



IMPACT REPORT 2020

An aerial photograph of a person walking on a dirt trail through a dense green forest. A piece of white trash is visible on the path. In the top right corner, there is a logo for 'TRASH FREE TRAILS' with arrows pointing up, down, left, and right.

TRASH
FREE
TRAILS

Trash Free Trails C.I.C
Wheal Joy
Buckshead
St Agnes
TR5 0XW

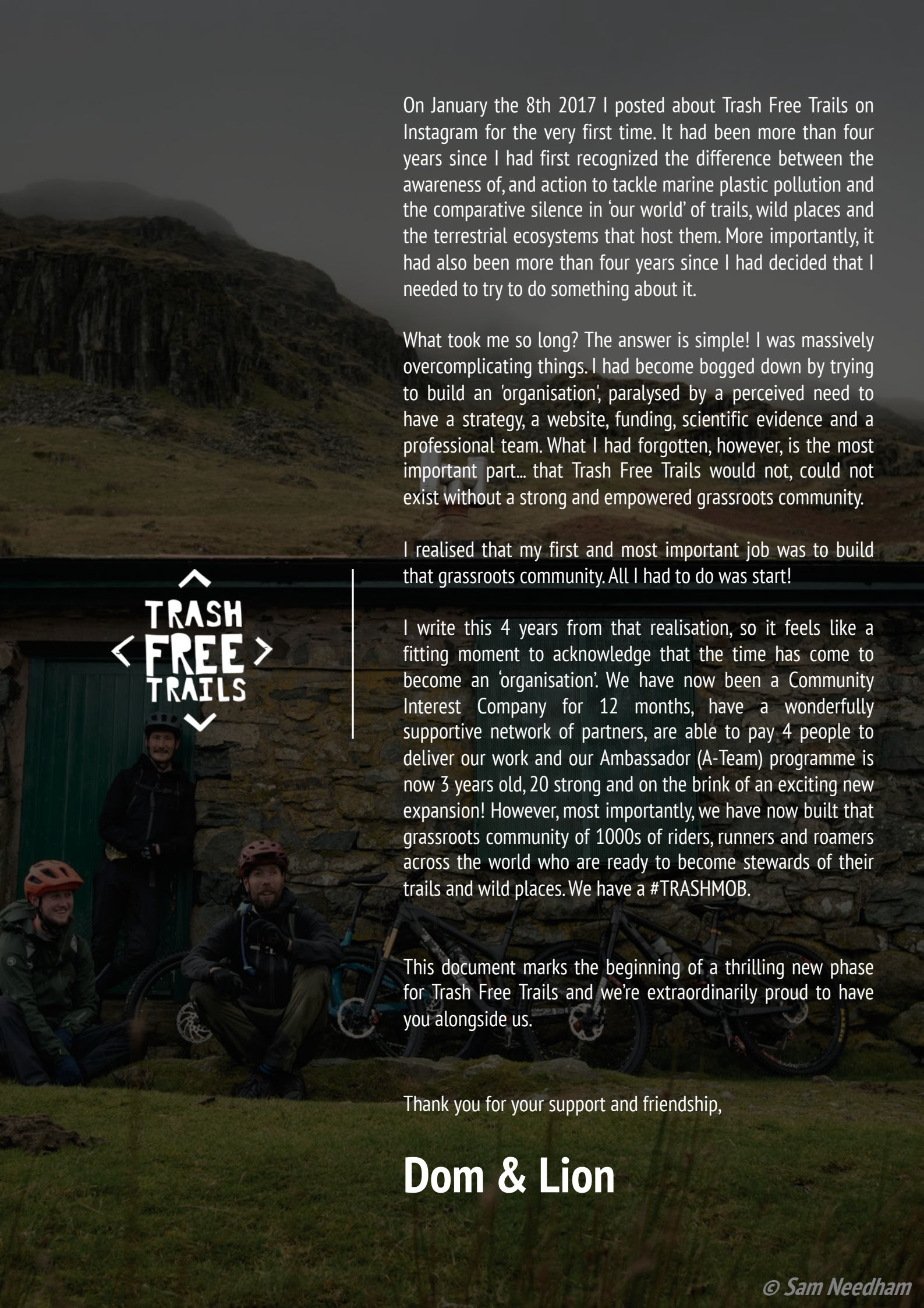
Phone: 07875 316263
Email: hello@trashfreetrails.org

www.trashfreetrails.org
www.instagram.com/trashfreetrails
www.facebook.com/trashfreetrails
Twitter: @Trashfreetrails

“ It is painfully clear to those of us who ride, run and roam that our trails and wild places are becoming ever more choked with litter. But, can we back this instinctive, anecdotal knowledge up scientifically?

No.....Not yet. ”

Dom Ferris



On January the 8th 2017 I posted about Trash Free Trails on Instagram for the very first time. It had been more than four years since I had first recognized the difference between the awareness of, and action to tackle marine plastic pollution and the comparative silence in 'our world' of trails, wild places and the terrestrial ecosystems that host them. More importantly, it had also been more than four years since I had decided that I needed to try to do something about it.

What took me so long? The answer is simple! I was massively overcomplicating things. I had become bogged down by trying to build an 'organisation', paralysed by a perceived need to have a strategy, a website, funding, scientific evidence and a professional team. What I had forgotten, however, is the most important part... that Trash Free Trails would not, could not exist without a strong and empowered grassroots community.

I realised that my first and most important job was to build that grassroots community. All I had to do was start!

I write this 4 years from that realisation, so it feels like a fitting moment to acknowledge that the time has come to become an 'organisation'. We have now been a Community Interest Company for 12 months, have a wonderfully supportive network of partners, are able to pay 4 people to deliver our work and our Ambassador (A-Team) programme is now 3 years old, 20 strong and on the brink of an exciting new expansion! However, most importantly, we have now built that grassroots community of 1000s of riders, runners and roamers across the world who are ready to become stewards of their trails and wild places. We have a #TRASHMOB.

This document marks the beginning of a thrilling new phase for Trash Free Trails and we're extraordinarily proud to have you alongside us.

Thank you for your support and friendship,

Dom & Lion

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Overview

The State of Our Trails

There is clear scientific consensus that plastic pollution is a “major global challenge” and its influence on ecosystems, including human health and wellbeing, can be observed in every environment on earth. However, to date, the majority of plastic pollution research has focused on the marine environment, despite estimates that annual plastic release to terrestrial ecosystems is 4 - 23 times greater than into the marine environment. In short, there is a distinct lack of evidence regarding both the physical amounts of terrestrial plastic pollution, and the effect it might have on those environments.

The field of citizen science has grown exponentially in recent years and has come to contribute substantially to conservation and environmental science. This growth has been particularly evident in marine conservation, where the positive correlation between clean-up and citizen science activities is clear. Beach cleans have been rated as the most ‘meaningful’ coastal activity, associated with positive mood, higher marine awareness and pro-environmental intentions by volunteers. Whilst we believe that Trail Cleans have a similar impact on individuals, there is a relative paucity of both research, and organisations that seek to capitalise on these benefits in the terrestrial setting.

The case for targeted research and public engagement is clear: creating opportunities for people to participate in pro-environmental activities that involve ‘hands on’ engagement with the natural world may facilitate a measurable improvement in feelings of environmental concern, emotional wellbeing, nature connection and motivations for continued participation. Recent research also suggests that improving access to and contact with nature might be one approach for meeting sustainability targets.

Throughout 2020, participation in outdoor activities, particularly mountain biking, has increased exponentially. In response, land managers, mountain bike centres and tourist providers across the UK’s national parks, mountains, forests and beauty spots are bracing themselves for a “new wave” of adventure sports participants. This increase in participation is coupled with mounting evidence that the pandemic has driven a significant increase in single-use product pollution (SUPP).

Alongside the scientific consensus on the lack of understanding of the potential impacts of SUPP on terrestrial ecosystems, it is clear that there is now both; a pressing need for research and an opportunity to utilise co-created, community driven, citizen science and sustainable environmental stewardship to achieve this.

At Trash Free Trails we believe that fostering a connection between grassroots environmental stewardship and academic research can play an important role in the future of environmental conservation.





© Ian Lean



Trash Free Trails is a **community-focused, non-profit organisation**; a positive, inclusive call to arms for riders, runners and roamers alike. **We exist to protect our trails and the wild places they take us to** and we're starting with single use plastic pollution (SUPP).

Our trails and wild places are becoming **choked by SUPP**. We are witnessing the social and emotional impacts of **'environmental disconnection', habitat loss and even 'eco-grief'** on the mental health and wellbeing of individuals and communities, and **we want to make a difference.**

THE MISSION

To reduce plastic pollution on our trails and in our wild places by 75% by 2025, and reconnect people everywhere with their "wild selves" through purposeful adventure.

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.

Governing Document

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 SUPP from thousands of kilometres of trails and wild places**
- **Record over 150 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**

We will achieve our mission through;

- **Building trusting partnerships**
- **Creating innovative and impactful community-led projects**
- **Motivating and supporting community action**
- **Advocating positively for industry engagement and innovation**

Whilst an individual project may have a particular focus, the symbiotic nature of our mission means that each project contains purposeful elements of every one of our core objectives. We believe this 'ecosystem approach' to be vital if we are to sustainably protect and enhance our trail habitats and ecosystems and the communities they support.



We will ALWAYS encourage and empower trail communities to:

© Dom Ferris



Remove & record trail trash through our 24/7/365 #DIYtrailclean ethos



Be purposeful adventurers, deepening nature connection and boosting health and wellbeing



Become citizen scientists, contributing to pioneering scientific research to understand the causes, impacts of and solutions to plastic pollution on our trails



Realise their potential to become long term stewards of their trails and support and celebrate their efforts



Engage, inspire & include others through positive storytelling



Reward themselves and their fellow community volunteers by remembering to get outside and ride, run or roam in the places that they love and protect



Trash Free Trails Team

Executive Director (FT)

Dominic Ferris

Non – Executive Directors

Jill Stott

Donna Heath

Projects Coordinator (FT)

Richard Breeden

Finance Manager (PT)

James Perrot

Lead Designer (PT)

Beth Breeden

Communications Coordinator (PT)

Rupert Barry

Steering Group Members

Louise Allen (Chair)

James Perrot

Tom Hill

Julia Hobson

Jez Loftus

David Smith

Tommy Wilkinson

Manon Carpenter

Ambassador Team

(Voluntary)

As of 2021 - 35 permanent volunteers, regional TFT representatives

Bankers

Starling Bank – Online

Account Number – 97756499

Sort Code - 608371

Accountants

Westerly Accountancy Limited

Company Number: 08750286.

Registered Office:

24 Orchard Road,

Wrafton

Braunton

Devon

EX33 2DZ.

Trash Free Trails Principal Office

Wheal Joy

Buckshead

St Agnes

TR5 0XW

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

Registration Number 12475055



2017 and 2018 laid the groundwork for Trash Free Trails, establishing the grassroots community that is so essential to our work. 2019 was the year in which we were able to improve our exposure, build partnerships and begin working on our mission. In July 2020, we launched The State of Our Trails (SoOT) report; the first empirical study to determine the extent of terrestrial plastic pollution in the UK. With citizen science at its heart, the SoOT report is the hub around which all TFT projects revolve around, empowering trail communities, establishing the causes and impacts of litter on our trail and allowing us to develop and deliver an evidence based action plan to reduce trail litter by 75% by 2025.

We aimed to attract more volunteers at more events, collecting more trash, attracting more attention from the general public, partners and policy makers alike. The implications of COVID-19 meant that we had to improvise so that we were still able to protect our trails and the wild places they take us to.

This report provides insight as to what we have been able to achieve since our inception in 2017.

In the face of adversity, we have done great things.

We need your help to continue to do so.





“ It always seems impossible until it’s done ”

Nelson Mandela

An aerial photograph of a person hiking on a dirt trail through a dense green forest. The trail is a narrow path of brown earth and dry leaves, winding through the thick canopy of green trees. The person is a small figure in the upper middle of the frame, wearing a dark shirt and light-colored pants, walking away from the viewer.

Impact Highlights

TRASH FREE TRAILS

HIGHLIGHTS 2019-2020

2 TONNES
TRASH
COLLECTED

2500 KM+
TRAILS CLEANED

10,000
INDIVIDUAL ITEMS
REMOVED

134 SOOT
REPORT
SUBMISSIONS

1250+
VOLUNTEERS

PIONEERING
TRAIL LITTER
DATA COLLECTION

FIFTEEN
PRO
ATHLETES
INVOLVED IN
AUTUMN LITTER WATCH

15
HAND DRAWN
TRAIL MAPS

23
"RUBBISH RIDES"
RECORDED ON THE TFT
KOMOOT PROFILE

PEOPLE ENGAGED
1000+
@KMF BIKE NIGHT

INDIVIDUAL
300+
TRAIL CLEANS

300%
INCREASE
I.G FOLLOWERS

27.9M
MEDIA REACH

200%
INCREASE
FB FOLLOWERS

2019-20 MEDIA HIGHLIGHTS

PODCAST

- Interviews with Dom Ferris:
- Ordnance Survey
 - Downtime
 - MTB Tribe
 - Singletrack
 - Silverstrange

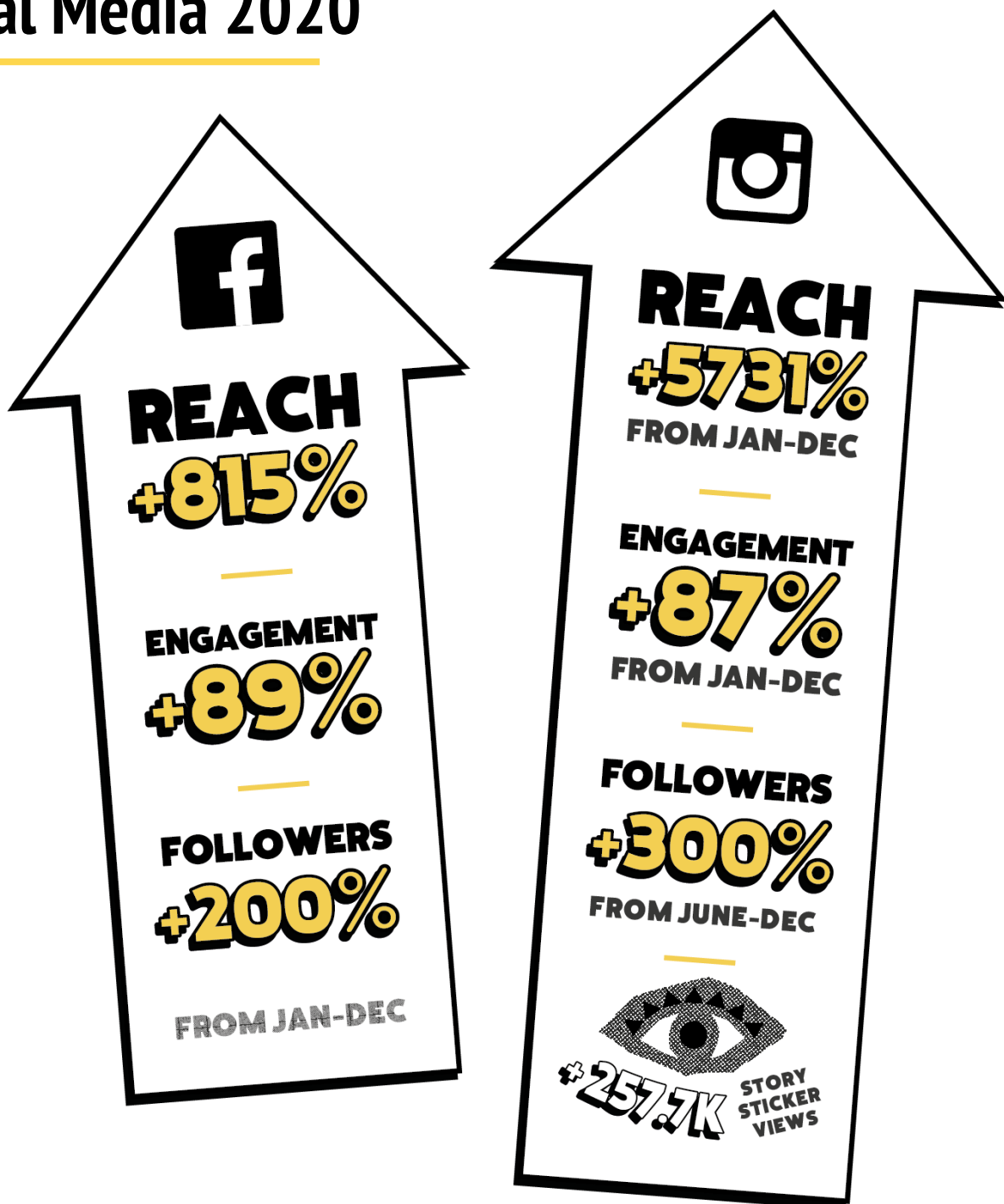


"I am heartened by your efforts through 'Trash Free Trails' to bring together a community of **runners, riders and roamers** to look after the wild spaces that they love, and protect our wildlife from harm"

- **Boris Johnson**



Social Media 2020



The majority of TFT projects in 2020 were led by social media activation. We encouraged the Trashmob to share their individual trail clean efforts with us on Facebook and Instagram throughout the year.

GIPHY stickers were created for use in stories and our 2020 projects; Selfless Isolation – Spring Trail Clean 2020, Autumn Litter Watch and Kendal Mountain Festival saw spikes in engagement and reach across platforms. Further, there was particular interest in posts driving traffic to the TFT shop and DIY pages of the website, indicating areas for development in 2021.

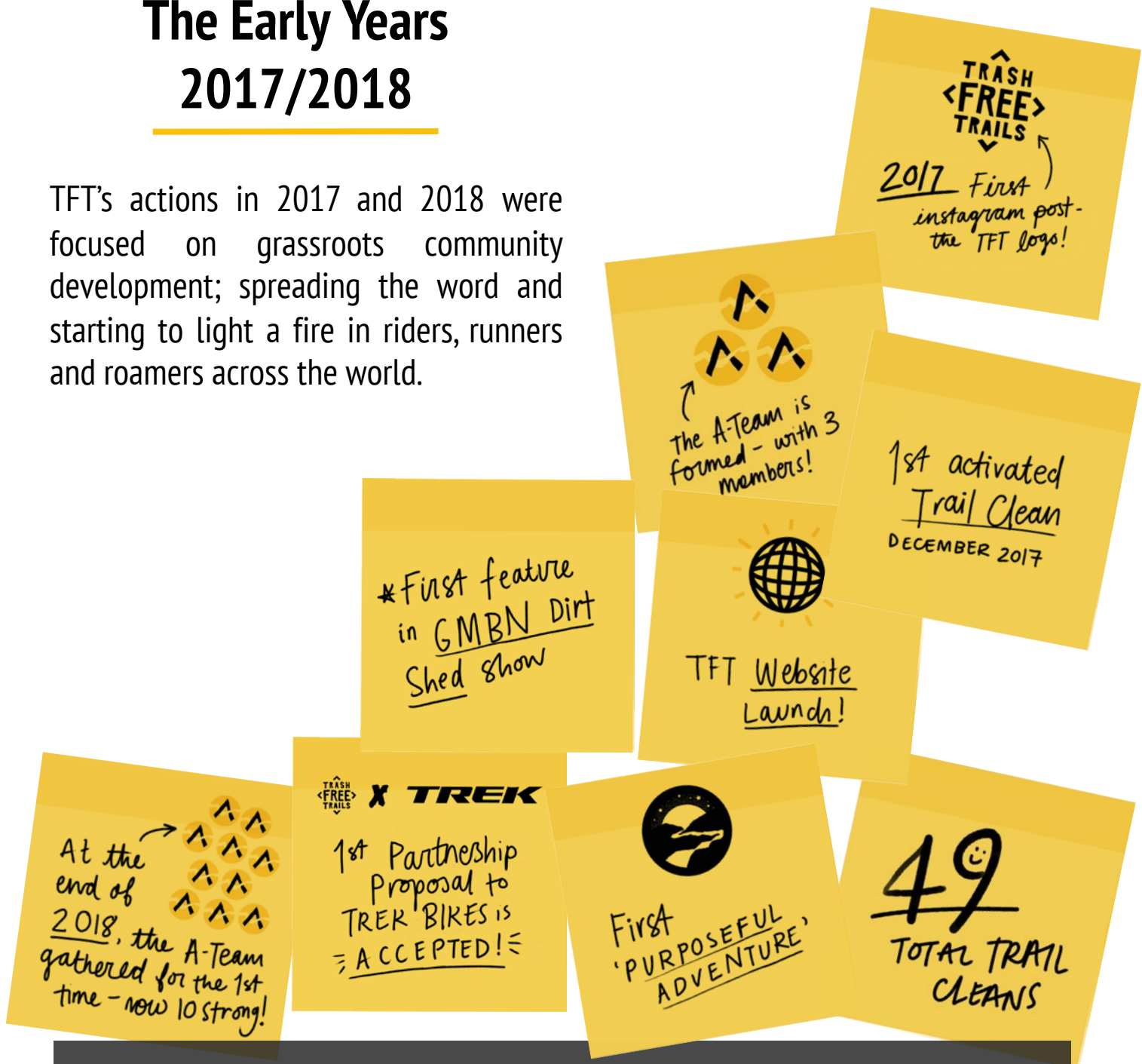
An aerial photograph of a person walking on a dirt trail through a dense forest. The trail is a narrow path of brown earth and dry leaves, winding through thick green trees. The person is a small figure in the upper middle of the frame, wearing a dark shirt and light-colored pants. The overall scene is lush and green, with sunlight filtering through the canopy.

2017 – 2018 Projects

The Early Years

2017/2018

TFT's actions in 2017 and 2018 were focused on grassroots community development; spreading the word and starting to light a fire in riders, runners and roamers across the world.



For the first ever Purposeful Adventure, Dom travelled to the USA, Tibet and Nepal, raising awareness and action for TFT, and funds for the Campaign Against Living Miserably (CALM). Lasting personal and professional connections were developed that continue to nourish and inspire TFT to this day.

USA - Oregon Timber Trail - 900 miles, 100,000ft, daily trail cleans, a feature in PinkBike, talk and fundraising auction at Golden Pliers in Portland.

Tibet - 10 Days, 200km, multiple 4,600m plus summits, daily trail cleans.

Nepal - 250km, 5,400m plus on the La Tharong pass, daily trail cleans, joined by A-TEAMer Ram Gurung of TFT Himalayas.
£2900 raised for CALM

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2019 Projects

Spring Trail Clean Tour 2019

500+
VOLUNTEERS

In partnership with Trek Bikes, The 2019 Spring Trail Clean Tour (STCT) saw Trash Free Trails and members of the A-Team Visit 9 iconic MTB locations across the UK with the focus of mass participation trail clean events.

500KG
LITTER COLLECTED

9
LOCATIONS

At Bike Park Wales, Ashton Court, Coed Y Brenin, Llandegla, Lady Cannings, Nescliffe, Dalby Forest, Grizedale and Innerleithen, A-Teamers and the Trashmob joined forces to collect as much litter as possible, All as as part of the first mass participation trash collection events focusing on terrestrial litter tour in the UK. At Innerleithen, volunteers got involved as part of the Tweedlove festival.

830
DOG POO BAGS



**TRASH
FREE
TRAILS**



© James Mackeddie

Kendal Mountain Festival 2019

TFT activated a hand made interactive event stand in ‘Basecamp’, where festival attendees had the opportunity to learn more about us, the types of litter they might find on their trails and how they might be able to get involved in the future. Trek Bikes had presence, and attendees had the opportunity to offer their support through the purchase of jerseys and other branded merchandise.

Talks on the impact, types and distribution of plastic pollution in the UK were delivered on Basecamp stage and on Bike Night, as well as a A TFT film, helping to build awareness and exposure for the organisation.

A Trail Clean Expedition to Helvellyn Summit was part of our presence at the festival, resulting in some incredible photos as well as significant amounts of trash collected. Volunteers had the opportunity to join in with the ‘Basecamp Clean-up’ on Sunday morning.

Image bank from Sam Needham [HERE](#) and James Mackeddie [HERE](#).

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2020 Projects

Spring Trail Clean Tour D.I.Y – Selfless Isolation

The Selfless Isolation project enabled us to explore new possibilities; new ways of empowering riders, runners and roamers to protect their local trails. Restrictions on how far we could travel meant that many of us rediscovered those special places that had might have been neglected, or suffered from increased traffic, and SUPP.

We created a 9 “Act” project, encouraging individuals to bring purpose to their adventures from home through a conscious process of observation, documenting, reporting and reflection; providing people with a source of resilience and freedom in what would have been a difficult time for many. All whilst removing trash from those special, local wild places they care about the most. For details on these steps, see [here](#)



300+
PEOPLE

200+
#DIYTRAILCLEANS

115+
**LOCATIONS
WORLDWIDE**

15
**HAND DRAWN
MAPS**

AWARDED
**"POINTS
OF
LIGHT"**
BY THE UK GOVERNMENT



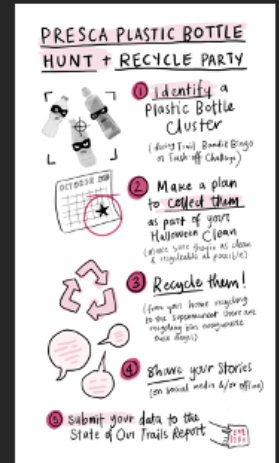
Trash Free Trails A – Team Programme

The A-Team are our growing group of regional ambassadors from across the world. In 2020 they were 25 strong, they have one incredible thing in common; they have pledged to donate their time, passion and talent to unite their communities in protecting and promoting their trails. This was demonstrated in January 2020, in collaboration with Vodafone. Trek Bikes and Bosch E-Bike Systems were featured in a short film that promoted the A-Team, Trash Free Trails, and the role of handheld cellular technology in achieving our mission.

Whilst it is possible for anyone to join the A-Team, these relationships are built on mutual trust and respect. For that reason we ask that those who want to become a member join us on activations for some time previous.

In 2021, the A-Team programme will see considerable development, with clear route-maps to membership, increased benefits for existing members and expansion of responsibilities.





Autumn Litter Watch

In partnership with The North Face and The European Outdoor Conservation association, a series of activities, films and downloadable toolkits were created for people to use as inspiration to protect their trails, the wild places they take them to and the ecosystems within them from trash. Giphys were created for volunteers to share via social media, and were viewed by 131k people, and the A-Team produced a series of films to promote the activations, and for instructional purposes. Volunteers were asked to plot their routes on the route planning platform, Komoot.

In the future, the ALW will involve a weekend - long trash collection event at an iconic outdoor activity location. The A-Team, high profile athletes, runners, riders and roamers from all walks of life would be invited to join Trash Free Trails in a weekend of trash collection, skills coaching, sponsor activations, and good old fashioned fun.

900 KM+
TRAILS CLEANED

250+
VOLUNTEERS

1 TONNE
TRASH COLLECTED



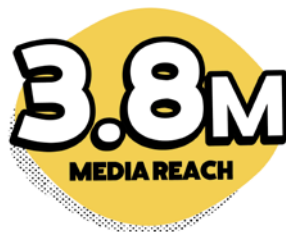


© Ben Gerrish

With the support of Shift Active Media, the activation was covered widely in the mountain bike media. Pinkbike, GMBN, MBR, Singletracks, Singletrack and Wideopen magazines, amongst other publications, all featured ALW focused content, and reached an estimated 3.8 Million people worldwide.

The Trashoff Challenge, in partnership with Muc – Off, was the most successful of the 4 activities, seeing 15 pro MTB athletes promote TFT on their channels, contributing to increased reach, follower numbers and content interactions. For the full project report, see [here](#).

The activation culminated at Kendal Mountain Festival 2020. Dom Ferris and Monet Rose-Adams engaged over 1000 people at “bike night”, with Trash Free Trails having centre stage emphasis. Volunteers also engaged in the Global Litter Pick as part of ALW activations.



The State of Our Trails Report



Launched in July 2020 in partnership with Bangor University and Bosch E-Bike Systems, the State of Our Trails (SoOT) report is the first peer reviewed empirical study of its kind. Using citizen science, it will establish the amount, causes and impacts of terrestrial litter in and on our trails and wild places. As the hub around which all TFT projects revolve around, it not only serves to provide us with an evidence base to remove 75% of litter from our trails and wild places by 2025, but equips and empowers our trail communities to remove litter from these places. In doing so, a deeper sense of achievement, involvement and purpose to each individual effort.

In June 2021, the “Baseline Study” findings are to be published, coupled with the evidence-based strategy to achieve our mission.



This early, preliminary stage of pioneering research has given us valuable insights into the state of our trails.

People are willing to be citizen scientists, removing, recording and reporting their finds to help us achieve our aims

It's confirmed some of what we already knew – **the largest amount of SUPP items found were Lucozade, Red Bull and Coca-Cola branded products.**

There is a clear need for the work we are doing – citizen scientists consistently comment that they are unable to collect all of the SUPP items they encounter on their trail cleans.





© Richard Baybutt

The Trashmob Academy

In partnership with Sprayway, Cotic and British Cycling, The Trashmob Academy is a youth engagement project offering young people the opportunity to learn riding skills whilst developing their environmental attitudes, connection to nature and attitudes to litter, improving their self esteem, confidence and wellbeing. Students learn about the environment, types of litter and how to go about making changes, as well as getting involved in weekly trail cleans as part of MTB/BMX coaching sessions. Participants are provided with a roadmap to participation in future TFT activations and events, giving them access to the opportunity to become part of the Trashmob, or even the A-Team in the future.

In September 2020, the inaugural pilot of the Academy took place in collaboration with British Cycling and The Yorkshire Trail collective at Leeds Urban Bike Park. Using Lerner’s 5 C’s of positive youth development, a widely used standard for assessing the impact of education programmes in a Pupil Referral Unit (PRU) setting, significant improvements in the constructs above were noted. For a full report on the pilot, its impact and outcomes, see [here](#).



“ No one will protect what they don't care about; and no one will care about what they have never experienced ”

David Attenborough



For these young people, being involved in The Trashmob Academy meant being part of the Trashmob; part of the wider Trash Free Trails community. Whilst there were a number of factors that contributed to the improvements in wellbeing we observed over the 5 week period, the feeling of belonging was not only the most influential in bringing about these changes, but also the element that sets this project apart from other nature connection education schemes.



© Richard Baybutt

We believe individuals from Pupil Referral Units (PRUs) to be the ideal participants for the Academy; they may have experienced emotional and behavioural difficulties, as well as mental ill health. Often presenting with low self esteem, low confidence, and low nature connectedness, they tend to prefer the indoors and video games over the outdoors and physical activity. Mainstream education hasn't worked out for these individuals, so their curriculum is different and often includes extra activities in an effort to engage them more effectively. Combining nature connection and care for the environment, using mountain biking as a catalyst for change, proved to be an effective way to use purposeful adventure to improve wellbeing in the young people we worked with at the inaugural pilot.



© Richard Baybutt



© Richard Baybutt

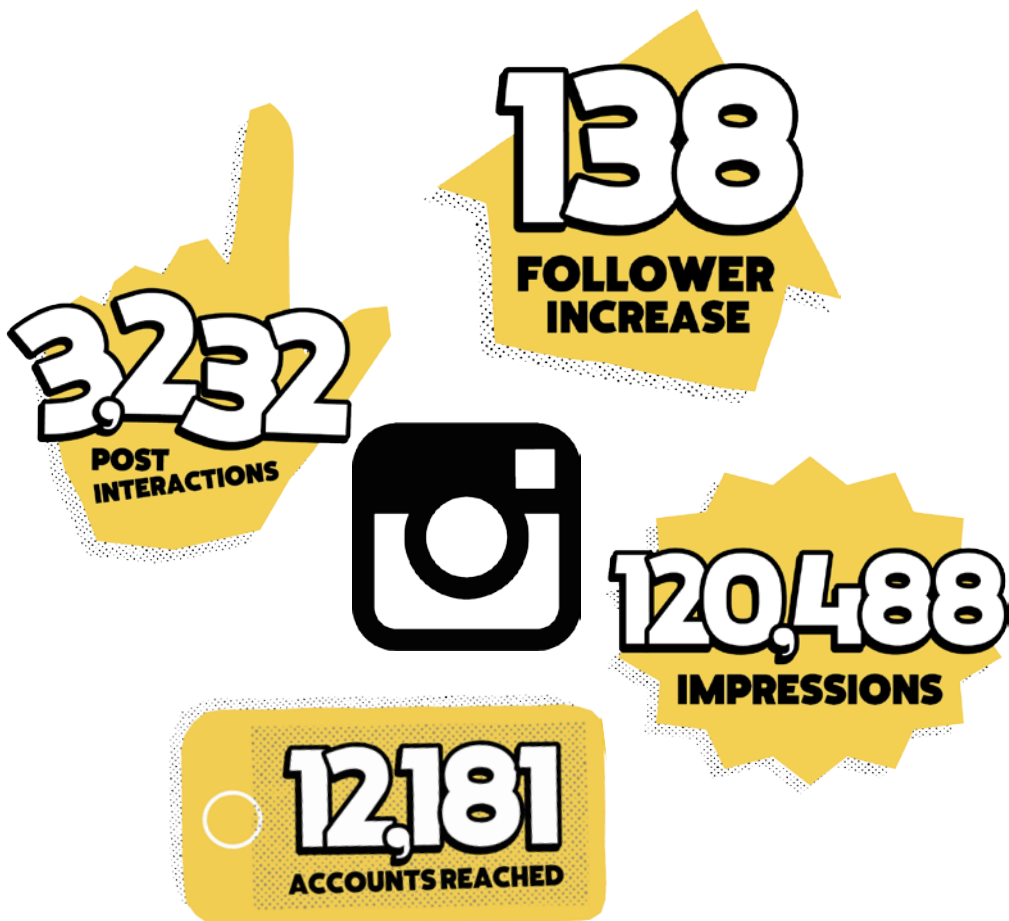
Whilst the PRU environment might be ideal to facilitate improvements in young people's wellbeing, in 2021, bespoke versions of the Academy will be offered and delivered to schools, outdoor activity centres, clubs and societies across the UK, as the benefits on increased nature connection, and the development of environmental attitudes in young people is something we wish to share with as many young people as we can.



Purposeful ADVENTures

Over the first few weeks of December, we posted once a day on Instagram with beautifully designed, interlinking photos, videos and line drawings. Members of TFT HQ and the A-Team shared their view of purposeful adventure; what it meant to them, and these tiles were alternated with detailed black & white line drawings accompanied by a short message that sought to inspire our followers to connect with nature, constantly developing that innate desire to protect nature that lies within each and every member of the Trashmob.

This kind of seasonal, focused activation was identified as a significant factor in increased website traffic, and the learnings from this project are made use of in our strategy for 2021.



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2021 & Future Directions

In 2021, we will remain driven by our mission to reduce plastic pollution on our trails and wild places and (re)connect people with nature through purposeful adventure. We recognise our limitations and know we cannot achieve everything in one go. We are forming a natural strategy, focusing on how Trash Free Trails can become the root system of a collective effort to achieve our mission.

Using the findings of the SOoT report throughout 2021 and 2022, we will establish the perceptions, prevalence and impacts of litter on mountain bike, running and hiking trails. This evidence will be used to develop an effective 'pathways to impact' mitigation strategy.

Our projects from 2022 – 2025 will deploy this evidence-based strategy; bringing about a meaningful reduction in litter, significant increases in nature connectedness and nationwide empowerment of trail communities to become 'sustainable stewards' of their trails.

Our individual projects and overall direction throughout 2021 and beyond is guided by our priorities.

1

Empower and enable community led stewardship of trails

2

Remove litter from our trails

3

Understand the causes and impacts of litter on our trails

4

Inspire people to find connection with the natural world and improve wellbeing

5

Use the issue of litter as an education tool

6

Develop an advocacy plan

In order to achieve our mission and these priorities, each of our vital projects falls into the following themes.

1. **Community Stewardship**

The restorative power of local action by individuals, families and communities who love the places they live in and visit is the single most important element of our work. In short, Trash Free Trails simply wouldn't and shouldn't exist without the donation of time, talent and passion of trail lovers across the world. We believe that our 'job' is to try to gain the trust and respect of the huge variety of trail user communities. Then (and only then) we will ask if we can work alongside them to help them realise that they already possess all of the skills they need to protect and enhance their trails using our DIY ethos.

2. **Adventure & Wellbeing**

It is our belief that 'disconnection' with nature, ourselves and our sense of community is a key factor driving both litter (particularly single-use materials) and wider environmental degradation issues. In simple terms we believe that by creating projects that awaken people's awareness of their place in nature and what our wild and green spaces do for us we can spark a connection that makes the thought of leaving litter in these spaces feel like something akin to self harm. We'll also 'turbo-boost' this effect by creating projects that elicit a sense of awe, adventure and simple fun in those who donate their time to our cause.

3. **Science & Education**

Gaining a scientific understanding of the state of our trails and the attitudes of those who use them will be vital if we are to sustainably protect and enhance them. Our 'State of Our Trails Report and 2025 Action Plan' will be our 'hub' project for the next five years. By empowering and activating thousands of citizen scientists, our people-powered projects will fuel and drive the SoOT Report with vital data which, in turn, will enhance the impact of their efforts and inform the creation of even more impactful future projects.

4. **Governance & Advocacy**

We recognise the transformative power of industry innovation, strong governance and effective policy making at both the local and national level. However, without detailed analysis and consideration of the potential 'knock on effects' of a campaign launch and comprehensive strategy development, the risks can outweigh the benefits. For this reason, our plans for policy change and advocacy will be developed with the utmost care.

ADVENTURE & WELLBEING

SCIENCE & EDUCATION

COMMUNITY STEWARDSHIP

ADVOCACY & GOVERNANCE

THEMES

PRIORITIES

1 EMPOWER & ENABLE COMMUNITY LED STEWARDSHIP OF TRAILS

2 REMOVE LITTER FROM OUR TRAILS

3 UNDERSTAND THE CAUSES AND IMPACTS OF LITTER ON OUR TRAILS

4 INSPIRE PEOPLE TO FIND CONNECTION WITH THE NATURAL WORLD AND IMPROVE WELLBEING

5 USE THE ISSUE OF LITTER AS AN EDUCATIONAL TOOL

6 DEVELOP AN ADVOCACY PLAN

PROJECTS

#TRASHOFF CHALLENGE

TRASH MOB ACADEMY

DIY TRAIL CLEAN TOOLKITS

ADVENT ACTIVATION - WELLBEING

SPRING TRAIL CLEANS



COP26





Fundraising & Partnerships

Fundraising Overview

WE RELY ON YOUR SUPPORT

As a small Community Interest Company, we rely on corporate partnerships, trusts and grants and community fundraising to do our work. Due to our size, incredibly passionate, active and talented community and commitment to innovative citizen science, we deliver maximum impact.

It is vital that any work we do enables us to make progress towards meeting our priorities. 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.

The majority of our income is derived from corporate organisations on a sponsorship basis, with a minority from shop sales and individual donations. 100% of these funds are unrestricted.



Annual Partners

Our ANNUAL PARTNERS have a presence in our work on a yearly, multi-project basis; an approach that is hugely impactful, sustainable and enjoyable. They are the game changers who have enabled us to take giant step forwards in our mission.

From the moment Trek took a chance on us in January 2019 we knew that we wanted to build long-term, progressive, partnerships that connect us with our partners at an organisational level.

Our partnerships are built upon shared values, mutually supportive expectations and a commitment to creating long-term, sustainable impact. Without the support of pioneering companies such as these, it simply wouldn't be possible to do our work.



TREK



BOSCH



**THE
NORTH
FACE**

"TFT have delivered an impactful campaign and reinforced our position on environmental issues, and we're excited to progress our partnership into 2021"

Jez Loftus, Trek Bicycle Corporation Ltd.



Project Partners

Lead partners



Powered by



Supported By



From Spring Trail Cleans to the Trashmob Academy, each of our projects is designed to contribute to our 2025 mission.

Our PROJECT PARTNERS epitomise our ecosystem approach – seamlessly linking projects with their own individual identity to one another, creating a cumulative impact that is greater than the sum of its parts.

We are incredibly grateful for their support and input.

“It’s amazing to see the positive impact TFT’s work is having, and we’re stoked to be supporting them to continue making a difference through our partnership.”

Alex Trimnell, CEO at Muc-Off

“At SHIFT, we're now approaching a year of working with Trash Free Trails, providing PR support. During our time together, it's been a real pleasure working with an organisation that's driven by truly passionate, enthusiastic and creative individuals working on such an admirable cause.”

Evan Edwards
Shift Active Media

“We're super-excited to be working with the TFT crew this year. Their ethos, message and methods are important, much-needed, and inspirational. We're beyond proud to be part of the movement.”

Richard Baybutt
Cotic

“Working with Dom and the team pioneering the TRASHMOB academy was more than my students and I could have hoped for. It's been a dream come true! Engaging young people in the academy has empowered them to take ownership of their trails and to ensure their wild places remain a places free from 'Trash'. It's an experience that will stay with them for the rest of their lives. Thank you and I look forward to many more projects working with TFT”

Jo Shwe
Yorkshire Trail Collective Chairperson

“We have been in awe of the amazing work done by TFT teams on the trails of UK and beyond; their passion for positive and purposeful change is infectious. Using the outdoors as a catalyst to educate and inspire the next generation is an ethos we share with the TFT team, and we are psyched to be partnering with them on the 'Trashmob academy' project from 2021.”

Duncan Machin
Sprayway

Fundraising Strategy 2021

Securing sustainable sources of funding is vital if we are to deliver upon our 5-year strategic plan to protect our trails and wild places. 2021 will see us implement a new fundraising strategy that will enable us to expand our impact and reach significantly. We welcome offers of support from new and existing sources

Approaching Trusts and Foundations that support small CICs.

After a hugely successful 12 months as a CIC, we are now in a position to begin applying for charitable grants. As part of our fundraising strategy we have identified a number of large and small trusts and grants that are an excellent fit with our work.

Recruitment of educational establishments to the Trashmob Academy.

The Trashmob Academy will provide an entirely new income stream for 2021 and beyond.

Enhance appeal to corporates through improved media exposure and wider participation at both online and in person events.

Development of the TFT offer to corporates will attract new organisations whilst maintaining and enhancing relationships with existing partners.

Increase opportunities for individual donations through online platforms, community activations, remote and in-person events.

To date, the capacity for individual donations has been limited due to exposure and public awareness. 2020 has seen significant improvement, and we intend to capitalise on this to encourage individual donations.

Expand shop offering.

2021 will see the development of DIY Trail Clean Toolkits, as well as Trailhead TFT branding, Race Jerseys and other merchandise. Whilst remaining a relatively small income stream, opening the possibility for followers to own TFT-branded merchandise allows for marketing and revenue generation, and encourages belonging amongst the Trashmob.



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As the Projects Coordinator for Trash Free Trails in 2021 and beyond, I have a huge amount of pride in our work to date. The projects and impacts detailed in this report are nothing short of amazing, and the position we find ourselves at the start of the new year this work is beyond exciting. We couldn't have done it without you.

With the support of our amazing partners, the A-Team and the Trashmob, I look forward to helping make 2021 our best year yet.

Thank you!

Richard Breeden



An aerial photograph of a person hiking on a narrow dirt trail through a dense, lush green forest. The person is positioned near the top center of the frame, wearing a dark shirt and light-colored pants. The trail winds through the trees, creating a natural path. Overlaid on the center of the image is the text "TRASH FREE TRAILS" in a bold, white, sans-serif font. The word "FREE" is the largest and most prominent. Four white arrowheads point towards the text: one above "TRASH", one below "TRAILS", one to the left of "FREE", and one to the right of "FREE".

TRASH
FREE
TRAILS