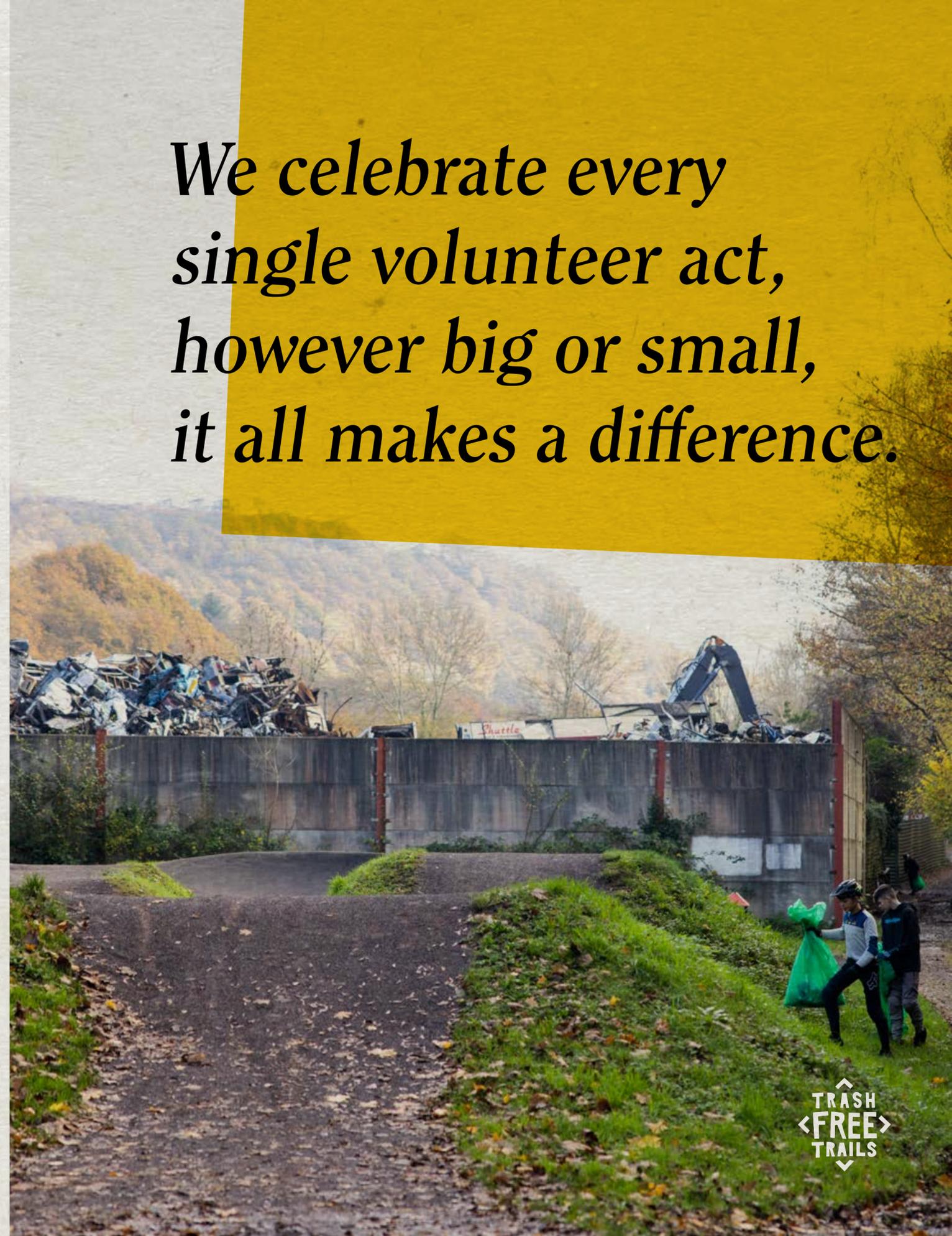
**Many of you recognise the impact that the beautifully simple act of removing Single Use Pollution might have on the future behaviour of others:**

*"It's a commitment to where we ride & increases the joy of future rides. It also discourages future littering"*

***"I feel that if I set a good example, then others will follow. People are less likely to drop litter where there is none"***

*"To protect the environment, help to keep it looking nice and to discourage further littering"*

***We celebrate every single volunteer act, however big or small, it all makes a difference.***



# 2022 Routemap

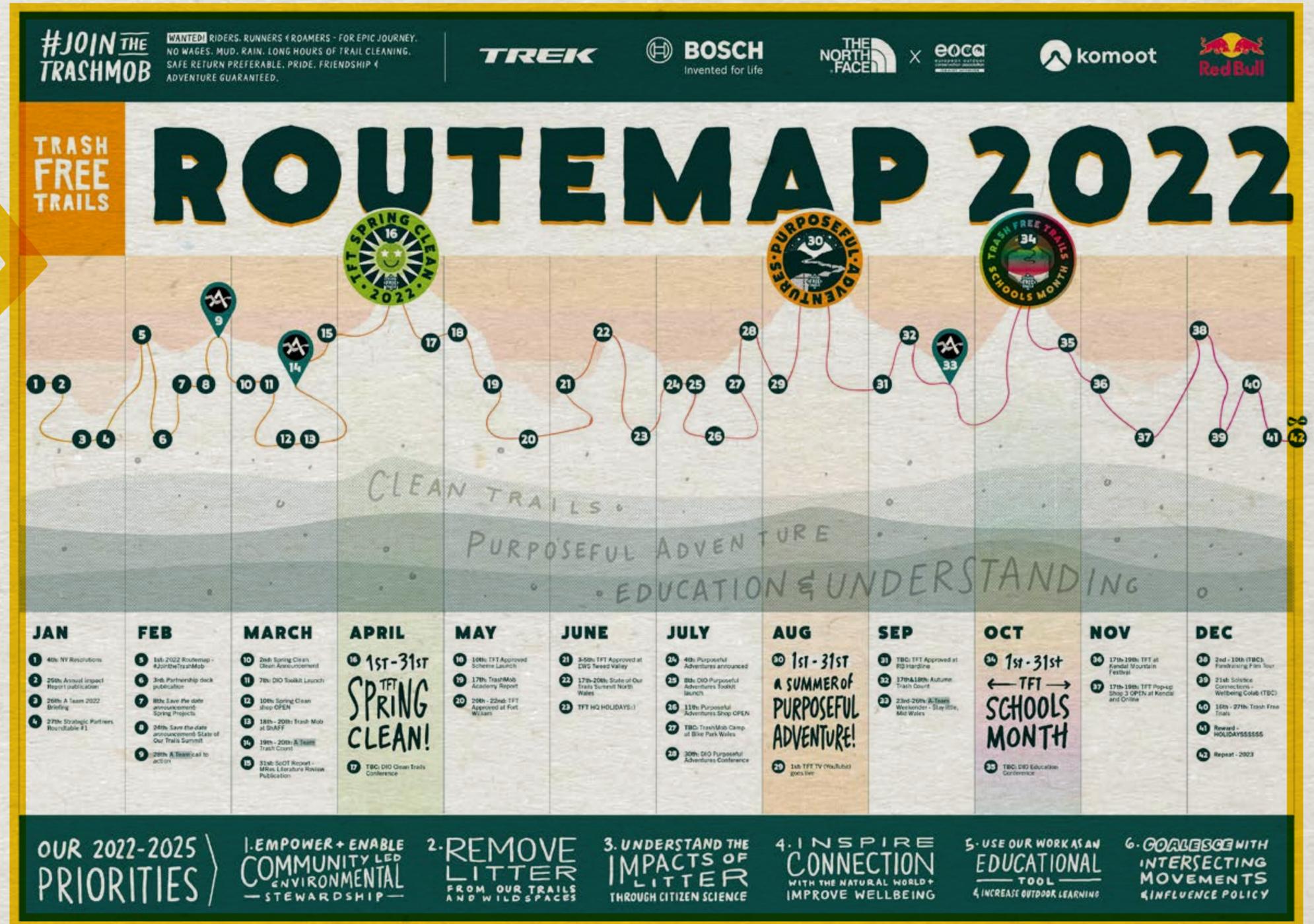
The Routemap certainly held us to account in 2022, as it has done and will do every year!

We have to admit that we weren't able to do everything on this beautiful piece of art on the dates we suggested - some things had to be shuffled around a little.

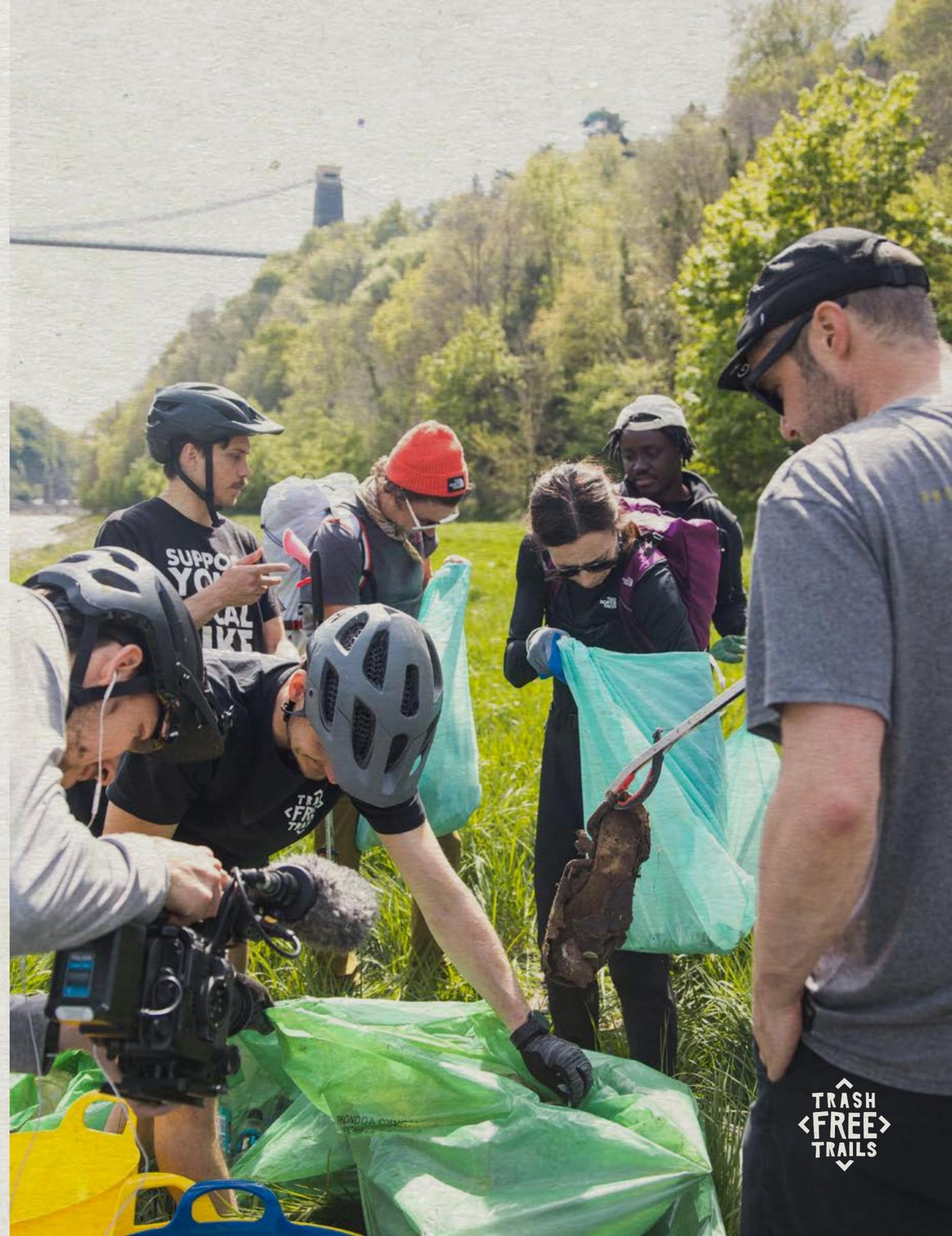
But, the Routemap served its purpose - it showed us where we lost our route a little, and pointed us in the right direction so we might still be able to work towards our mission, aims and objectives, learning lessons along the way.

As a result the 2023 instalment of the Routemap is refined, and our increased capacity thanks to an extra pair of hands means we should be able to stick to our plans.

And if we don't? [The 2023 Routemap](#) is here to get us back on course.



# CLEAN TRAILS



# Spring Trail Cleans



If there is one activity that defines and encapsulates the essence of Trash Free Trails it's got to be the trail clean!

Supported by our Strategic Partners Clean Trails partners Cotswold Outdoor, we issued the **#1BagChallenge** back in the Spring.

Trek Athletes even got involved, and we made a film with our friends OpenWide Agency - [check it out here](#)

Here's how we got on...



**997**  
HOURS  
DONATED

**622**  
#1BAGCHALLENGE  
BAGS

**2254+ KM**  
CLEANED

**629**  
PEOPLE



A-TEAM HIGHLIGHT:

## Jake Rainford, Dom Barry & Rapha

The manager at Rapha Manchester got in touch - wanting to get involved.

Of course, Jake & Dom B were more than happy to join in!

It's the start of things to come, as the team at Rapha are keen to get involved with more Trail Cleans in 2023. Cheers guys!

- 5 People
- 1 Cargo Bike
- 5 km of Trails cleaned
- ~100 items removed

## Grand Finale

We returned to Bristol, and the Trails of Ashton Court for the *Grand Finale*' of the Spring Trail Cleans!

Working with our good pals Pedal Progression, Zedify, Cotswold Outdoor, Red Bull and of course, Trek Bikes, A-TEAMers Luke Penketh, Matt Kennelly and Jake Rainford rallied a gang to remove, report and reward!

Check out the photos from the day [here](#), courtesy of Sam Dugon.

- 4 • 40+ amazing humans!
- 1,309 items removed

• **75 FULL DOG POO BAGS**

- 184 soft drinks containers
- 101 cigarette butts



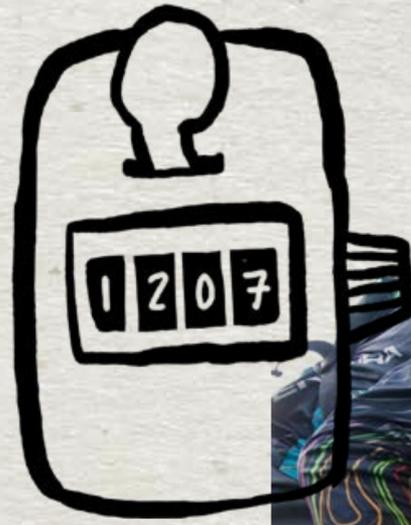


IMAGE: Sam Dugon ©



## Halloween Trail Cleans

In 2022, we decided against a TFT led Halloween Trail Clean activation, believe it or not!

Instead, we focused our efforts on the all important Kendal Mountain Festival, and our surrounding TrashMob Academy On Tour! Activations. That didn't stop the TrashMob though!

Proof in the pudding that our DIO philosophy - providing people with the inspiration, information and tools to protect their trails and wild places in their own way - works, we were pleasantly surprised to see a nice number of people doing their own Halloween Trail Cleans, using our GIPHY Stickers to shout about their cleans.

• **11 ORGANIC HALLOWEEN TRAIL CLEANS**

### A\_TEAM HIGHLIGHT: **Leon Rosser**

Back in 2021, we were invited to Barry Sidings country park to give the local community, and our A-TEAMer Leon a bit of a hand with a Trail Clean as part of the Halloween Trail Clean Tour.

So, it was great to hear they were planning another clean, but without our help, almost exactly a year later!

Here's how they got on:

- 30 people
- 1000+ items
- 20km+ Trails cleaned



# We don't have to **be** together to **work** together...

*“TFT is all about making it your own. It starts and finishes with you. You are the one that can choose change and inspire others. Look closely where you roam, absorb, expand and move it on. TFT is that link that lets you act alone but work together.”* Jez Loftus, Trek Bikes

DIO, or Do It Ourselves is fundamental to TFT.

We're **small-normous**, and really quite small at that with 3 employees and 32 ambassadors. It means that instead of trying to do everything ourselves, in the way we think is best, all we do is provide the inspiration, information and tools for people to go ahead and protect their trails and wild places in their own way, how

they see fit. It's a bit of a gamble, and we're pretty unique in our approach but over the last couple of years, A-TEAMers, TrashMobbers and friends of the family all over the world have grabbed our DIO Toolkit by the horns and made their own TFT's; their own communities, with their own aims and objectives.

It's DIO in its purest form, and we love to see it.

## Trash Free Cambu

Trash Free Cambu aims to reduce the amount of trash on our trail system in Cambusbarron, near Stirling in Scotland, UK.

TFC achieve this through hosting trail clean events, trail dig days, as well as by engaging local community groups and other stakeholders in these initiatives.

The outcome? A mountain biking community with a strong sense of stewardship to Cambu, cleaner and better trails, and a recognition that mountain biking as a sport can be a key enabler to positive change on our wild places and people.

## Trash Free OPA

Headed up by our A-TEAMer Kyle, Trash Free OPA focus on and work with the trails at Llandegla forest, North Wales.

Working in collaboration with the management team at One Planet Adventure, regular trail cleans, rides and meet ups are a great demonstration of how the beautifully simple act of removing Single Use Pollution can connect a community.

# Going Global!!

We're tiny, and that's how we intend to stay. So when you read "Going Global" in a TFT impact report, you'll understandably be wondering how that matches up with staying small. Well, aren't you in for a treat?

Surprise surprise, we didn't do this. DIO means that we can go global without actually doing very much at all - remember Strategic Objective 1? We've empowered and enabled communities across the world to protect their trails in their own way. Here's how :)

IMAGE: Trek Poland ©



## Czyste Szlaki Polska (translation; *Trash Free Trails Poland*)

As part of our relationship with Trek Bikes, Czyste Szlaki Polska, roughly translated as "Clean Trails Poland" is headed up by A-TEAMer Seb Biernat, and in June they rallied huge numbers of people to remove huge amounts of Single Use Pollution from their trails at Szczyrk Trail Centre. Guess where we're going in 2023...

- **111 People**
- **17 km of Trails Cleaned**

• **1 TONNE (!) OF SUP REMOVED**



IMAGE: One Bike Tanzania ©

## One Bike Tanzania ReCycling Tour

OBT is a tour operator from Moshi, Tanzania. Alongside incredible bike related experiences, they have a variety of projects that give something back to the area and the community - one of which is the ReCycling Tour.

Every month, 20 to 30 volunteers join in to remove thousands of plastic bottles and other SUP from the streets and trails of Moshi. In summer 2022, we were pleased to announce OBT as a Purposeful Adventure Friendly place!

The team has infographic signage and infrastructure installed, and conducts regular State of Our Trails reports on the Re Cycling Tour route.

- **100+ people** (avg. ~20 people per month for 5 months)
- **25 km of trails cleaned** (avg. 5 km/month for 5 months)
- **TFT Signage and infrastructure installed**
- **Monitoring and surveying methodologies demonstrated with local community**

A-TEAM HIGHLIGHT:

## ***Ram Gurung - Our guy in the Himalayas!***

Ram is Director of Epic Shangri-La Adventure - a riding and roaming tour company out of Kathmandu, Nepal. Dom met Ram whilst on the very first Purposeful Adventure, and was ignited by Ram's passion to protect what he loves so invited him to become part of the heart and soul of everything we do.

We love seeing Ram's posts, rallying his community to protect the trails of the Himalaya. In 2023 he plans to keep Everest Base camp, the 5416m Thorong La pass and the Manaslu circuit Trash Free.

No small task, but Ram and his community have got this!



IMAGE: Ram Gurung ©

## **Trash Free Trails Cebu**

Cebu is a major city in the Philippines. A while ago, Sem contacted us to ask for our help - we pointed him in the direction of our DIO Toolkit and he ran with it.

Since then, he organised his very own DIY March Trail Clean (*reminding us that it's not spring everywhere at the same time...*), and has even been in front of

government ministers spreading his message. Amazing work Sem!

## **Trash Free MTB.ie**

The guys at Trash Free MTB have been using race events as their platform to advocate for a more sustainable and environmentally friendly MTB scene in Eire. Once again, that super simple act of removing Single Use Pollution

from places they have come to know and love serves a bigger sustainability and environmental awareness picture.

## **Trash Free Trails Cyprus**

The Cyprus guys, honestly, went a bit guerilla on us! They used our logo, and created their very own TFT for Cyprus. We could get all corporate, boring and protective over our brand with them but actually, we think it's pretty cool that they took our values, message and branding and wanted to make it their own.

They're a small community of riders that exist to protect their trails and wild places, so why not?!

# TFT Approved

TFT Approved is a free to use, self accreditation toolkit that enables event organisers of all shapes and sizes to reduce the #SingleUseProduct footprint of their events and **#LeaveAPositiveTrace** on the trails and wild places that host them.

After a successful pilot phase in 2021, 2022 saw some high profile events such as the Enduro World Series Tweed Valley and Red Bull Hardline get involved alongside smaller events such as Brother in The Wild.

We launched the toolkit in May 2022. With hindsight, we know that this

SUPPORTING MORE SUSTAINABLE EVENTS



was probably a little too late for most event organisers to implement any changes to their event or incorporate the scheme into the delivery, and this resulted in lower uptake than we would have liked.

So we learned from that. We've overhauled and simplified the guidance and the checklist, staging a targeted relaunch to our ever growing network of over 100 event organisers across the UK and beyond. We're hoping that 10 of these events are able to work through the guidance to achieve TFT Approved status in 2023.

Check out the new toolkit [here!](#)



IMAGE: Rach Coleman ©

**13** EVENTS COMMITTED TO TFT APPROVED ACCREDITATION IN 2023





## Red Bull Hardline & EWS Tweed Valley

After successfully piloting TFT Approved and our presence at MTB events in 2021, we were pleased to be invited back to two of the biggest MTB events in the UK.

We brought our full event set up, a load of A-TEAMers, a couple of dogs and invited attendees at both events to not only learn more about us and what we do, but join in with trail cleans, games at the tent, or even head off on their own Purposeful Adventures.

At Hardline, we had the opportunity not only to speak to the 10s of thousands of people in attendance, but also created a short film with Rachel Atherton that made its way on to the live stream and was viewed by hundreds of thousands of people across the

world. We piloted the 'Rubbish Raffle' - inviting attendees to bring us a piece of pollution in return for a raffle ticket that would enter them into a draw to win some incredible money can't buy prizes, including a custom helmet!

What we didn't imagine, was how well that would go down - kids digging in the dirt to find tiny little items in exchange for a ticket, a mass of people gathered around our tent at the end of the day to find out if they were the lucky winner and most importantly, an almost totally Trash Free event!

For 2023, we're going to make the most of that. The Rubbish Raffle will be back, and if you see us at an event, that's the aim - for it to be Trash Free. It's as simple as that!



## UCI World Cup Downhill - Fort William

Working closely with Rare Management, we piloted how we might be able to work with event organisers in a consulting capacity.

A team of TFT HQ and Ambassadors Kyle, Jake, Neil and Chloe headed up to Fort William to work with the organisers, suppliers, vendors and more to see how they might be able to reduce their impact.

A detailed report followed, and we look forward to working with Rare Management in the future.

## Brother in the Wild

We loved working with Will and the guys at Brother Cycles! They took on TFT Approved to the letter - an exemplar display of what a more sustainable event might look like.

It wasn't perfect, food packaging for example is something we are constantly coming up against, but all things considered, the gravel MTB focused event was a success.

A-TEAMers Emma Johnson & Sam Piper went along to represent, held a TFT session for attendees at the event along with a Trail Clean.

For 2023, Brother Cycles are hosting 4 events. Each of which will be working towards a TFT Approved standard, and we're all confident they can get a Gold Accreditation for each!

## Scottish MTB conference

Rich headed up to Aberdeen to work with our friends at Developing Mountain Biking in Scotland to experiment further with the consultancy arm of TFT Approved.

He developed a comprehensive report on the event, with a number of insights that we are continuing to develop with the team at DMBinS.



# PURPOSEFUL ADVENTURES



# A Summer of Purposeful Adventures

**320**  
**COMMUNITIES**

What if our adventures not only sustained us and our connection to nature, but they actually contributed towards a positive impact to the places we visit?

In the Summer of 2022, a beautifully designed digital toolkit, accompanied by amazing stories of adventure provided the inspiration, information and tools for the TrashMob to #LeaveAPositiveTrace on the people and places they passed through.

**2400KM**  
**TRAVELLED**

We didn't ask people to record their data in the ways we normally would; it was important that people were free and able to go and **#LeaveAPositiveTrace**, whatever that looked like for them. For some, this didn't mean removing single use pollution. Instead, it meant making contact with a local community campaign or simply recognising the role nature plays in the maintenance of their wellbeing.

This meant that reporting on the activation in the way we normally would wasn't appropriate, and as such we have adopted a qualitative approach by way of Thematic Analysis.

In collaboration with Bangor university, Thematic Analysis of over 300 #PurposefulAdventure Instagram posts revealed

'Connection' to be a key theme. With 3 sub themes of *'people'*, *'environment'* and the *'self'*.

These three sub-themes connect - Purposeful Adventure connects one's 'self' to their surroundings, and from this, people start creating connections with others on the same/similar path.

TRASHMOB QUOTE:

***'Connecting people across the world to the places they love through that beautifully simple act of SUP collection. Thanks @trashfreetrails'***



'Enjoyment' emerges as another key theme, and stems from the connections created with people, places and self as above. The enjoyment that is borne out of connections to people, places and self then develops into new ideas and plans for the future in an effort to ensure that the landscape is treated with the respect it deserves.

TRASHMOB QUOTE:

***"I also knew that it doesn't have to be that hard and that with a few little tips it can be a whole heap of fun... and that's just what it was!"***

## We are nature connectors and spark makers.

The previous two points then fuel the motivation to keep going for the future, with “Motivation” emerging as the third theme

TRASHMOB QUOTE:

*“Many people crossed our path, many laughs were had, and hopefully more than a few got the bug to do their own thing for their own trails”*

If you were to distil the issue we are trying to tackle down to one word, after all, it would be disconnection.

The solution, therefore, must be reconnection. Purposeful Adventure has that reconnection at its core, held in place by our belief that taking action to protect a place you have come to know and love can improve your connection to that place, the people you share it with and as a result, yourself.

In 2023, we're extending that belief to young people and adults across the world with a flagship TrashMob Academy - Purposeful Adventures session at Comrie Croft. We're confident that working with young people that need it the most, equipping them to adventure safely and responsibly, leaving a positive trace as they go; telling those stories whilst launching a free E-Learning Platform to improve access to nature education will provide the TrashMob with the inspiration they need to go on their own Purposeful Adventures in 2023 and beyond.

2023 will also see an expansion of this qualitative line of research - we want to understand more about what Nature Connection means to Trail Users, how it relates to Flow State, what gets in the way and how we might be able to help.



IMAGE: Tom Hill ©

# Purposeful Adventures Festival

To invigorate our community ahead of A Summer of Purposeful Adventure, we invited 100 people to the beautiful Tan Aeldroch Farm in Snowdonia for a weekend of just that!

TFT HQ, A-TEAMers, partners, friends, family, dogs and more were treated to rides, runs and roams with purpose of all shapes and sizes, in the hope of nurturing golden threads of nature connection, emergence and more.

Our friends at Sidetracked Magazine bought along their outdoor film setup, so that everyone could be treated to an evening of amazing adventure films after a little context on why documenting our adventures is so important to our mission courtesy of Sam Dugon - photographer, film maker and TFT dog lover in chief.

[Check the photos out here](#)



IMAGES:  
Sam Dugon ©



# Purposeful Adventure Friendly Places

Alongside the digital toolkit, we also invited 'analogue' activation.

Bike shops, cafe's, outdoor centres, instructors and more all approached TFT in the hope of becoming "Purposeful Adventure Friendly" locations - places where people could come to not only talk and learn about Purposeful Adventure, but join in with and go on their own. Or, simply top up their water bottle and grab a bin bag.

We are committed to our 'small-normous' mycelial network approach, and this has always meant that we will need to create remote hubs that are essentially a

mini TFT HQ in their own right. When combined with a local A-TEAMer, their friends, local schools, young people and community groups, something as simple as the warmth, light and atmosphere of a bike shop or the Cafe at a Trail Centre can suddenly transform into its own version of Trash Free Trails HQ!

This year, we'll pick up with our Purposeful Adventure Friendly places to see if they might be up for becoming TFT Hubs - offering Purposeful Adventures from their door, regular trail cleans, SoOT Reporting and more.

And cake.

**175+**  
**LOCATIONS**

**175**  
**COMMUNITIES**

**175**  
**PURPOSEFUL  
ADVENTURE  
PACKS**

*(including infographic signage  
and infrastructure installed)*

**1750+**  
**PEOPLE  
ENGAGED**



# Purposeful Adventures at...

## 1% For The Planet Sessions



We were invited to represent the UK grantee community at the first '1% For the Planet - London Sessions' event on October 6th & 7th.

As well as participating in the event overall we delivered a 4 hour interactive session that culminated in a Citizen Science workshop at Mile End Park, Tower Hamlets, where we demonstrated our State of Our Trails Report data collection methodology by cleaning up this wonderful community park.

- **10 people**
- **2.5 km of park / trails cleaned**
- **149 items of SUP removed, recorded and recycled**

## Blue Earth Summit

The Blue Earth Summit brings a dynamic community of makers and mavericks, founders and futurists, adventurers and investors, together at The Wave, one of Europe's premier sporting venues. A Purposeful Adventure exhibition stand in the main hall enabled us to present our mission and vision to 1000s of diverse delegates

1 talk titled, '*From tidelines to trails - Riding on the shoulders of ocean giants*' and 1 pedal powered Purposeful Adventure to Blaise Castle park to conduct an interactive demonstrated our State of Our Trails Report data collection methodology and trail clean.

- **10 people**
- **23.8 km travelled**
- **3 km of trails cleaned**
- **150+ items of SUP removed, recorded and recycled**

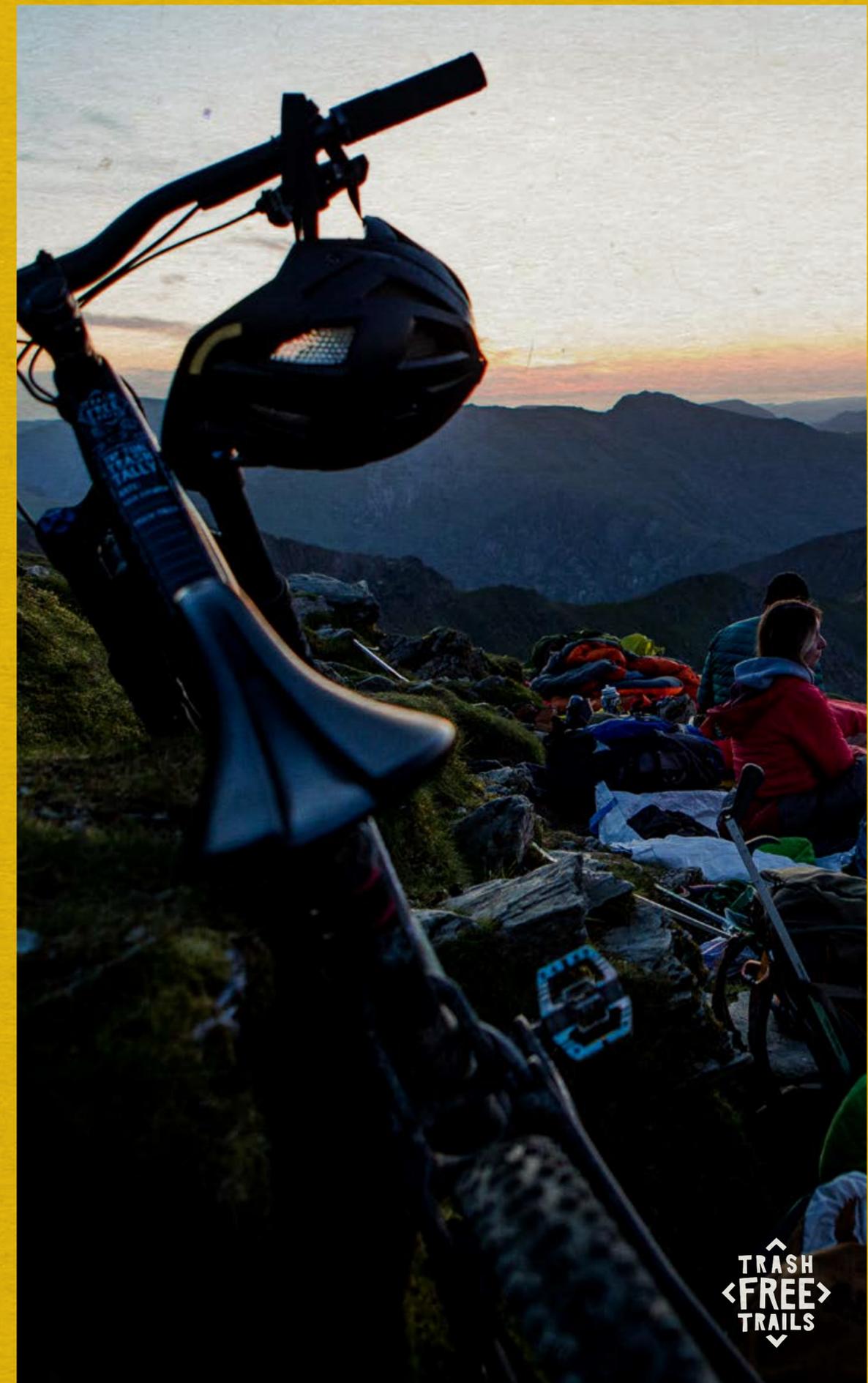




IMAGE: Rach Coleman ©

## Kendal Mountain Festival

As the largest gathering of the outdoor community in the UK, Kendal is a mainstay in our calendar. Thanks to our long term Strategic Partners and friends Trek Bikes, our stand at basecamp was a place where people could come to learn about, join in with and go on their own Purposeful Adventure.

We bought a gang of A-TEAMers - Chloe, John, Lauren, Jo, Monet and Ian joined Donna, Rich, Dom and Rach. And as always, we joined in with our friends Save Our Rivers river clean to remove huge amounts of single use pollution from the River Kent, spoke to thousands of people at basecamp, watched films and drank beer!

On top of the usual newsletter sign ups, interactive games at the stand and our merch sales, our film - "The TrashMob" made it into the Environment session, with two screenings, and as part of our ongoing qualitative research into the outdoor community's understanding of Nature connection, we conducted 30 in person interviews.



A-TEAM HIGHLIGHT:

### *James Mackeddie & Lauren Munro-Bennett*

In 2022 we made a concerted effort to reach out to the trail running community - and it worked! We were stoked when the Love Trails team reached out to us wanting to incorporate Purposeful Adventures into their event.

The dates clashed with our State of Our Trails Summit, so much as we would have liked to bring the full set up, it just wasn't possible - and that's where our amazing A-TEAMers Lauren and James came in! They led their own Purposeful Adventures from the event, and delivered talks, leaving a positive trace in and on the places they ran, and in the hearts of the people they shared those experiences with.

We look forward to working with the Love Trails Team in 2023, building on what we were able to deliver in 2022. Also, this year, it'll be TFT Approved!



# Organisations We Love

Purposeful Adventure is all about creating connections. We're tiny, and we know there's a lot of important things going on in the world that we care about, but can't begin to work on.

We have our focus, and there's a whole load of other tiny organisations like us, doing amazing work in their own field. We sought these organisations out, either through connections we had or newly forged relationships, had meaningful conversations about how we might be able to enhance each other's work, and sign posted to them on our website.

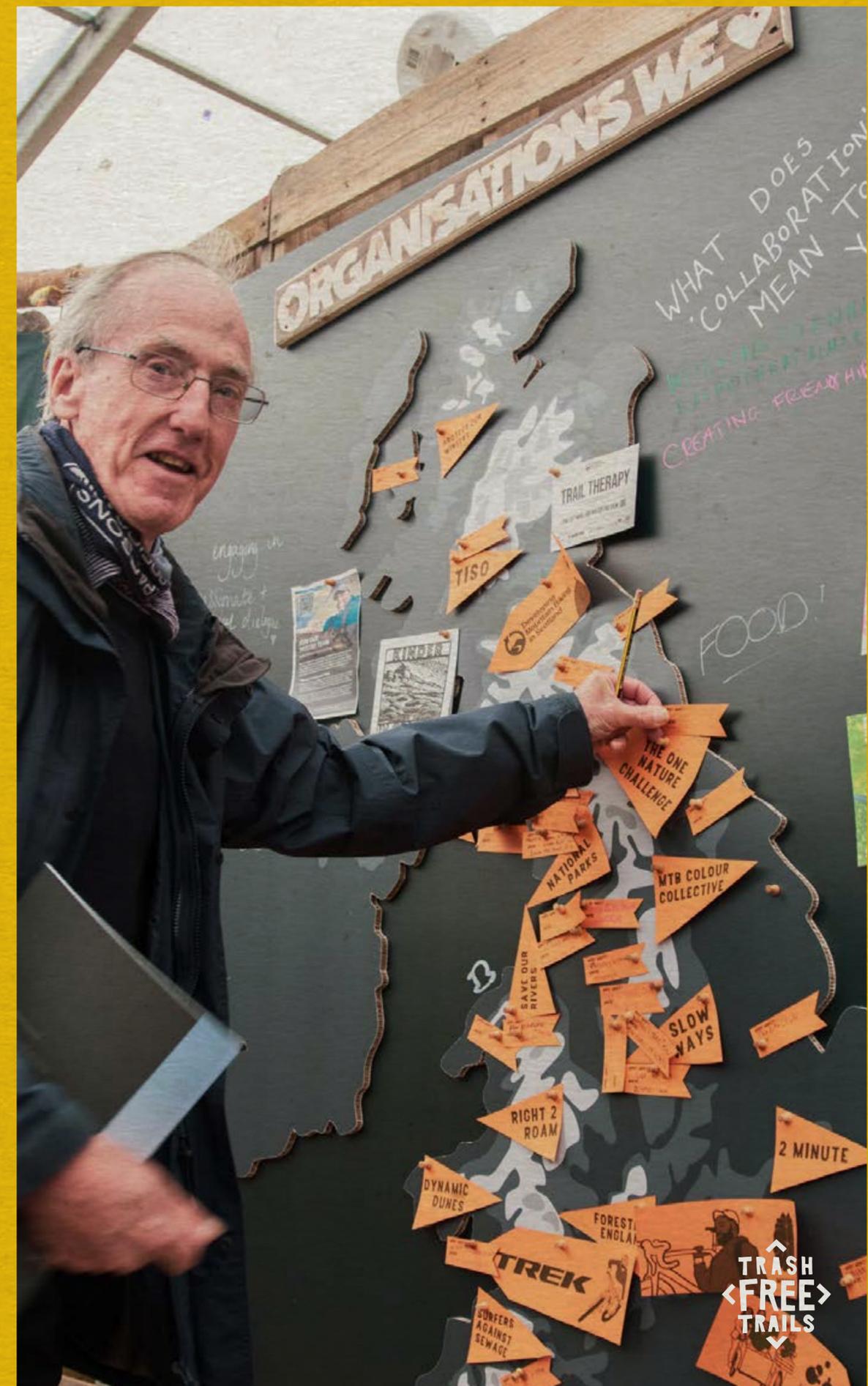
At Kendal Mountain Festival later on in the year, we turned that signpost map into a real life map, where people could add their organisation, or one

they had heard of to our board. We also invited organisations that don't have the opportunity to display their work at the festival to take over our stand for a couple of hours!

Right 2 Roam, The Clean River Kent Trust, My Choice, Friends of The Lake District and Developing Mountain Biking in Scotland all came to talk to attendees about their great work.

For this year, we want to see how we can build on those connections.

We'll work with organisations we love to meaningfully enhance each other's campaigns - whether that looks like speaking at a rally, coming in full force to an event, or signposting as we have been doing, we want to coalesce with intersecting movements!



# EDUCATION & UNDERSTANDING



# The TrashMob Academy



TrashMob Academy is our first education offering.

A positive youth engagement project that seeks to develop self esteem, confidence and overall wellbeing in young people through improved nature connection, and a sense of environmental and social responsibility through the removal of single use pollution ,with outdoor physical activity as the catalyst for change. .

Thanks to the support of Sprayway, Cotic Bikes, Hope Technology, Go Ape! and Forestry England, 2022 has seen Rich, Jo and Ellie's little one come on leaps and bounds.

We highlighted some pretty cool bits and pieces in the mid-term report;

- **Development with coaches at Bike Park Wales**
- **The Bothy, Inverness - 3 groups of 10**
- **Peebles High School**
- **Kingsley Community Primary School**

But the main events for the Academy were yet to come...



## TrashMob Academy on Tour!

The work we love doing the most, and maybe the work that might just have the most impact is the work we do with young people. Don't take our word for it though, check out what Bily and Logan think in the film we created with Open Wide - [The TrashMob](#)

So, working with Go Ape! and Forestry England, we've created a whole new set of resources for riders, runners and roamers alike. We've even been working with Go Ape! to develop a bespoke version of our TrashMob Academy content for their staff to deliver as part of their offer. We took this content to High Lodge, Thetford and worked with the Forestry Team to prove that it doesn't have to be bikes. It works with Disc Golf!

A-TEAM HIGHLIGHT:

### Lauren Munro Bennet & Jake Rainford

In the run up to Kendal Mountain Festival this year, we took the TrashMob Academy to schools in the area. Our amazing A-TEAMers Lauren and Jake worked with 5 schools, delivering a brand new in school delivery version of our existing content to young people of primary school age, taking them out into their playgrounds on a "Vegetation Exploration" mission.

The beauty of this was that we never asked any of these young people to pick up single use pollution on their vegetation exploration. We talked about the staggering numbers of cigarette butts that are found across the globe, how long it takes for a plastic bottle to break down, and how special nature can be in the classroom, and let them loose. They all brought us pieces of single use pollution, without ever being asked....

**350+** **YOUNG PEOPLE**

IMAGES: Rich Baybutt ©



## Train A Trainer

In the pilot phases of the Academy, we learnt that an in-depth knowledge of TFT was vital to the psychological development of participants in the TrashMob Academy - the Lynchpin character is vital.

As part of our partnership with outdoor activity specialists at Go Ape!, we've developed our "Train A Trainer" offering, and delivered it to delivery teams at a number of Go Ape! And Forestry England sites, as well as an online session.

**11** **TRAINED IN PERSON**

**30** **TRAINED ONLINE**



## Red Bull Flight School

As part of our partnership with Red Bull, we've always known that whilst we always get a great reception when talking to the organisation, it's their consumers we really need to speak to. The only way to do that is to work together.

In October, Rich headed to Milton Keynes to deliver a session on our shared aims and objectives to their Student Marketeers (*yeah, the people who say 'free Red Bull?' to you at events*) at their annual 'Flight School' onboarding weekend.

As a result, the Field Marketing Team have changed their ways of working to the extent that they are now obliged to mention the responsible disposal of the can to consumers, and encouraged to engage in deeper conversation when sampling so the product has more value to that consumer. The hope is that as this develops, the less Red Bull cans will find their way onto our trails and wild places.



IMAGE: Red Bull ©





IMAGE: Sam Dugon ©

# State of Our Trails (SoOT) Report

## Our Hub Project

From its inception point in 2017 we have maintained a firm commitment that the State of Our Trails Report must be as academically robust and rigorous as possible. A belief that solidified even further as we steadily came to realise the almost complete paucity of peer reviewed science on the prevalence and impacts of SUP on recreational trails.

By the spring of 2020, after a chance meeting with Dr Martyn Kurr of Bangor University School of Ocean Sciences in the previous autumn, this thought process crystallised with the realisation that SoOT needed to be an actual academic project. In September of that year, Dom had been

accepted as an MRes student at Bangor's School of Ocean Sciences (*illustrative of the lack of scientific attention in itself*) and in March 2021 he began a two year Research project with the title; 'From Tidelines to Trails by Bike: Developing a (*Cycling*) Citizen-Centric Approach to Reducing Terrestrial Litter and Increasing Nature Connection'. Then, the real work began...

## SoOT Report 2022

We have now gathered the most comprehensive and holistic dataset on single use pollution (*SUP*) of recreational trails to date. What we have learned so far clearly suggests that plastic pollution is both prevalent and deleterious to recreational trail ecosystems.

As of March 2022, volunteer citizen scientists had submitted 1,027 individual datasets from recreational trail locations across the world, with 51,871 items of litter recorded. First of all, we'd like to note and celebrate that we know that at least 50,000 pieces of SUP are no longer in the wild, thanks to the efforts of our volunteers. What's more, we have been able to draw some initial conclusions around relative prevalence by type and location as well as some of the potential impacts of that pollution.

Yet, as proud as we are of this, we know that this analysis means little until it has been peer reviewed. In short, it has a long way to go until we can call it 'scientific'. Which brings us back to Dom's MRes process.



## From Tidelines to Trails

In April 2022, Dom submitted his MRes literature review; titled; *'From Tidelines to Trails: A review of terrestrial plastic pollution research using marine plastic pollution research for comparative context'*.

As far as we know this is the first and only review of its kind (*at 9450 words it's surely the longest!*), but don't just take our word for it\* ...

***"I seriously doubt there is a more thorough and comprehensive review of the current state of terrestrial SUP anywhere else right now."***

*Dr Martyn Kurr, Bangor University  
School of Ocean Sciences*

\*Here's a [\*\*link\*\*](#) to Dom's lit review if you'd like to read it :)



IMAGE: Ian Lean ©

## The 2025 UN Plastics Treaty

Following the submission of his lit review, Dom's focus shifted to the completion of his thesis. That being to develop a methodological framework, and public engagement strategy to address the causes, prevalence, composition and impacts of single use product pollution on recreational trails, through citizen science, and, in turn, contribute to the global aims and objectives of the UN Plastics Treaty 2025

- we are proud to say that we have recently become a member of the international coalition of organisations negotiating the Treaty.

As metaphorically dry as this sounds, this has been by far the most enjoyable and purposeful part of the process as we have

begun to develop techniques and tools that we hope will be adopted by trail lovers across the world. A process that has often been very literally the opposite of dry is Dom's monthly fieldwork trips to Coed y Brenin, Beddgelert and Gwydir were often quite damp!

## In-Situ Ecological Monitoring

Since June 2022, Dom has been visiting 3 famous North Wales forests each month in what is world's first ecological surveys on the impacts of single use product pollution on recreational trail ecosystems, using plants as a proxy to define ecosystem conditions. In simple terms, Dom placed a approximately 30 of the most commonly found items of single



IMAGE: 1% for the Planet ©

use product pollution (*plastic drinks bottles, wrappers, drinks cans*) and food waste, (*banana and orange peel etc*), in 2 experimental plots in each of Coed y Brenin, Beddgelert and Gwydir and went back each month to take photographs of each plot that will be used to assess changes in the abundance and biodiversity of primary producers using digital analysis. In addition to this, Dom has been taking soil

samples from the sites, which will be analysed by CGG Environmental Science for the presence of microplastics before and after the study.

Once again the lack of comparative studies resulted in a steep learning curve. As Dom had to design the monitoring methodology from scratch, with the added requirement that it be replicable by volunteer citizen scientists.

## The 2nd annual State of our Trails Summit

On July 4th, we were proud to present our 2022 SoOT Report alongside the findings from Dom's Lit Review at our 2nd annual State of Our Trails Summit at Bangor University's beautiful M-Sparc Centre.

Supported by Trek Bikes, Santa Cruz - Paydirt, Specialized - Soil Searching, Bosch eBike Systems and Bangor University.

80 delegates from a diverse range of sectors, but all connected by the golden thread that is our recreational trail resources, came together to put the 'State of our Trails' at the top of the bill.

We were also joined online by 100 people over the course of the day, as we live streamed the event for the first time (*recordings of which are available on our [YouTube Channel](#)*).



IMAGE: Sam Dugon ©



## Citizen Science Expeditions

2022 saw us pilot a series of 3 Citizen Science Expeditions and talks, aimed at field testing these new methodologies on Yr Wyddfa (Snowdon), Cader Idris and Loughrigg Fell, with a view to formalising and publishing the approaches in Dom's thesis and launching 'Citizen Science Expeditions' as an official TFT project in 2023.

Once again our A-TEAMers and wider #TrashMob Community were a vital element of this process as they helped us field test our new Trash Count methodology - the aim of which is to establish the abundance and distribution of single use pollution on the recreational trails - throughout 2022. With the following results:



**DISTANCE COVERED**  
**225KM**

**ELEVATION CLIMBED**  
**5240M**

**ITEMS COUNTED**  
**1807**

**3**  
**MASTERS OF RESEARCH SOOT DATA SETS COLLECTED**

**1**  
**TALK DELIVERED TO 100+ KIDS AT AMBLESIDE PRIMARY SCHOOL**



IMAGE: Tom Laws ©

## 2025 Action Plan

As we write this, Dom is beginning the write-up of MRes thesis. Due for submission in June, this is a key milestone in our mission to create a sustained reduction in SUP on recreational trails by 2030. It will mark the moment that we shift from understanding to action, with the implementation of our 2025 Pathways to Impact Strategy, the branching of our research work into nature connection and environmental marketing (as co-supervisors of a new

MRes project funded by a Knowledge Economy Skills Scholarship (KESS), entitled; 'Solving the energy drinks' single-use plastic pollution problem: Developing and disseminating the message to stop single-use plastic pollution', and most importantly, the introduction of our first ever State of Our Trails Report Research Officer 'PJ' at our annual State of Our Trails Summit on September the 15th.

Thank you to each and every citizen scientist who has provided their trail clean data so far. Your efforts and enthusiasm are priceless.



# What **(more)** do we know?

## STATE OF OUR TRAILS SURVEY DATA

The Trash Free Trails research is the first review of terrestrial plastic pollution. In the world, it's currently the only review. In comparison, marine plastic pollution currently has 1,765 scientific publications on the subject. This number has quadrupled since 2013. In essence, 10 years ago, research on marine plastic pollution was where we are now.

What can we achieve in 10 years?

These figures show what we have found out to date.

**1,027** REPORTS SUBMITTED

58.3% FROM RIDERS  
29.2% FROM ROAMERS  
8.4% FROM RUNNERS

**51,871**

ITEMS OF TRASH COLLECTED

**87.5%** FEELING MORE CONNECTED AFTER THE CLEAN

**90.5%** OF REPORTS THAT WOULD TAKE PART IN THE FUTURE

**161** REPORTS SURVEYING ANIMAL INTERACTION

**23%** OF REPORTS EVIDENCING ANIMAL INTERACTION

**255**

REPORTS RESPONDING WITH FEELINGS ON SOOT

**82** REPORTS FEELING SAD ABOUT SUP

**92.8%** OF THOSE REPORTS FEELING PRIDE AFTER TAKING ACTION

**71.7%** OF ALL REPORTS FEELING PRIDE AFTER TAKING ACTION



# FUNDRAISING



# Fundraising & Partnerships Overview

We rely on your support.

As a small Community Interest Company, we rely on corporate partnerships, trusts, grants, and community fundraising to make our work possible.

Due to our size, our incredibly passionate, active and talented community, and our commitment to innovative citizen science, we deliver what we believe to be an impact that makes a difference. Not only on the trails and wild places we exist to protect, but in the hearts of the people that help make it possible.

It is vital that any work we do enables us to make progress towards our strategic objectives. But, in addition to this, we are realistic. We understand and respect the fact that organisations who choose to partner with us will require some form of return on their investment. We provide this to the best of our ability, with a transparent approach to impact evaluation and reporting.

In 2022 the majority of our income was derived from corporate organisations on a sponsorship basis, with a minority from trusts and grants, shop sales and individual donations.



IMAGE: Sam Dugon ©

# Strategic Partners 2022

We're honoured to say that all our 2021 Strategic Partners - Trek, Bosch eBike Systems, The North Face x EOCA & Bangor University signed up again for 2022.

This continuity of support is even more valuable than the financial support that they bring, and the relationships that we built will be sustained and keep our foundations rock solid.

For 2022, Red Bull UK and Komoot joined Trek, Bosch, The North Face x EOCA and Bangor University as our foundation of key stakeholder organisations, supporting

us at an organisational level. Neither company was new to Trash Free Trails, and were hugely supportive on a smaller scale over the last twelve months or so. Once again, the financial support that these companies bring is fundamental to achieving our aims. But we are also genuinely heartened that these companies had already seen the way we work first hand... and wanted to increase their involvement. To us, this kind of thing is a big sign that we are going about things the right way.

All of this means that our Strategic Partners have an active presence in our work on a daily, multi project basis. In short, they're part of the TFT family!



IMAGE: Ryan Lomas ©



# Programme Partners 2022

Programme Partner support allows us to build the cohesive and holistic approach we need to achieve our mission, rather than jumping from big project to big project.

It also enables both us and our partners to learn and maximise the value of the support we receive. Programme Partners support us on an annual basis by contributing to work that focuses specifically on one (or more) of our three programme strands/themes: Clean Trails; Purposeful Adventures; and Education and Understanding.



PROJECT PARTNERS 2022



EQUIPPED BY



SUPPORTED BY PARTNERS



# TFT Supporters

There are times when we need an extra push to get a specific project over the line.

Or, an organisation approaches us with a specific idea. In those instances it might be appropriate to enter into an ad-hoc project partnership. Keep your eyes on the 2023 Route Map to see what projects we have planned and when they're going down! If you'd like to be more closely involved in one, then let us know.

Sometimes, individuals or companies love what we are doing and want to show us some love; in a way that supports the day-to-day work

that we do, with as much or as little involvement as they would like. Whether it's donating event space to us to spread the word, spreading the word for us at events we can't be at, a monthly donation, a discount, a shout out or a one off donation, we welcome each and every way our supported partners want to help.



# 2023 Fundraising Strategy

## Aims

2023 will see us capitalise on the medium term stability that our corporate partnerships continue to provide as we implement our most comprehensive fundraising strategy to date.

Thanks to the ongoing work of our Non-Executive Director Jill Stott and the chair of our voluntary Steering Group Louise Allen, we will diversify and expand our funding streams, with a particular focus on raising additional funds to resource the following delivery objectives;

- **Creating opportunities** for young people who need it the most, to connect with nature and take part in outdoor recreation activities through our TrashMob Academy.

- **Empowering community led environmental stewardship** through our A-TEAM programme.
- **Providing people with the inspiration, information and tools** to enhance their trails and wild places in their own way through our Do It Ourselves (DIO) programme

## Objectives

Our 2023 fundraising activities will focus on the following areas;

- For the first half of 2023 we will focus our efforts on submitting two new funding applications to funders that cover core costs - either directly or indirectly as they associate to project delivery.
- For the second half of 2023

we will identify at least two additional strategic funders who look at larger and/or multi-year amounts, with a view to making applications in Aug/Sept for funding 2024 activities.

- For the entirety of 2023 we will maintain an element of flexibility, which will enable us to respond to invitations to apply for funding / or where we have organic connections and to use occasional resources where time and capacity permits to research grants relevant to TFT projects. Alongside this, we will develop a structured process that enables members of the TFT Programmes team to research and apply to small trusts and grants of less than £10k.
- We will also continue to strengthen our corporate

partnership ecosystem by enhancing the positive outcomes of our existing partnerships and building new relationships with organisations whose purpose, vision and values align with our own.

## Targets

Key areas of focus;

- Trusts and Foundations that support small CICs - £80,000
- Partnerships Ecosystem - £180,000
- Individual giving - £6000
- Earned Income - £5000

• **Our total fundraising target for 2023 is £271,000**

# Financial Review

During the year Trash Free Trails CIC raised £215,227.25 (*against a target of £218,500*) from a mixture of trusts and grants, corporate donations, corporate sponsorship, individual giving and revenue generated by our shop. This was a 31% increase on a 2021 figure of £145,488.71.

To carry out the programmes and projects mentioned in the above report £183,064 was spent during the 2022 financial and calendar year. This is broken down - in our financial statement overleaf - to; a) Cost of sales - £86,065.04 (40p per pound raised). b) Administrative costs - £96,999.13 (45p per pound raised).

As per the aims of our Strategic Partnerships programme £32,163.08 (15p per pound raised) was carried forward into 2023 (a 6.2% increase

on the previous year). This enables us to meet the working capital requirements of the CIC in line with our 5 year strategy and allows the continuous funding of long term projects such as the 5 year State of Our Trails Report.

In accordance with our commitment to respect the donation of time, talent, passion and hard earned money that people make to us our aim is to increase the percentage of each pound that we spend on the direct development and delivery of our projects (aka; 'Cost of Sales') to at least 50p in 2023.

Our thanks to all who gave their time and money to support our work in 2022.

*\*Please note; Some of these figures are subject to change pending the upcoming end of year accounting process.*



IMAGE: Sam Dugon ©

# FINANCIAL STATEMENTS



# Financial Statements

*\*Please note, some of these figures are subject to change pending the upcoming end of year accounting process.*

<b>TURNOVER</b>	<b>2021</b>	<b>2022</b>
Strategic Partners	98,574	53,511
Programme Partners	38,289	46,659
Powered By partners (Project)	55,006	21,000
Fueled By partners (Project)	12,000	1,000
TFT Supporters	5,937	17,943
Sales - TFT Shop	2,498	2,539
Other Revenue	2,924	2,936
<b>Total Turnover</b>	<b>215,227</b>	<b>145,589</b>

<b>COST OF SALES</b>		
Academic Consultancy (Project)	4,875	2,292
Design (Project)	24,696	12,455
Education Consultancy (Project)	1,000	1,500
Equipment (Project)	8,471	4,873
Maker (Project)	350	0
Marketing and Comms (Project)	10,696	12,867
Other Costs (Project)	3,715	4,539
People Costs (Project)	6,282	3,550
Product Cost of Production (Project)	5,687	3,890
Sustenance (Project)	11,048	5,616
Travel (Project)	9,244	5,892
<b>Total Cost of Sales</b>	<b>86,065</b>	<b>57,472</b>
<b>Gross Profit</b>	<b>129,162</b>	<b>88,116</b>

<b>ADMINISTRATIVE COSTS</b>	<b>2021</b>	<b>2022</b>
Advertising & Marketing	7,523	3,218
Audit & Accountancy fees	625	1,213
Bank Fees	1	4
Consulting	7,873	1,440
Corporation Tax	10,000	6,881
Depreciation Expense	200	113
Employers National Insurance	262	0
General expenses	282	4,136
Insurance	866	353
IT Software and Consumables	1,761	1,095
Pensions Costs	1,212	595
Rent	1,245	0
Salaries	62,384	38,725
Staff Training	1,524	184
Subscriptions	42	0
Telephone & Internet	525	0
Travel - National	178	5
Working From Home Expenses	498	0
<b>Total Administrative Costs</b>	<b>96,999</b>	<b>57,962</b>
<b>Profit</b>	<b>32,163</b>	<b>30,155</b>

# Trust

In 2017, I was asked to speak at the Institute of Outdoor Learning about the methods and philosophy I employed in my role as Head of Community & Engagement at Surfers Against Sewage (SAS).

At this point I had been at SAS for over 7 years and had delivered hundreds of talks by that point. But this one felt different, I was nervous.

At first I couldn't quite understand why I was feeling this way. Then, deep in the midst of another late night of presentation writing (*aka; obsessing!*), I realised what it was that was different. This would

be the first time that I was being asked to present my own thoughts and theories about grassroots community building and, at that same moment, my nerves turned to excitement. I was ready.

The title of my talk was; *'The Natural Power of Grassroots Movement Building'* and I could have saved myself and everyone loads of time by deleting all but one of my many slides. That slide consisted of nothing but a strange, and completely non-mathematical formula...

**toil x time (+tea) = trust**

Much like that day, I suspect that my formula might benefit from further explanation. Simply put,



IMAGE: Rich Baybutt ©

all roads led back to trust. What I mean by this was, that, slide after slide, every example, analogy or approach that I referred to came down to the building and maintenance of trust between the *'organisation'* and the communities we were seeking to connect with. Furthermore, when tracing the story arc of each example a pattern, that explained how this trust can be built, clearly emerged. Once again,

it was wonderfully simple.

The first ingredient is shared **toil** - I'm talking shoulder to shoulder (*these can be digital shoulders too!*) - in and for the places we love. Before I go on there's a vital caveat to this. As with any relationship where love is involved, you have to wait to be invited by the communities you wish to work alongside. Forget this vital step and it can be very difficult to recover.

# toil x time (+tea) = trust



IMAGE: Tom Laws ©

The second ingredient is **time**. It's relatively easy to go to that beach clean or trail dig day in the middle of summer, with your shorts and T-shirt on. However, the deep trust that's needed to sustain long term relationships is cumulative. It's built by showing-up repeatedly, rain or shine for the people and places that you love.

The final ingredient is open to individual interpretation, but no less important than the others. The **'tea'** can be replaced by any beverage and/or activity that allows you to reflect upon and celebrate the work that you have done together. This pause to down tools, to recognise the collective effort and to enjoy ourselves is where we find our **'why'**, it is the positive fuel for our fire.

You would be excused for wondering why I have said all

this in the **'outro'** to our annual impact report. Well, as I write this I am about to **'down tools'** in my day to day role as Managing Director of TFT, in order to focus on the completion of my Masters Research Project by June 2023. This will be the first time since that founding Instagram post in January 2017, that I have taken my hands off the reins, and I couldn't do it without trust.

I **trust** Rich, Rach & Rupert. I trust the A-TEAM. I trust you, the **#TrashMob**. In fact, it's more than that, I'm excited to see what you do with TFT whilst I'm gone. What a privilege.

Thank you to everyone who's shared toil, time and tea (*or other beverages*) with TFT and me over the last few years. I'll see you all in June :)

**Dom & Lion**



TRASH  
 <FREE>  
 TRAILS

THANKS

IMAGE: Tom Laws ©

