

Annual **Impact** Report 2023



The *best* year ever?



Whilst there may be more volunteers, more SoOT Reports, more Single Use Pollution removed from trails and wild places and more people increasing and realising their connection to the world around them as a result, that's not what we get most excited about.

We get excited about all that goes on behind the scenes to make that happen, because that's how we'll achieve our mission. We get excited about the way our people powered, co created projects continue to evolve in a way that makes *'the best year EVER'* every year. We're proud of 2017, 18,19, and so on. Each and every year is a process of learning, a journey towards our 2030 vision where all who experience trails and wild places feel a sense of belonging and care for them; there are days when we ride, run and roam without encountering single-use pollution.

We successfully recruited and employed 2 people in 2023. They are what I am excited about, because they made this happen. Our first Citizen Science Officer, PJ, is a placement

student from Bangor University and thanks to her, our data is now more robust than ever, along with our collection methods and standardisation process.

We've recruited a Community Hubs Coordinator, Leigh Rose, to facilitate the delivery of our ambitious programme. Without him, we'd be lost when it comes to the way in which these organisations interact with us.

Orbea are now on board as Strategic Partners - it's incredible to welcome Dom, Lee and the global team into our Partnership ecosystem - their support makes our mission possible.

Thanks to Leigh and PJ, Rach, Dom and I

have all been able to hone in on our expertise, and where we want to go as an organisation. From my perspective, I am more comfortable and excited than ever for what we are able to achieve in 2024 and beyond.

**Will 2024 be another biggest year yet?
I don't know and you know what? I'm so proud of right now that I don't care too much, because what's important is this; the power has been firmly placed in the hands of A-TEAM, Community Hubs and ultimately the TrashMob. It's where it matters.**

We're so glad you're *(still)* here.

Rich Breeden
Associate Director

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Trash Free Trails
CIC
47 Parc Yr Onnen
Llanfair Caerinion
SY22 0BF

hello@trashfreetrails.org



Overview

^
TRASH
<FREE>
TRAILS

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
- Encourage the outdoor industry to think differently about how we can work together



IMAGES: Pete Scullion ©



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.

➤ Mission

To [re]connect 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.

IMAGE: Hanna Poole ©



Strategic Priorities

Our Strategic Priorities are how we will achieve our mission.

Whilst we've reframed our objectives as priorities, we've made good progress.

In order to achieve our mission, it's imperative that we are able to give communities the inspiration, information and tools to protect what they love. The next step is to catalyse that momentum around our key project delivery moments like the Earth Day and Halloween Trail Cleans. Whilst we encourage the TrashMob to trail clean whenever suits them, providing opportunities to join in helps our community feel welcome.

Our progress towards understanding the causes and impacts of litter through citizen science took a huge leap forward in 2023 with the publication of the State of Our Trails Report. For the first time, we were able to



share inferential statistics around the report, and build our 2025 Action Plan around that. Furthermore, our Citizen Science Research Officer PJ Serrano sits on the monthly Plastics Treaty Coalition calls, and we are contributing towards a harmonised data set for plastic pollution across global ENGOs.

Purposeful Adventures, TFT Community Hubs and The TrashMob Academy all fostered the need to inspire connection with the natural world, and increasing levels of nature connection amongst our community and beyond. **2024 will see further exciting**

developments with expansions to our research programme.

Coalescing with intersecting movements is how we will influence policy change. For too long, the activism arms race has shunned collaboration in favour of competition. For too long, ENGOs, brands, communities and groups have fought one another for attention, funding, and impact. We're working to change that status quo with developments to the emergence programme, and the way we work together.

The TFT Team

IMAGE: Joby Newson ©



Executive Director

Dominic Ferris

Non – Executive Directors

Jill Stott

Donna Heath

Associate Director

Richard Breeden

Communications Manager

Rachel Coleman

Community Hubs Coordinator

Leigh Rose

Citizen Science Research Officer

Pilar Jarillo Serrano

Education Consultant

Ellie Ewart

Design Team

Helen Wilson

Beth Breeden

Luke Douglas

Communications Advisor

Rupert Barry

Finance Manager

James Perrot

Steering Group Members

Louise Allen (Chair)

James Perrot

Tom Hill

Jez Loftus

Manon Carpenter

Temi Lateef

Dr. Emma Pope

David Smith

Ambassador Team (Voluntary)

35 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!



ENDURA

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*

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*

Heather Friendship-Kay
North Wales

Hari Milburn *Bristol*

Mario Presi *Finale Ligure*

Will Atkinson *Yorkshire*

Impact Highlights



Impact Highlights 2023



17040kg
TRASH
COLLECTED

189044
INDIVIDUAL
ITEMS

7238KM
TRAILS CLEANED

17802KM
TRAILS
TRAVELLED

2309
VOLUNTEERS

423
SOOT REPORT
SUBMISSIONS

3083
VOLUNTEER HOURS

Digital Media Highlights



Newsletter Subs

3,000

IG Impressions

1.2 MILLION

Instagram Reach

200,000

Insta Followers

17.8K

Increase IG followers

+3,000 (1.5%)

FB Impressions

173,000

Facebook Reach

114,000

Increase FB likes

+70,000

Twitter Impressions

135,000

LinkedIn Followers

640

(+500 FROM 2022!)

Komoot Routes

600

Media Highlights 2023

Over 1 billion in global media reach in 2023!



National (& International!) coverage

The Guardian

bnp

BBC BREAKFAST

L'actualité

Daily Mail

Specialist Coverage

mbr

Singletrack

IMB

bikebiz

off road.cc

ENDURANCE.BIZ

RUNNING INSIGHT

Red Bull

Mountain Biking UK

WO

pb pinkbike

Cyclist

BIKEPERFECT

UK RUN CHAT



Sidetracked Special Edition

As part of our ongoing partnership with the Sidetracked team, 2023's installment of our collaborative special edition showcased stories of collaboration, and the power of community to enable us to show up as our best selves.

With everything from the importance of trust with Danny Mackaskill, to uplifting each other with Wonderful Wild Women's Sarah Gerrish, to summiting literal and metaphorical mountains with Amira Patel, this is a true one-stop for adventure inspiration.

2023's special edition was supported by Komoot, Bosch eBike Systems and Hope Technology.



Social Media

2023 saw us shift our attention towards creating consistent, **higher quality content** that our community could connect with. With this we've seen an **immense increase and consistency in engagement** across our channels, reflecting a TrashMob who are seen and celebrated across our work.

We were stoked to dedicate time to collaborative campaigns and moments, including The North Face Clean Up Hike campaign in the spring, as well as on A-TEAM achievements such as Hari Milburn's Trash Cat events.

The autumn saw us direct our energy towards the power of The State of Our Trails Report 2023, showcasing our data in meaningful and accessible

ways. During this time we reached over 200,000 people.

In 2024 we're turning our attention to an evolution of our visual identity, and the power of video and film to convey our mission. We'll be committing to producing exceptional quality Youtube content, as well as activating long-form stories of our blog to inspire our community wherever they are.

INSTAGRAM

1.3M
IMPRESSIONS

3%
AVERAGE
ENGAGEMENT

18K
FOLLOWERS

TWITTER

140K
IMPRESSIONS

2%
AVERAGE
ENGAGEMENT

1.6K
FOLLOWERS

FACEBOOK

190K
IMPRESSIONS

3.8%
AVERAGE
ENGAGEMENT RATE

3.9K
FOLLOWERS

YOUTUBE

1500
VIDEO VIEWS

140HRS
WATCH TIME

50
SUBSCRIBER
INCREASE





The A-Team in 2023



A-Team Updates

Thanks to the support of Endura, Forestry England, Wilderness Trail Bikes, Squire Locks, Fenwicks and Pedal MTB, the A-TEAM are the heart and soul of Trash Free Trails - the centrepiece of all of our projects.

All 35 of them have their own ways of representing in their communities



Jo Shwe

Jo's been with us since the early days and achieved some incredible things in that time both with and alongside us. Co founder of the Colour Collective, ambassador for our partners and friends Cotic Bikes, she champions inclusivity, representation, and the environment. Cycling UK recognised her as part of the 100 women in Cycling 2023!



Mark Wilson

Mark, aka Wilsarno was a new A-TEAMer in the early part of the year and since then he's submitted over 50 SoOT Reports from his trails at the River Elwy!



Lauren Munro-Bennett

We're starting to wonder if there's anything Lauren can't do!

Whether it's advocating for more sustainable events with TFT Approved in her role at Morcambe Bay Partnership, helping with the TrashMob Academy Delivery or working with young offenders to improve self esteem and wellbeing, we couldn't be prouder to have her on board.

Jane Chisholm

Hailing from the wilds of Inverness, Jane is our powerhouse in the north.

Whether it's delivering our TrashMob Academy with her students at 'The Bothy' at the Inverness Royal Academy, smashing out multi day bike packing trail cleans like Strathpuffer or Overland 500, or delivering repair workshops at Limitlass working with A-TEAM Partners Endura, she's a real asset to the team.



IMAGE: Leigh Rose ©



Lauren Cattel

After coming to the A-TEAM Weekender representing our partners Kickback Coffee, Lauren was super stoked to be an A-TEAMer.

Since then, she's pioneered their Roastery Rambles and Rides, where attendees are invited to remove Single Use Pollution and submit data to the SoOT Report. Always keen to bring top quality brews and even better chat to our event presence we love working with Lauren and Kickback.

A-Team Updates [contd.]



Hari Milburn

It turns out Hari was an A-TEAMer before she even knew it.



We'd been on the hunt for a Bristol based A-TEAMer for a while, so when Hari got in touch to let us know about her **'Trash Cat'** event, we knew she'd be one to watch.

Collaborating with local community hubs she managed to gather over 100 lovely people at her first event.

Stay tuned for more from Hari.



Ram Gurung

One of the old guard, Dom met Ram on the original Purposeful Adventure when TFT was just an idea.

Since then, Ram has led hundreds of people on high altitude clean ups in the Himalaya as part of his guiding role as Epic Shangrila Adventure, and submitted data to the SoOT Report every time.

The only thing missing is a TFT trip to Nepal to say thanks!



The A-TEAM weekend

We gathered 35 A-TEAMers, freelancers and friends of the family together at The Lodge, Staylittle once more.

You can check out the pictures [here](#) from Sam Dugon and [here](#) from Pete Scullion.

“Overall experience was one of inspiration. To spend time with like minded people with a love and connection with the great outdoors and the desire to protect it. It was rewarding to soak up all the great comments and ideas through all activities...”

Pete Scullion



IMAGES: Sam Dugon ©



ENDURA





What's next for the A-TEAM?

2024 is a really exciting year for TFT as a whole, with the A-TEAM as usual being the driving force. Here's what's up:



- Pairing with their local **TFT Community Hubs** to support delivery of Trail Cleans
- Expanding to **50 members**
- A-TEAM **Youth**
- New recruits from Italy, laying the foundations for **TFT Italia**
- Refresh and recycle of **Endura Kit**
- A nice goody pack from **Squire, Fenwicks** and **WTB**
- A Christmas Party!

IMAGE: Sam Dugon ©



Clean Trails

TREK

 **BOSCH**
Invented for life

eOCA
european outdoor
conservation association
GRANT WINNER

× **THE NORTH FACE**


Red Bull

 **komoot**

ORBEA

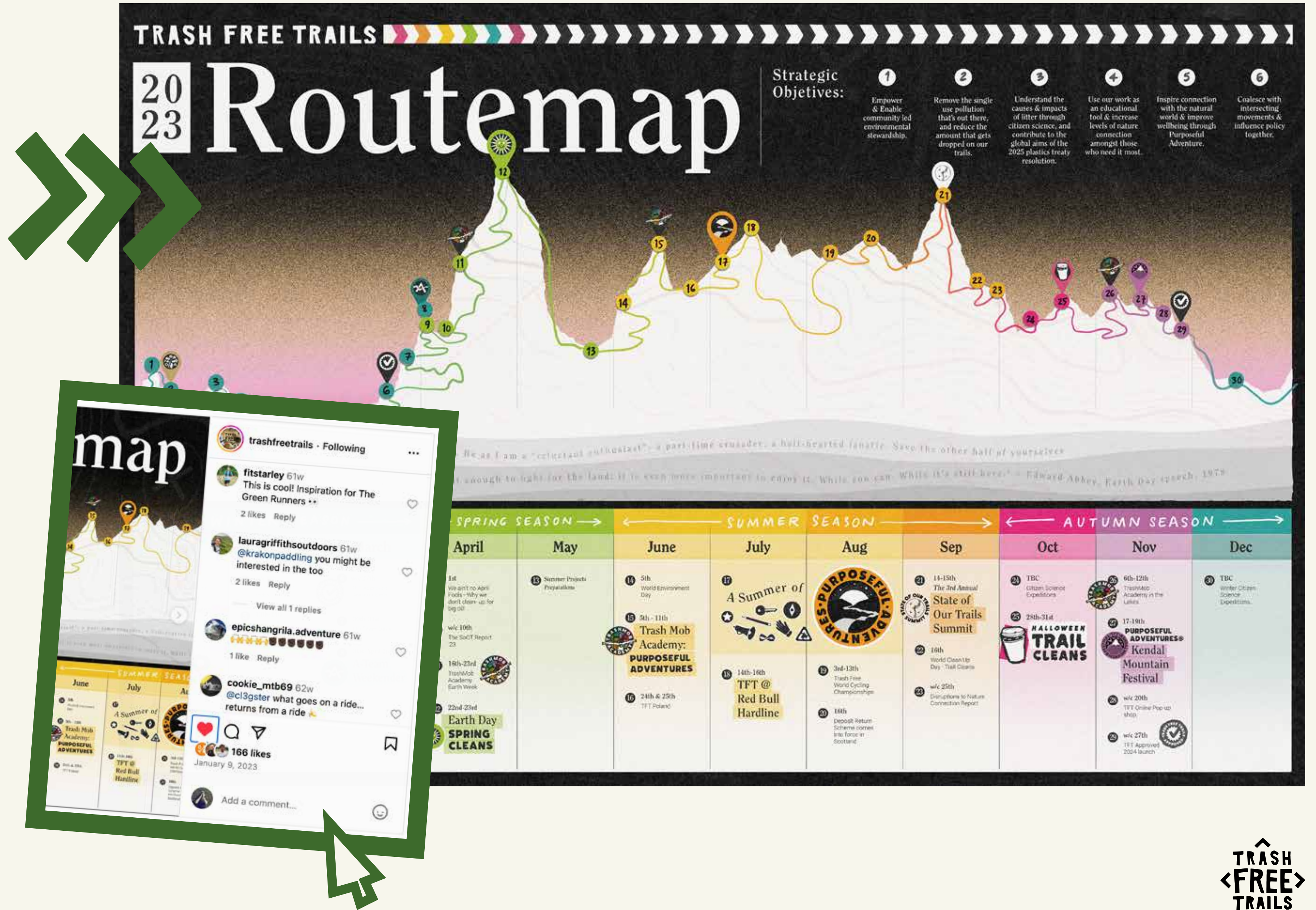


Routemap

The routemap will always be a mainstay in our calendar. Part art piece, part calendar and part map it serves to hold us to account.

It led our first campaign of the year, **#TrashFree23**, and bridged both our established and engaged community alongside folks completely new to our work and mission.

The messaging *'you never know who you might inspire'* was particularly evocative, its inclusion seeing our average engagement rate increase, highlighting how valuable authentic content is to our community, setting us up well for a year of enigmatic, engaging and personable stories.



Trail Cleans

There's a whole lot more to it than litter picking. That's why we provide the inspiration, information and tools for YOU to protect what you love in your own way, with your own communities.

This enables Trashmobbers to get involved whenever and wherever they like!

It also means that, unfortunately, a lot of our time is spent sending emails, having meetings and consolidating budgets. All of that inspiration needs some work, but it means that when we do get out there, we go big.

IMAGE: Pete Scullion ©

Earth Day Spring Cleans

The Spring Trail Clean has been a mainstay in the Trash Free Trails calendar for almost as long as we have existed. It's a reminder of why we exist and the positive impact that every one of us can have.

Rather nicely, Earth Day took place on April 22nd. And we thought, 'What better way to

mark the day than with Trail Clean?'

So, we asked our amazing TrashMOB to get out there.

Not just to mark a day, but to highlight the power of community in reconnecting



people with nature whilst protecting the places we love.

55
TRAIL
CLEANS

695
VOLUNTEERS

21677
ITEMS
COLLECTED

757KM
TRAILS
CLEANED

493
VOLUNTEER
HOURS

TREK

BOSCH
Invented for life

eoca
european outdoor
conservation association
GRANT WINNER

THE
NORTH
FACE

Red Bull

komoot

ORBEA



Yr Wyddfa Flagship Clean

A highlight of the campaign and our biggest Trail Clean to date. Made all the better by blue skies and epic views, the event brought together, riders, hikers, wild swimmers, paddle boarders, local community groups, international partners and more for rides, runs and roams on the UK's most trodden path.

Volunteers split into 4 groups, as well as a team of all ages tackling trash on the banks of Llyn Padarn.

111
PEOPLE

12363
ITEMS

1500+
PLASTIC
BOTTLES

350
FULL DOG
POO BAGS

1600
SWEET
WRAPPERS

Halloween Trail Cleans

This year saw us return to another of our favourite trail cleans.

With our trails once again haunted by Single Use Pollution, the HQ team headed out to a couple of our favourite places - Bike Park Wales and Braichmelyn.



IMAGE: Tom Laws ©

Bike Park Wales

We rocked up to BPW and joined in with the Little Rippers MTB club's big day out.

Thanks to the support of the team at the park, we were able to offer a free pedal pass to any one who got involved, so we had a nice amount of help!



IMAGE: Matt Perryman ©



BPW!!



Braichmelyn

The grim reaper, 3 witches, a mummy, a Ghostbuster, a pirate and 7 dogs donated their morning to a place that they love - the trails of Coed Braichmelyn and banks of the River Ogwen.



Trail Cleans [contd.]

Czyste Szlaki Polska

In October, & November, our friends at Trek Poland and Czyste Szlaki Polska led 3 groups of local young riders on a mission to protect their trails.

In Zalasewo, Poznań, the local kids mtb club took to their trails. Their commitment began with an educational session on the importance of trash counting followed by a trails clean. The chant **‘Czyste Szlaki wspierane przez dzieciaki’** (*Trash Free Trails supported by kids*) resonated through the air as they spent 3 hours making their trails cleaner and safer.

The second academy in Gdynia, also showed incredible enthusiasm. Twenty young riders and their parents gathered, collecting 37 bags of trash, plastic and glass bottles. Their hard work was rewarded with a pizza party, celebrating their clean trails.

The Czarne Owce z Fabryki Rowerów team in Częstochowa didn't find much trash on their clean, which is an incredible indicator of their community values and care for the trails.



TFT POLSKA!

**↑
CZYSŁTE
<SZLAKI>
POLSKA
↓**



Scottish MTB Gathering

Rich and A-TEAMer Ali headed up to the TFT Community Hub at Comrie Croft, working with our friends at Developing Mountain Biking in Scotland to deliver a couple of workshops on how trail associations might be able to incorporate TFT activity into the work they are already doing. **Ali's experience as part of Trash Free Cambu, was invaluable here and has led to the development of 'Pick, Dig, Ride' - an exciting project tailored specifically to trail associations in 2024 and beyond.**

A-Team Highlights

Trash Cat

Brainchild of our now A-TEAMer Hari Milburn, Trash Cat is a one of a kind Alley Cat Ride based in Bristol.

Riders were challenged to use Komoot to navigate between a series of checkpoints scattered around the city and create their own route, be it by gravel, cargo, fixed, mountain, or road. There's now been a couple of successful events, **with 2024 set to be an excitign year for Hari and Trash Cat.** We're looking forward to 3 events this year, with more support than ever.



BRISTOL CREW

2300+
ITEMS

100+
PEOPLE

TTA x TFC x Tay Titans

A-TEAMer Ali and his pal Lawrence of Trash Free Cambu fame heard about the Tayside Trail Association's plot to rid Deuchny's trails of Single Use Pollution, so they headed over to the Perthshire hillside on a quiet Tuesday evening.

Little did they know over 80 members of the Tay Titans MTB club were going to be there!

80+ PEOPLE
350+ ITEMS



PERTHSHIRE '23

Leon's BPW clean

Leon Rosser is our guy in South Wales. A BPW / Trek ambassador, he's an absolute legend in the local community.

So when he came to us saying he was planning a mega clean at BPW to celebrate World Environment Day, we were stoked to leave him to it and see what happened!



LEON IS A LEGEND

30
PEOPLE

7 BIN BAGS FULL!

TFT Community Hubs

We've always believed in the power of being 'smallnormous': that to achieve our mission we needed lots of small, dedicated communities across the world encouraging those around them to reconnect with nature, and remove single-use pollution while they're at it.

Launched in February, TFT Community Hubs was originally intended to be a pilot programme - we were on the lookout for organisations that believed in our mission and wanted to share it with their communities - delivering Trail Cleans and Purposeful Adventures, but when we were inundated with **over 100 such organisations**, we knew we had something cool in the works!

We put together a digital and physical pack to help community hubs get involved, distributing as far as

Tanzania. 2023 served to prove the concept that remote TFT HQ's are something that the TrashMob wants and needs, and thanks to support from the European Outdoor Conservation Association, The North Face and Hydro Flask, we were able to recruit Leigh Rose - our Community Hubs Coordinator, and the programme is set for **further expansion in 2024, including the funded delivery over 40 Hardly Reached Community Events.**



IMAGE: Tom Hill ©



TFT Approved

After a couple of years refining the process, we are more confident than ever in our free to use, self accreditation that helps event organisers reduce their impact, with a focus on Single Use Pollution.

But don't just take our word for it, events all over the UK, Europe and even the world have taken on the scheme.

For 2024, we're continuing to overhaul the guidance and checklist, taking on feedback from people who know their events inside out. We're going to head to Red Bull Hardline, Ard Rock, The Malverns Classic, The Great Lakes 3 Day and - *drum roll please* - the Enduro World up in Finale Ligure to spread the TFT Approved word further and wider than ever before.

We're also working on something a little special, TFT Approved for Trail Centres, so keep an eye on our socials for updates!



TFT APPROVED EVENTS:

Trail Pursuit

Malverns Classic

Ard Rock

Gravity Events UK

[12 Events]

Steel City Down Hill

Brother in the Wild

[4 Events]

Love Trails Festival

The Peak Divide

Oman Trail Builders

IMAGE: Pete Scullion ©



TFT Approved [contd.]

XCO / XCM Cycling World Championships

It was a pleasure to return to the Scottish borders for our third consecutive year working with the event delivery partners at the XC portion of the largest cycling event the world has ever seen.

With the Rubbish Raffle in full effect, our squad of elite TrashMobbers on hand and TFT Approved being embedded into event communications from the get go, we're not hesitating in saying that this was the cleanest event we've ever been to, with sustainability right at the core of it's delivery. We also got involved with the fringe events delivering our TrashMob Academy resources to youngsters off site.

We're so grateful to everyone who stopped by the tent. Our partners Trek, Bosch eBike Systems, Endura, Sprayway, Hope, Cotic, Comrie Croft and Orbea in particular for their support on hand and in person.



WORLD CHAMPS

1500

**RUBBISH
RAFFLE
TICKETS**

10

**TRASHMOB
ACADEMY
STUDENTS**

Red Bull Hardline

In our annual return to the hardest MTB race out there, we had a unique opportunity to assess the SUP impact of an event with 0 spectators in attendance.

Our team on the ground still found around 400 items vs a total of 1400 when there were 10,000 people on site last year. It just goes to show that our TFT Approved messaging works, when communicated to spectators.

We also had the opportunity to speak to and ask questions to Red Bull's brand new Sustainability Manager - an opportunity hard to come by in this world.

400+

**ITEMS
REMOVED**

IMAGE: Mark Wilson ©



Purposeful Adventures



Purposeful Adventures



Summer is a time for adventure, and as ever, we provided the TrashMob with the inspiration, information and tools to #LeaveAPositiveTrace on the people and places they come across.

This year, with thanks to our partners Komoot, Ultimate Direction, Endura, Bikmo, Go Ape, Kickback Coffee, A-TEAM, Community and of course the TrashMob, this summer proved to be our most purposeful yet with adventures from Tanzania to Canada and back again.

As part of the campaign, and thanks to Red Bull, we were able to launch our brand new podcast 'Trail Notes', where Communications Manager Rachel Coleman hosted a series of guests to discuss the different ways adventure can be interpreted. Further, our online panels continue to be a success! Stay tuned for more.



4931KM
COVERED

72
PURPOSEFUL
ADVENTURES
ON KOMOOT

25
PEOPLE
AT PANEL
DISCUSSION



IMAGE: Leigh Rose ©

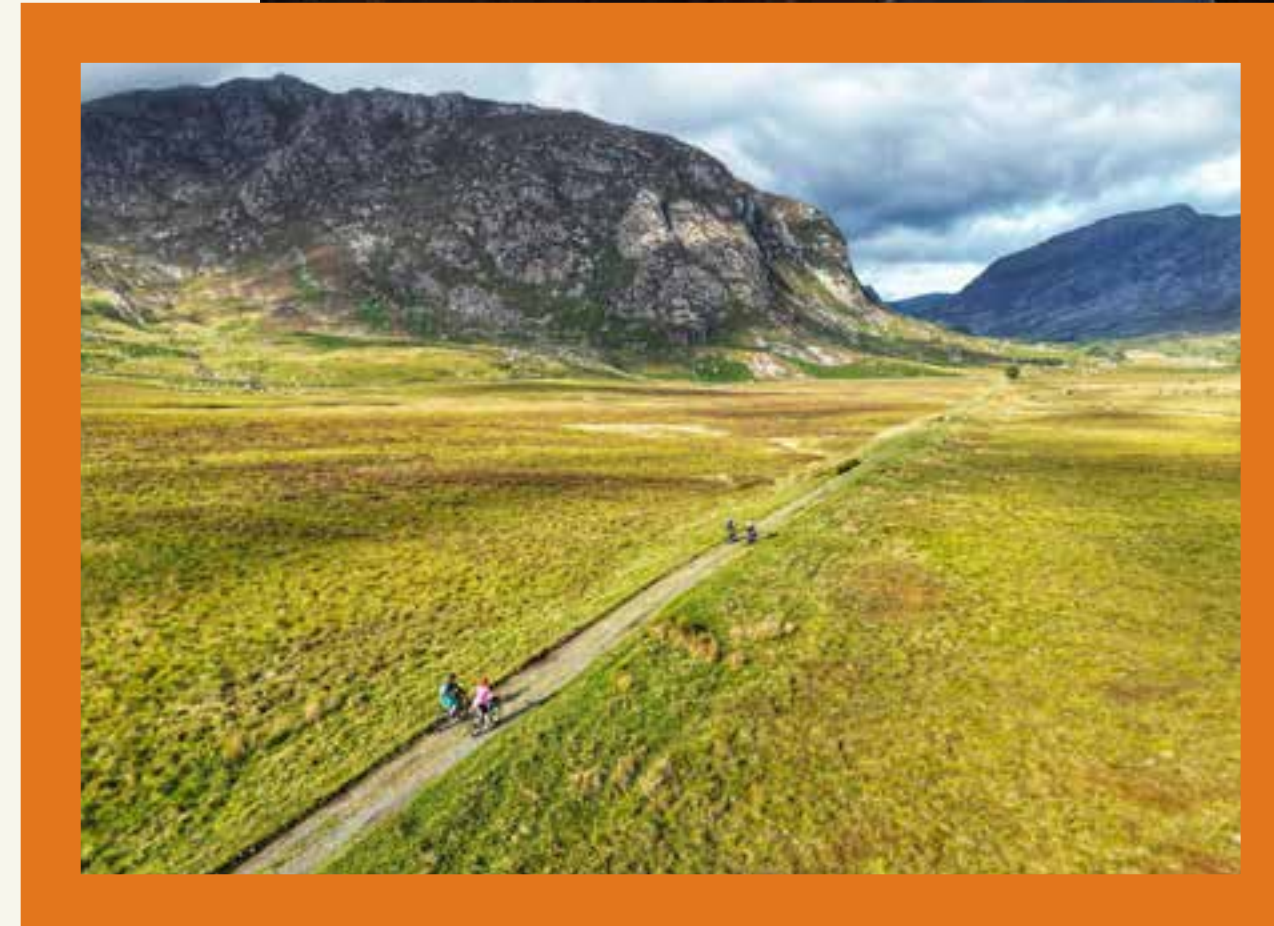
Traws Eryri Route Launch

Rich headed over to Conwy to support the launch of Cycling UK's Traws Eryri - a brand new off road cycling route covering some of Snowdonia's most beautiful locations.

After hearing all about the route, Rich offered up inspiration for how the predicted influx of visitors to the area might have a positive impact - how we as the industry might be able to encourage people to **#LeaveAPositiveTrace**

Robin Millar, MP for Aberconwy was in attendance, and after feeling inspired by the day, invited Dom and Rich for a meeting, marking the start of an exciting relationship with local politicians. Since then, Robin has attended a couple of TFT Trail Cleans in his constituency and we can't wait to work with him again!

IMAGE: Katherine Moore ©



Purposeful Adventures at...

Moving Communities London

2023 saw a unique adventure with Aspire PR as part of their 'Moving Communities' project.

Celebrating the power of movement to bring people together, the Aspire team brought TFT together with Black Girls Do Run UK and The Outrunners for a short film, before we were invited to speak on a panel alongside these other incredible organisations in London at On Running to discuss movement as a catalyst for change.



Moving Meet London

Off the back of Moving Communities, Aspire PR were inspired to host their own trail clean to mark World Clean Up Day in September.

Rach tagged along for the run and trash survey. The committed crew removed almost 1000 items of Single-Use Pollution from South London trails!



Purposeful Adventures at...

National Running Show

We were stoked to be invited to speak for the first time at the National Running Show in January.

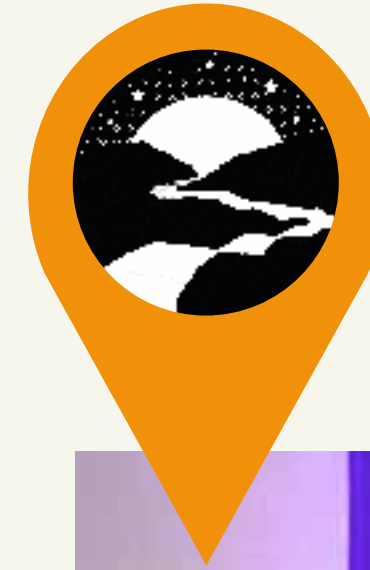
Alongside Black Girls Do Run UK, Spider Runners, Good Gym and Park Run UK, we discussed how community can create tangible change.



Sport and Climate Action Conference

We were honoured to be invited to speak at Loughborough University's Sport and Climate Action Conference in January.

Sharing our perspective on sport as a community that can and should enable change, we spoke alongside world leaders in sport sustainability. It was great to bring a community perspective to the table.



Education & Understanding



The TrashMob Academy

IMAGE: Pete Scullion ©

The TrashMob Academy is our youth engagement project that seeks to develop self esteem, confidence and overall wellbeing in young people through developments in environmental and social responsibility, with outdoor physical activity as a catalyst for change.

2023 saw us take it back to basics, and head to a couple of locations we know and love to deliver the content in person with people who need it the most!

At the same time, all of the delivery content was made available, free of charge, for anyone to download and deliver with their students. **Check it out.**



Contribution Through Connections

IMAGE: Rich Baybutt ©

We know that it's easy for us, as people who use the outdoors regularly without too much issue (*save the obvious, of course*) to advocate for nature connection and the benefits it can have for self esteem, confidence and overall wellbeing.

That doesn't mean it's easy for everyone though. So, we teamed up with Udamon to develop and deliver our first E-Learning course for young people.

Closely linked to our **TrashMob Academy Education content**, Contribution Through Connections serves to develop individuals ability to contribute to the world around them through a digital nature connection experience. **Check it out.**

For 2024, we are continuing our work with Udamon to develop resources for our Citizen Science Training Programme.





High Lodge

With the support of our education partners we returned to Thetford Forest for another instalment of the TrashMob Academy - Nature Connection Education sessions.

Nature walks in the forest, Disc Golf an assembly at a local school, rounded off with a good old fashioned Earth Day Spring Clean made it a week to remember.

200
YOUNG PEOPLE + 30
ADULTS IMPROVED
CONNECTION TO NATURE

5
SCHOOLS

Comrie Croft

With the support of Sprayway, Hope, Cotic and Comrie Croft, we visited the iconic Perthshire countryside to deliver our brand new Purposeful Adventures education programme to primary schools from the local area.

We are truly thankful to the coaches and team at Comrie Croft for helping us to deliver this amazing work, and are proud to announce that they are now Project Partners on our education programme.

Big thank you to our A-TEAMers Jo, Ali and Lauren who helped Rich and the Comrie Croft Team make this happen!

100
YOUNG PEOPLE + 15
ADULTS IMPROVED
CONNECTION TO NATURE

5
SCHOOLS



Back to Basics

For 2024, the TrashMob Academy is going back to basics.

We're looking for 5-10 Pupil Referral Units, Alternative Provision schools, or Social & Emotional or Mental Health needs units within mainstream schools to deliver our pioneering 6 session content with.

We have funding to support this delivery, so if you work at an organisation like this, or know someone who does, get in touch with rich@trashfreetrails.org

We're also headed back to Comrie Croft in the summer!



State of Our Trails Report

At Trash Free Trails, we have held a conviction in our beliefs since the very start. We believed that we could make a positive impact on the trails and wild places that we love – so we went out and did exactly that. We will continue to conduct and champion trail cleans for as long as we need to.

We also believed that the *'litter problem'* was far bigger and more complex than anyone had yet acknowledged. We believed that single-use pollution was damaging our environment; we saw the results with our own eyes.

Released in November, The State of our Trails Report 2023 is our most comprehensive representation of what we can now say we know. It represents thousands of hours of citizen science, groundbreaking experimental methodologies and over three years of data. The result is the most in-depth and scientifically rigorous analysis of what is commonly known as 'litter' in recreational trail ecosystems ever.

[FULL EXECUTIVE SUMMARY](#)

[FULL REPORT](#)



4,523
People Spent

51,208
Minutes Cleaning

11,771 km
Trails & Wild Spaces

350
Locations World Wide

Total Trash Items Removed

2020: **20,233**

2021: **54,045**

2022: **61,890**

2023:

216,466

80.7%

felt more connected to the trails after taking positive action

Everyone

would take part again*

*almost everyone, 99.9% said yes.



What *(more)* do we know?

STATE OF OUR TRAILS SURVEY DATA

The Trash Free Trails research is the first review of terrestrial plastic pollution on recreational trail ecosystems. 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?

The figures shown here are what we have found out to date:

645 Trash Survey Submissions

135 Trash Count Submissions

A total of 780 Submissions to TFT dataset before 1st March 2024

38% of reports from Riders

42% of reports from Roamers

6% of reports from Runners

5% were a combination of all three activities and 2.5% claimed 'other'

81% of reports feeling more connected after the clean

95% of reports that would take part in the future

234,853 items collected all across the world

31% of reports evidencing animal interaction

82 reported feeling sad about the SooT

93% of those reports feeling pride after taking action

72 of all reports feeling pride after taking action

5 Manifesto Points

Knowledge is power, but only if we act upon it. Trash Free Trails was founded on action but here we're striving to go a step further. If we are to truly manage and mitigate the impact of single-use pollution, we need to tackle the source.

That's why we have laid out a *'Trash Free Manifesto'* made up of five areas for change, detailing just how we intend to drive meaningful action.

1 Single-use Pollution; Call It What It Is

You might have already noted our terminology. 'Litter' is neither a suitable, nor accurate term for the harmful single-use products entering our environment.

2 Connection First

We strongly believe that the dropping of single-use pollution is a symptom of disconnection with the world around us.

We want to do something about that.

3 No-Brainer Policy Change NOW

So much of the single-use pollution we encounter wouldn't be there at all if the UK were to introduce proven, effective legislation. What are we waiting for?

4 Shared Responsibility: Own Your Sh*t

For too long the narrative around 'litter' has focused solely on the consumer, but we are only one part of the problem.

What responsibility are the manufacturers of plastic bottles, cans and wrappers taking for their role?

5 Support the UN Plastics Treaty 2025

The Treaty provides structure and shared methodologies for more comprehensive and cohesive scientific research across all ecosystems. By dedicating ourselves to its aims, we will be able to contribute to the international effort to end plastic pollution by 2040.

The 3rd annual State of our Trails Summit

In September, we gathered 100 members of the outdoor community together to spend time in the places we are asking them to protect.

We delivered a series of talks and workshops around the 5 manifesto points published in the State Of Our Trails Report Preview, launched at the summit. Where better to do this than National Outdoor Centre at Plas Y Brenin.

Day one was a day of Purposeful Adventure. Delegates could head for a ride with the Orbea demo fleet, a run or a roam. All of which were led by professional guides courtesy of Plas Y Brenin.

Accommodation and food all included in the ticket price, in the evening we were treated to a discussion with Tyler from the Outrunners and TFT Comms Manager Rach before Rich introduced a way the outdoor industry might be able to reach those previously known as 'Hard To Reach' - the Purposeful Adventure Fund.

The event was available to stream online, and you can [**view the recording here**](#).



Nature Connection

This HAS to be at least part of the solution to the problem we are trying to tackle. *'Litter', 'Rubbish', 'Trash'*, Single-Use Pollution is just a metaphor. We can see the problem in all walks of life - **we're disconnected from place, from people and ourselves.**

So why not start with our most primal form of connection - to nature. We believe that the simple, yet meaningful act of removing and reporting Single Use Pollution can reconnect people in a myriad of ways. In 2023, we set out to prove that.

Working with Dr. Em Pope of Root Waymarking, we conducted in person surveys, photo elicitation exercises via social media, online panel discussions and thematic analysis of our communities social media posts.



IMAGE: Pete Scullion ©

COMMON THEMES WE FOUND:

How can we facilitate nature connecton?

- Experience rather than policy
- Subtle interations / passive to active
- Removing boundaries
- Creative engagement
- Broadening of experiences
- Tapping into imagination / explorative

Benefits of nature connection

- Social / sense of community / cohesion
- Change in perspective on nature / world
- Empowerment rather than overwhelm
- Change in perspective on self
- Sense of purpose
- Inspiration / creativity

Benefits of trail cleans

- Pride / achievement
- Respect / care for nature

Engaging with nature

- Place attachment / love of place
- Engaging the senses
- Focus / noticing small details

Nature Connection [contd.]

From these themes, we developed a series of questions and prompts, focused around Miles Richardson & Derby University's 5 Pathways to nature connection.

We asked our A-TEAM to go to their favourite place, and gave each of them a question or two to answer.

Here's a sample of what they came up with.

*“Footsteps, maybe deer, or pheasant, of **some unknown traveller** just inside the copse.”*

*“Connection is made when revisiting a place that leaves you feeling more **positive** than before, and that **deserves nurturing, care and attention in return.**”*

*“We are passengers hoping to become crew and whilst ‘thank you’ is the first thing that comes to mind, it doesn't really work like that. **Perhaps ‘welcome’ is more appropriate.** Attention in return.”*

*“The variety of shades and textures of green is **captivating** - a British jungle found in smallest of copse, punctuated with the fleeting orange and brown and white of the butterflies; each **dancing in a ballet for my attention.**”*

*“It heightens the richness of the experience **beyond what you can see.**”*



Nature Connection Card Deck

We're always expanding the way in which we can use our work to reconnect people with nature, so when Em and Stan suggested we created a 52 Card Nature Connection card game, we couldn't say no.

Thanks to support from Endura, used the responses from the A-TEAM's questions and prompts to create something amazing.

We're still piloting the deck, but it's already been used by our A-TEAM, Community Hubs, Partners and TrashMob in a range of different ways. From incorporating them into lesson plans with PRU Students, to mindful minutes as part of coaching days, corporate activations and of course, Trail Cleans, we're building up a picture of where this might go next.

Want a deck? [Give rich@trashfreetrails.org](mailto:rich@trashfreetrails.org) a shout.



IMAGE: Leigh Rose ©

Nature Connection x Trail Cleans Research

We often refer to Single Use Pollution as a ‘booster jab’ or ‘gateway drug’ to and for a myriad of positive outcomes; be it nature connection itself or the well documented increases in wellbeing or pro environmental behaviours.

Progression within our research programme has created the time and space to consider that booster jab in an academic context. Research on nature connection has rapidly increased in recent years, yet there is limited knowledge on how the removal of Single Use Pollution might contribute to feeling connected with nature. We aim to catalyse a sustained reduction in Single Use Pollution and correlatory increase in nature connection by 2030, and the purpose of this research is to further an understanding of how we might be able to do that.

The overall aim: To explore the experience and impact of trail cleans on nature connection in the context of the Trash Free Trails ecosystem.

We’re pursuing the opportunity to deliver this as post doctoral research in collaboration with Edinburgh Napier University as a Knowledge Transfer Partnership and are seeking funding to make it possible. If you are interested in being a part of ground breaking research, please contact: rich@trashfreetrails.org

The Research Questions:

‘How does encountering SUP impact the experience of wild places and recreational trails?’

‘How can the removal of SUP develop connection with nature?’

‘What role do trail cleans play in creating ongoing connections and actions?’

‘How can the Trash Free Trails ecosystem continue to inspire, facilitate, and tell stories of trail clean nature reconnection?’

Fundraising

WE EXIST TO
PROTECT OUR
TRAILS AND THE
WILD PLACES
THEY TAKE US

Fundraising 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 for 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 priorities. 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 2023 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. We sought funding to support the delivery of our Community Hubs programme, signalling a need and direction towards more trusts and grants funding pots.

IMAGE: Pete Scullion ©



Strategic Partners 2023

We are honoured to say that all of our 2022 Strategic Partners - Trek, Bosch eBike Systems, The North Face x EOCA, Red Bull, Komoot and Bangor University signed up again for 2023.

This continuity of support is invaluable and the relationships that we built will be sustained and keep our foundations rock solid.

For 2023, Orbea came on board as part of our foundation of key stakeholder organisations, supporting us at an organisational level. Working with 2 global bike brands at strategic level showcases our desire to foster collaboration in the outdoor industry and beyond.

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: Jan Bell ©



Programme Partners 2023

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 themes:

- **Clean Trails**
- **Purposeful Adventures**
- **Education and Understanding**



ENDURA



Project Partners 2023



Equipped By Partners



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.



2024 Fundraising Strategy

2024 will see us continue to capitalise upon the medium term stability that our corporate partnerships provide, as we implement our most comprehensive fundraising strategy to date.

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

- **Creating opportunities for people who need it the most**, to connect with nature and take part in outdoor recreation activities through TFT Community Hubs and A-TEAM

- **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.
- **Facilitating the development of our community** within the Mountain Bike industry, through projects tailored specifically to that demographic and event presence.

In service of the above objectives, our 2024 fundraising activities will focus on the following areas:

- **We are now working with Tom Hague, a freelance fundraising manager to help us achieve our fundraising aims and objectives.**
- **For the first half of 2024** we will focus our efforts on submitting funding applications to funders that cover core costs - either

directly or indirectly as they associate to project delivery.

- **For the second half of 2024** 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 2025 activities.
- **For the entirety of 2024** 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 permits and capacity permits to research grants relevant to the TFT projects.
- **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.



2024 Fundraising Targets

KEY AREAS OF FOCUS:

Trusts and Foundations that support small CICs - £90,000

Partnerships Ecosystem - £199,000

Individual giving - £6000

Earned Income - £5000

Our total fundraising target for 2024 is £300,000

IMAGE: Pete Scullion ©

Financial Review

During the year Trash Free Trails CIC raised £281,995 (*against a target of £271,000*) from a mixture of trusts and grants, corporate donations, corporate sponsorship, individual giving, revenue generated by our shop and sales of tickets to attend our 3rd annual State of Our Trails Summit. This was a 26% increase on a 2022 figure of £216,050.

To carry out the programmes and projects mentioned in the above report £228,832 was spent during the 2023 financial and calendar year. This is broken down - in our financial statement overleaf - to; a) Cost of sales - £107,111.34 (*38p per pound raised*). b) Administrative costs - £121,721.03 (*43p per pound raised*).

As per the aims of our Strategic Partnerships programme £53,163.47 (*19p per pound raised*) was carried forward into 2023 (*a 39% 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 40p in 2024.

Our thanks to all who gave their time and money to support our work in 2023.

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



Financial Statements

Financial Statements

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

TURNOVER	2021	2022	2023
Strategic Partners	53,511	98,572	181,655
Programme Partners	46,658	37,500	30,165
Powered By partners (Project)	21,000	54,422	46,232
Fueled By partners (Project)	1,000	14,000	7,672
TFT Supporters	17,943	6,432	2,352
Sales - TFT Shop	2,539	2,200	971
Other Revenue	2,936	2,923	12,946
	145,588	216,050	281,995

COST OF SALES			
Academic Consultancy (Project)	2,291	4,875	3,350
Design (Project)	12,454	24,696	19,197
Education Consultancy (Project)	1,500	1,000	860
Equipment (Project)	4,872	7,937	5,131
Maker (Project)	0	350	0
Marketing and Comms (Project)	12,866	10,507	17,001
Other Costs (Project)	4,538	3,715	14,176
People Costs (Project)	3,550	6,281	14,096
Product Cost of Production (Project)	3,890	6,212	8,082
Sustenance (Project)	5,615	10,705	15,003
Travel (Project)	5,892	9,026	10,210
Total Cost of Sales	57,472	85,308	107,111
Gross Profit	88,116	130,742	174,884

ADMINISTRATIVE COSTS	2021	2022	2023
Advertising & Marketing	3,218	8,210	812
Audit & Accountancy fees	1,213	625	500
Bank Fees	3.53	0.50	20
Consulting	1,440	7,872	10,996
Corporation Tax	6,880	7,380	12,000
Depreciation Expense	113	532	1,000
Employers National Insurance	0	0	1,271
General expenses	4,136	281	13
Insurance	352	433	1,175
Interest Paid	0	1.59	0
IT Software and Consumables	1,094	2,129	2,365
Pensions Costs	595	1,211	1,879
Postage, Freight & Courier	0	0	53
Printing & Stationery	0	0	8.85
Rent	0	1,244	1,673
Salaries	38,725	62,334	86,823
Staff Training	184	1,542	426
Subscriptions	0	41	40.80
Telephone & Internet	0	495	765
Travel - National	5	177	(105)
Working From Home Expenses	0	498	0
Total Administrative Costs	57,961	95,013	121,721
Operating Profit	30,154	35,728	53,163
Profit after Taxation	30,154	35,728	53,163

Outro

As a collection of nature connectors and spark makers who all share a deep rooted passion for trails and the wild places they take us, Trash Free Trails isn't just a CIC. It's a family, a community.

Riders, runners or roamers we are all part of the #TrashMob and I think that is what makes Trash Free Trails so special.

We all share the mission, we all share time on the trails and in wild places, it all means something a little different to everyone.

Standing shoulder to shoulder with each other after a Trail Clean, there is one thing that is the same, the glint in one's eye knowing they've worked hard, they're part of a community.

TFT has the ability to bring individuals together and foster that.

I don't feel like the new kid on the block. I feel welcomed into a family who all share a great level of understanding on one simple equation, fortunately for me it's not so mathematical.

Time x Toil (+Tea) = Trust

It's through working with Community Hubs all over that this really shines through. Spending time with an array of different individuals to understand how TFT can support them and their wild places, getting our hands in the dirt to find potential solutions the SUP problem on their trails and trusting that after this shared experience they'll take this mission to their community, rallying together to Record, Report & most importantly Reward.



2023 was a big year for TFT, it was a big year for me personally and I'm beyond excited to see what happens in 2024. One thing I know for sure is that the #TrashMob will be there to share it with us. Lets not discount what happened last year by saying we've cleaned more Km's this year. We will be able to achieve what we achieve this year because of the thing we did last year and that has to be celebrated.

Leigh

Thank you

