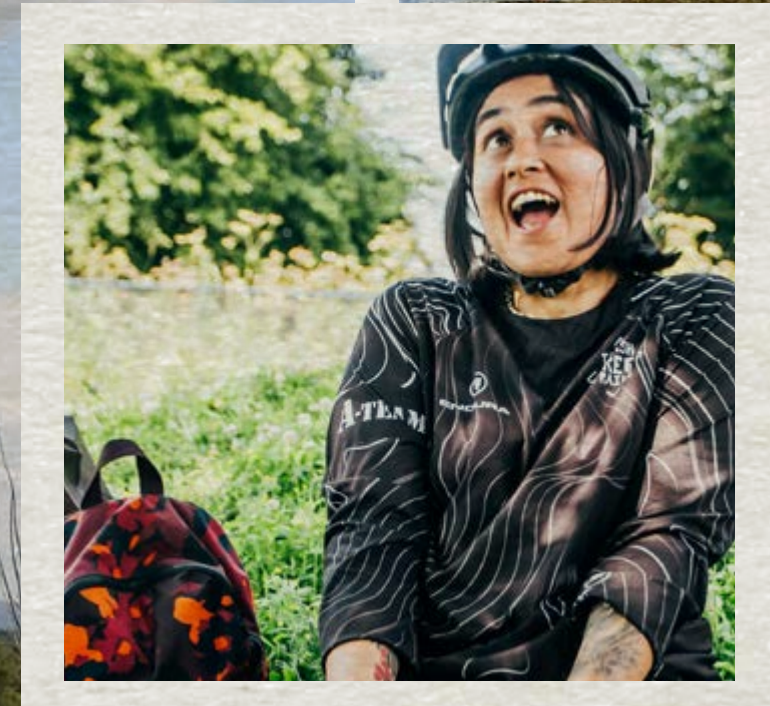


MID TERM 2022 REPORT



**TRASH
FREE
TRAILS**



**A LIITTLE
UPDATE
FOR OUR
COMMUNITY
ON WHAT THE
HECK WE'VE
BEEN UP TO...**

THINGS WE'VE ACHIEVED IN QUITE FRANKLY A **CRAZY 6 MONTHS:**

Built a HR system from scratch, **launched a self accreditation** scheme for events and held a month long trail clean.

Recruited **two members of staff,** published a 61 page impact report and **hosted a festival / summit** with 100 people.

Created a partnerships deck, fostered and developed some **new partnerships,** designed and sold some new merch and been on show at **two huge MTB events.**

Led adventures at Love Trails Festival, **expanded the A-TEAM** and even found time to enjoy the places we exist to protect on rides, runs and roams of our own.

Here's how we did it...

STATS

**1000 ACTIVE
TRAIL CLEANERS**

**MORE THAN
3000KM TRAILS
CLEANED**

**OVER 1300
VOLUNTEER
HOURS DONATED**

COMMUNITY ENGAGEMENT AND ACTIVATION

ORGANIC GROWTH

Facebook Reach: 117439

Instagram Impressions: 809211

Twitter Impressions: 66206

Engagement: 2%

	DEC '21	JUL '22
Instagram followers	12.1k	14.1k
Facebook page likes	2900	2900
Twitter followers	1000	1200

MEDIA COVERAGE

WE'RE IN THE NEWS

With the amazing pro bono support from PR Agency Fusion Media, our why, mission, projects and stories have been told all over the place!



As well as:

Peeblesshire News

Borders Telegraph

msn.com

Inews

North Wales Chronicle

The People's Friend

Cool in The Wild

Bikeperfect

911,286,422
GLOBAL
MEDIA REACH



TEAM

RICH EARNS A PROMOTION

Whilst our work wouldn't be possible without an informed, inspired and equipped volunteer community, there has to be a core team of individuals that do the emails, spreadsheets, websites and all the other gubbins that make up the inspiration, inspiration and tools the TrashMob need.



In the early part of 2022, our first employee became the first employee to get a promotion! As we developed our strategy to revolve around 3 programmes of work, and as Rich's role progressed, he went from Projects Coordinator to Programmes Manager, signifying a huge step for us, and the work we intend to do this year.

RECRUITMENT

HELLO RACHEL & KATIE

We always knew that the time would come for us to grow. Two roles emerged this year - a Digital Community Activator, whose focus would be on the use of our digital channels to encourage real world actions, and a Programmes Officer to bring our systems, policies and procedures up to date deliver our projects and programmes.

We worked from the ground up to develop a recruitment process and online HR department - huge thanks to Jill Stott, long time friend of the family and director for this.

We are now super proud to announce two new recruits. Rachel and Katie will be working closely together with Dom, Rich, Rupert, the A-TEAM and Steering Group to help us get where we are going.



PROJECTS

PARTNERSHIP ZINE



Our partners are the game changers. The Pioneers. They're the ones that enable us to take giant steps forward in our mission.

We developed our partnership structure organically, alongside our growth as an organisation. Whilst we

were humbled that more and more organisations were reaching out to become part of our ecosystem, we needed a go to place with all of the information a potential partner might need.

We developed a document with the basics of what we do, how we operate and the kind of partnerships we can offer. If you think your business or organisation might be able to help us achieve our mission, we'd love to hear from you.

[View our Partnerships 2022 Deck here](#)

ROUTE MAP

TAKING OUR OWN PATH

We want to be trailblazers, and if we are to take our own path, we really need to know our destination. So, February saw the return of our Route Map. Whilst serving as a reference point for HQ, the A-TEAM, TrashMob, Partners and everyone who wants to see what we're up to, and where they might be able to join in, the Routemap keeps us in check. Whilst we're not going to pretend that we kept to every date, and even every project, it helps us keep on track to where we are headed: our mission, and our priorities :



A-TEAM

A-TEAMERS ON THE UP

The A-TEAM are the heart and soul of TFT. Supported by Endura, Wilderness Trail Bikes, Forestry England and Pedal MTB, these 35 humans are the lifeblood of the organisation and everything we do.

Whether it's a couple of hours conversation on a sunny Thursday evening when we know they'd rather be feet up with the family, a shoulder to rest on after a tough event, or 7 hours in the rain at a trail clean, we couldn't do it without them.

So when we hear that involvement in our A-TEAM programme has led to developments in their personal lives, we're made up!

Jo Shwe

Of TrashMob Academy fame and general legend status, Jo has carved a groove out for herself in the world of Diversity and Inclusion Advocacy in the MTB world and beyond. We're by no means taking all the credit for this, but being part of the A-TEAM gave her a platform, and access to a world that desperately needed this kind of action.

Founding member of the MTB colour collective she represented at the IMBA Summit in Vale Di Sole a couple of months back. Since meeting Rich Baybutt at Cotic bikes as an A-TEAMer she's been made a Cotic 'Woman of Steel'.

Furthermore, developments in her day job as a Nurture Lead at a Wakefield Academy trust have resulted in a promotion, and creation of an entirely new role as Diveristy and Inclusion lead. Congrats Jo!

Kyle Harvey

Kyle has also got himself 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. Nice!



TRASH COUNTS

HOW DO WE KNOW WHAT'S OUT THERE?

It's a question we're constantly asking. So before the Spring Trail Cleans, we trialled something a little different where the focus, for once, wasn't removing SUP.

Using Komoot's route planning, recording and photo function, over 30 A-TEAMers and Friends of TFT headed out to record what's on their trails and wild places.

Distance covered: 191km

Elevation climbed: 3412m

Items counted: 965 items

Most littered: Sweet wrappers and full dog poo bags

Weirdest and wonderful: Abundance of Buckfast in Glasgow

The plan was to create a scientifically robust, user friendly, citizen science data collection methodology. We'll be running another Trash Count this Autumn. Keep your eyes peeled if you want in!

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SEE PROJECT

BY SPECIAL INVITE

The Sustainability and Environmental Education in Outdoor Sports (SEE) project aims to enhance the protection of natural landscapes through education in and through sport with special focus on responsible behaviour.

It was a pretty cool moment when the International Mountain Biking Association (IMBA) invited the TFT Team over to Vallon Pont d'Arc, in the heart of the Gorges d'Ardeche, as experts to provide insight and guidance as to how coaches, guides and other outdoor leaders might be able to incorporate environmental education into their sessions.

Programmes Manager Rich, and A-TEAMer Jake led a variety of nature connection MTB sessions, providing insight into how elements of our work might be able to contribute to the Toolkit the SEE project intends to develop. As a result, TFT, and the TrashMob Academy in particular have been shortlisted for a series of awards that are to be announced at the European Association of Outdoor Sports (ENOS)' "euromeeet" this September.



SPRING TRAIL CLEANS

OUR FUNDAMENTALS

Our Spring Trail Clean will always be one of the mainstays of our calendar. We have many strands to our work but 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 Trek, Bosch eBike Systems, The North Face UK x European Outdoor Conservation Association, Red Bull and Komoot as well as our Clean Trails partners Cotswold Outdoor, we issued the **#1BagChallenge!**

You guessed it, fill a bag (*of any size*) with your trail clean finds and share that journey with us however you see fit. These Trek athletes even got involved and we made a film with our friends OpenWide Agency.

Here's how we got on:

612 People

946 Hours donated

2239km+ Trails cleaned

608 #1BagChallenge Bags



@trashfreetrails

GRAND FINALE

ASHTON COURT

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, we rallied a gang to remove, report and reward! Check out the photos from the day here, courtesy of Sam Dugon.

- > **40+ amazing humans!**
- > **1,309 items removed**
- > **75 full dog poo bags**
- > **184 soft drinks containers**
- > **101 cigarette butts**



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TRASH MOB ACADEMY

EDUCATION

The TrashMob Academy is our first education offering. In 2020 we were able to create and develop a portfolio of sessions. The aim was to develop self esteem, confidence and overall wellbeing in young people through the simple act of removing single use pollution from a place they have come to know and love, developing their nature connection.

There's been 3 pilots this year:

Inverness Royal Academy's “The Bothy” has worked with groups of 10 at a time, and Jane (*who is now an A-TEAMer!*) has piloted the 6 session pack with 3 groups.

David Winton at **Peebles High School** piloted our Spring Trail Clean Education pack, and one day programmes with their nurture groups.

Finally, Louise Codman has been developing the programme with students from **Kingsley Community Primary School**, Liverpool. The urban location here presented an obstacle so Louise has done an incredible job of making it work.

There's so much more that we can do with the TrashMob Academy - keep your eyes peeled for October as we've something exciting coming!



CZYSTE SZLAKI POLSKA

AKA TFT POLAND!

The weekend of the 11th June saw Czyste Szlaki Polska's first Trail Clean take place at the Szczyrk Trail Centre, and what a first event it was!

Seb Biernat is our A-TEAMer over there, and with help of Trek Bikes PL, they brought an amazing community together to protect what they love.

- > **111 People**
- > **42 Bags**
- > **17km of Trails Cleaned**



@trashfreetrails

TFT APPROVED

EVENT ACCREDITATION

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.

Thanks to support from our Strategic Partners, with particular input from Red Bull UK and Enduro World Series, we were super chuffed to be able to make the checklist, guidance and assets available to all!

We returned to the EWS in the Tweed Valley to launch the project to the masses with trail cleans, kids workshops and even daily rides at the legendary golfie!

We're constantly refining our event set up, and with Red Bull Hardline looking to improve their TFT Approved status, we can't wait to see you there.



SOOT SUMMIT

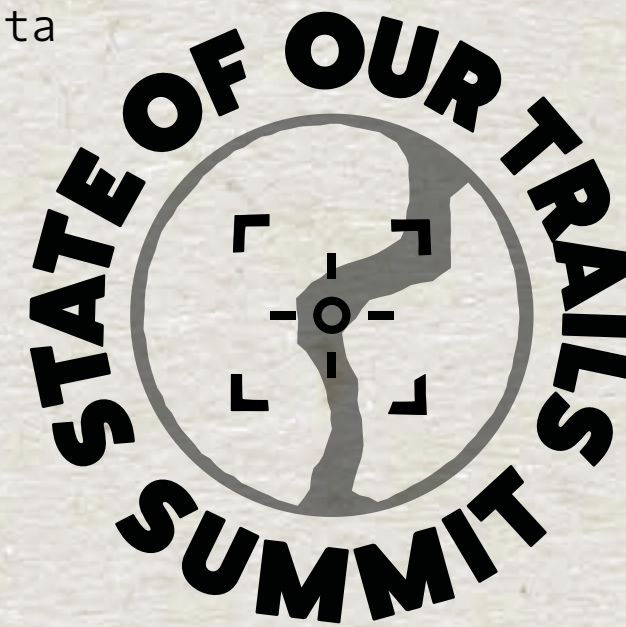
BACK TO M-SPARC

2022 saw the second instalment of the State of Our Trails Summit - a gathering of riders, runners and roamers at the M-Sparc Centre.

80 delegates - journalists, partners, landowners, brands, A-TEAMers and more came together with the State of Our Trails at the top of the bill.

Supported by Trek Bikes, Santa Cruz, Paydirt, Specialised, Soil Searching, Bosch eBike Systems and Bangor University, the delegates heard all about where the State of Our Trails Report data lies currently, and how it informs our work on a daily basis as well as some inspiring talks.

The entire event was professionally live streamed courtesy of Flipside Productions, with each session, as well as the full recording for the day are available on our YouTube Channel.



PURPOSEFUL

ADVENTURE FESTIVAL

WHAT A WEEKEND

For the second annual State of Our Trails Summit, we turned it up! In the run up, we invited 100 people to the beautiful Tan Aeldroch Farm in Snowdonia for a weekend of Purposeful Adventure.

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

Sidetracked Magazine set up their outdoor film setup for an evening of adventure films after a little context on why documenting our adventures is so important courtesy of Sam Dugon - photographer, film maker and TFT dog lover in chief.

Food was laid on courtesy of A-TEAMer Jake, with the undying support of Director Donna, and a selection of A-TEAMers, delegates and more all weekend. It's safe to say that next time, we'll need a bigger fryer!



THANKS TO

STRATEGIC PARTNERS



TREK



PROGRAMME PARTNERS



PROJECT PARTNERS

Forestry England
Cotic
Hope
Go Ape

EQUIPPED BY

Pedal MTB
WTB
Fusion PR
Sidetracked

FUELLED BY

Exhale Coffee
Tempest Brewing
Bikmo
Ultimate Direction

SUPPORTED BY

Outdoor Provisions
Stormstatic
HKT
Pedal Progression
Squire Locks
Trailhead Bicycle Co.

EWS
Quocc
OpenWide
Peny
Adventure Tours UK
ploterre



THANKS