

TRASH
<FREE>
TRAILS



ANNUAL IMPACT REPORT 2021



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TRASH
<FREE>
TRAILS
v

I found mountain biking and the outdoors at what I now know was a very difficult time in my life. It saved me, and all I wanted do was share that experience with anyone who would listen - not only did I desperately want to tell people about my journey, but I wanted to explore how I might be able to help.

Eventually, the right person listened. Or at least the right person heard of my ramblings! It was at that point that Dom gave me a shout and we immediately connected through a shared passion for connection itself, albeit from slightly different angles. I was, and still am driven by how disconnection to people, places and self has contributed to the exponential rises in Common Mental Disorders such as Anxiety and Depression, whilst Dom wanted to know if there might be a link between taking action to protect trails and wild places and a solution to those plagues to wellbeing I mentioned above.

January 2021 marked a milestone for us both, as TFT was in a position to bring me on full time as Projects Coordinator and we could start to explore that connection through our work. The road hasn't been smooth, but I firmly believe this kind of thing shouldn't be easy - what good trail is? I'm not afraid to say I've never been as proud of anything as I am of the position we find ourselves in, the direction we're headed, and the people we have the pleasure of sharing our journey with.

It's amazing we're here.



Rich & Nova



CONTENTS

| | |
|----------------------------------|-----------|
| OVERVIEW..... | 5 |
| IMPACT HIGHLIGHTS..... | 14 |
| PROJECTS..... | 19 |
| FUTURE DIRECTIONS..... | 42 |
| FUNDRAISING..... | 47 |
| FINANCIAL REVIEW..... | 55 |
| FINANCIAL STATEMENTS..... | 57 |





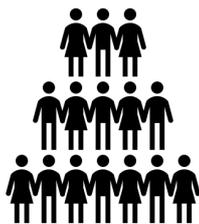
Overview

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 350 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



Trash Free Trails C.I.C. is a **community-focused, non-profit organisation**; a positive, call to action 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 Pollution (SUP - fka: litter!).

Terrestrial ecosystems are being choked by Single Use Pollution. At the same time, we are witnessing first hand the **social and emotional impacts that disconnection is having** on the wellbeing of individuals and communities; trails, and the wild places that host them.

We believe that these **two issues are bound together** and that it is our responsibility to **find positive, purposeful, people powered solutions**.



OUR MISSION

To reduce single use pollution (fka: litter!) on our trails and wild places by 75% by 2025, and (re)connect people with nature through Purposeful Adventure



PRIORITIES



We will achieve our mission through our Strategic Priorities

2021 served, through the findings of the State of Our Trails (SoOT) Report and the learnings of our work, to help form our constantly evolving strategy. These 6 priorities have guided us through the year, and will continue to do so throughout 2022 and beyond.

Priorities 1-5 remain, but priority 6 has evolved from 'Develop an advocacy plan' to 'Coalesce with intersecting movements and influence policy'. Our growth to date has taught us that whilst we are indeed 'smallnormous': small, with enormous impact (A-TEAMer Tom Laws, 2021), the small part is quite important.

In 2021, priority no.6 'Develop an Advocacy Plan' informed our work via the deliberate and careful search for organisations in our world with similar values, but different goals; Similar people, with a different focus that might form the basis of a mutually beneficial relationship. This deliberately patient and

The great thing about this is there's loads of other smallnormous organisations out there doing great work in our world, just in a different lane. That's why we've decided to make a concerted effort to seek these people and their ideas out, to see if we might be able to help each other. Together, but apart, we're excited to see what we can do to influence policy in a positive way that benefits as many trail users, and others, as possible.

VALUES

As individuals, our values are a fundamental part of us: in essence, they define us. They represent what matters to us, how we behave, what we hold close. They are our moral compass when faced with difficult decisions. While the world revolves around us, they are what we measure ourselves by. For all the reasons that values are important to you or I as individuals, they are important to us as an organisation. They are the same guiding principles and they actively influence how an organisation behaves, from big 'strategic' decisions to the day-to-day stuff.

At their heart, and ours, these values are a product of collaboration between TFT HQ, The A-TEAM and The TRASHMOB since day one. Each and every rider, runner and roamer amongst us should identify with them, and feel comfortable and confident enough to share with their trail communities.



We are riders, runners and roamers. Everyone is welcome.



Respect our volunteers above all else. The fact that they have chosen to donate their time and talent to our cause is a huge honour and responsibility.



Are nature connectors and spark makers.



Are positive and solution focused; we will never use blame shame guilt or aggression as a tactic.



Believe that no single thing is responsible for the "litter" issue. It is a symptom of hugely complex, interconnected systems.



Celebrate every single volunteer act. However 'big' or 'small', it makes an incredible difference.



Commit to leave a positive trace each time we visit our trails and wild places.



Encourage and empower people to Do It Ourselves.

THE ECOSYSTEM APPROACH -

PRIORITIES, PROJECTS, PARTNERS, PEOPLE

If we weren't disconnected, then Trash Free Trails wouldn't need to exist. We are, so it does!

It is our job to provide people with the inspiration, information and tools with which to forge these connections. Much like the mycelium of a healthy forest ecosystem, we are an interconnected community, with an impact that is significantly greater than the sum of its parts.

So whilst our priorities, projects, partnerships and people might have a particular focus, they each contain purposeful elements of each of our core objectives. We believe this ecosystem approach to be vital if we are to sustainably protect and enhance our trail habitats and the communities they support.

Just as the "litter" issue we are working with is a symptom of hugely complicated, interconnected systems, our approach takes a holistic view, so that we might be able to make a substantial, lasting difference.

Without this approach, we will never achieve our mission.



TRASH FREE TRAILS TEAM

Executive Director (FT)

Dominic Ferris

Non - Executive Directors

Jill Stott

Donna Heath

Projects Coordinator (FT)

Richard Breeden

Project Officer (PT)

Ellie Ewart

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

Manon Carpenter

Evan Edwards

Sam Dugon

Rich Norgate

Ambassador Team

(Voluntary)

32 permanent
volunteers,

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



THE A-TEAM

The A-TEAM are the soul of Trash Free Trails - the lifeblood of the 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!

Alex Durran – New Zealand

Jo Shwe – Wakefield

Ian Lean – Cornwall

Tom Fox – 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 Shand – Stirling

Seb Biernat – Poland

Anoushka Lee - Sheffield

Harry Wood – Barnsley

Gill Housby – Blairgowrie

Matt Kennelly – Cornwall

Lauren Munro-Bennet – Lake District

Jake Rainford – Wigan

Dom Barry – Yorkshire

John Bellis – Shropshire

Sam Piper – Gloucester

EmmaJohnson – Gloucester

Ed Roberts – North Wales

Hannah Lowther – North Wales

Luke Penketh – Somerset

Ian White – Lake District

Rosie Holdsworth - Yorkshire

Kyle Harvey – Wirral

Rupert Barry – Bristol



Whilst everyone loves to hear how much bigger, better everything might have been, how much more we were able to do this year than previous years and all of the rest of it, we try to take a different approach. We're as proud of those years before as any other. If anything, more so; we wouldn't be where we are without them.

2021, just like 2020, was a difficult year. Our lives, and the lives of those around us have had to constantly adapt in ways we've never seen before. This meant constant changes and developments to our work, and the term "thinking on our feet" truly took on new meaning as we attempted to make the most of our agility to focus on what we *could* do, not what we couldn't.

We *could* mobilise over 1500 people, to remove almost 50,000 items from over 4500km of their trails and wild places. We *could* progress the TrashMob Academy Session content to a point where the Social and Emotional Need Coordinator at a Wakefield PRU approved it for inclusion in their curriculum. We *could* establish a baseline understanding of the the impact of SUP on our trails and wild places, and we can achieve our mission.

Just think what we *could* achieve this year...





Impact Highlights

TRASH
<FREE>
TRAILS

TRASH *HIGHLIGHTS* FREE TRAILS **2021**



4700KG
TRASH
COLLECTED



1547
VOLUNTEERS

4589 KM
TRAILS CLEANED



49,718
INDIVIDUAL ITEMS
REMOVED



189 SoOT
REPORT
SUBMISSIONS



3,236
VOLUNTEER HOURS



5
PRO
ATHLETES



INDIVIDUAL
522
TRAIL CLEANS



1843
INCREASE
I.G FOLLOWERS



358.1M
MEDIA REACH



163
KOMOOT
ROUTES



2975
LIKES



12.4K
FOLLOWERS



1300
NEWSLETTER
SUBSCRIBERS

MEDIA HIGHLIGHTS 2021



SIDETRACKED



"Take your Pick - 10 River, Beach and Trail Clean ups to Join in with this Autumn"



"Meet the Man leading the fight against litter on the UK's trails"

"How to get involved with Trash Free Trails' Halloween Trail Clean Tour"



OUR OWN MEDIA



Positive.News



GlasgowLive

★ The Star

Adventure.com

PUNCHLINE
NO.1 NEWS RESOURCE FOR GLOUCESTERSHIRE BUSINESSES

METRO

Daily Record AND SUNDAY MAIL



patagonia®

△singletracks

bikebiz



BIKEPERFECT



CYCLING
INDUSTRY NEWS

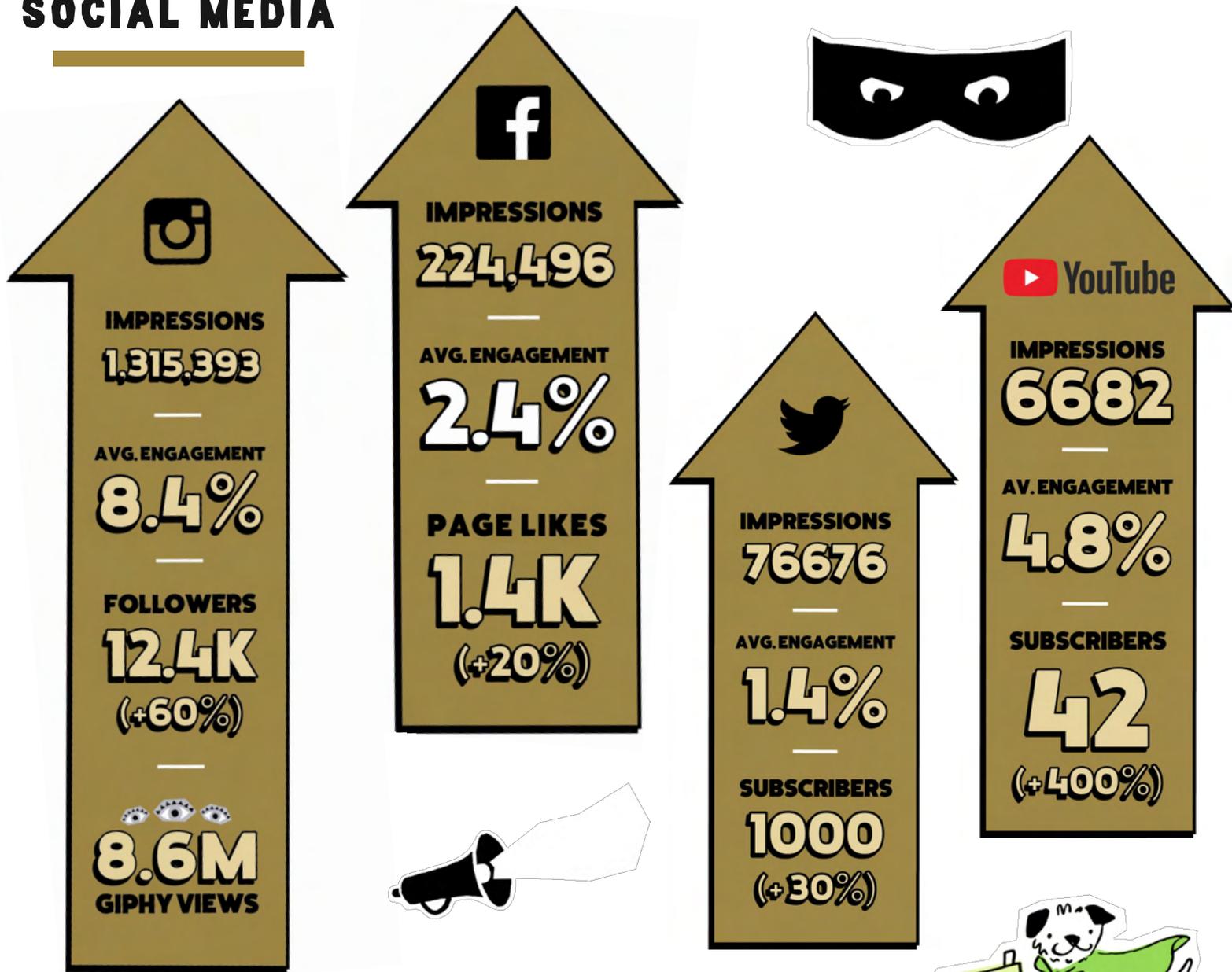


BIKERUMOR!



*Please contact us if you'd like to see our collection of photos

SOCIAL MEDIA



For each project moment in 2021, a social media schedule was developed so that we might be able to reach as many people as possible, engaging them in our work. Instagram remains the most prominent way in which we communicate with the global TrashMob, and the engagement statistic mirrors this. Whilst Facebook, Twitter and YouTube all merit a deeper focus, each has seen significant growth, development and success.

For 2022, we are recruiting a Digital Engagement Officer. This role will allow for a focus on outward social media communications, so that we might be able to maximise the potential of those channels.

GIPHY Stickers have once again proved to be popular amongst followers in 2021, coinciding with spikes in traffic to profiles and the website during activations - each having their own set of stickers for sharing on Instagram and Facebook stories.

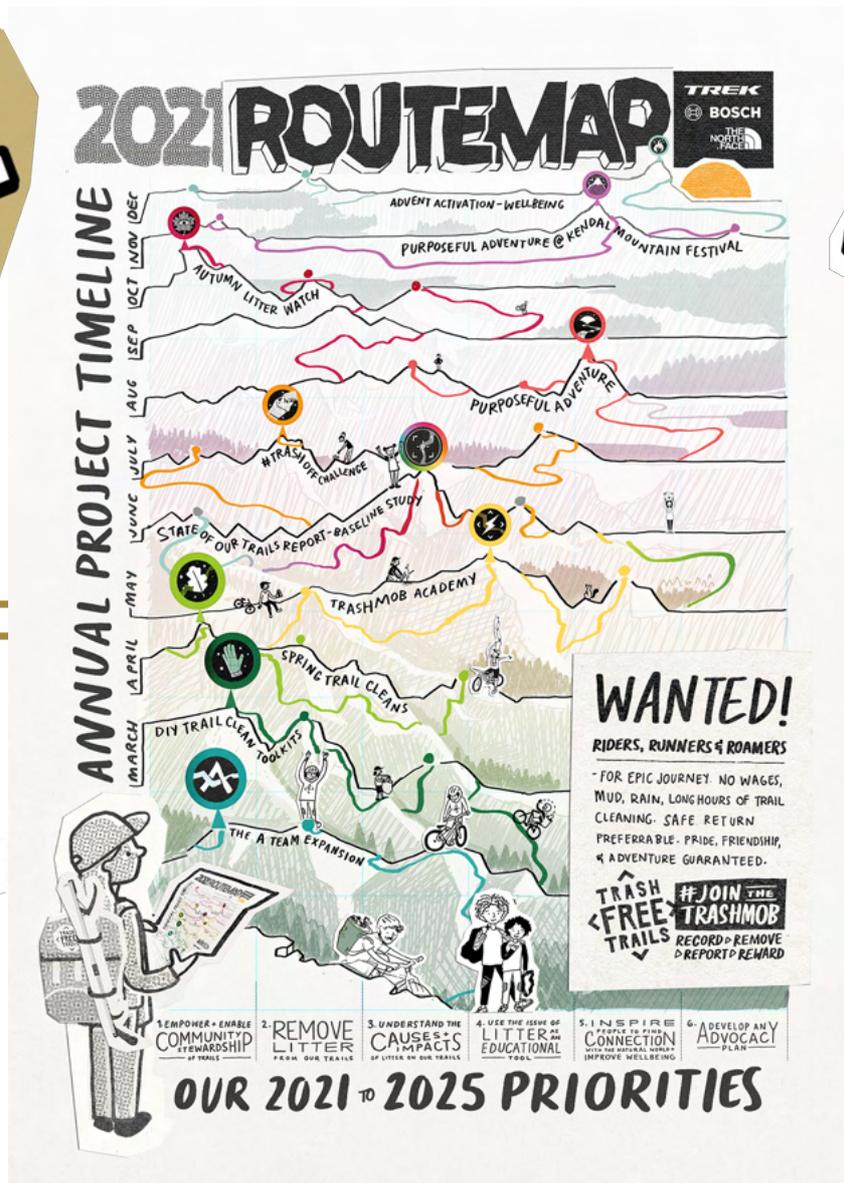




Projects

TRASH
FREE
TRAILS

412
INSTAGRAM
LIKES



5771
POST REACH

julialikesbikes Maps make the best art, and this one is awesome

How do we know we are travelling in the right direction? Courtesy of our Designer-in-Chief Beth Breeden, February 2021 saw the first instalment of our Routemap. Part calendar, part statement of intent and part piece of art, it served to hold us to account as well as giving the TrashMob and our partnership ecosystem an idea of where we were headed. The call to arms for riders, runners and roamers alike was put out, and our journey began...

As with any adventure, we knew there might be moments along the route we planned that didn't quite make sense on the ground; obstacles, challenges and foothills that we needed to overcome. In contrast to popular belief though, for us the destination, our mission, is absolutely as important as the journey important.

Purposeful Adventures and The TrashOff Challenge were examples of such challenges. The cookie just didn't crumble the way we thought it might at the start of the year but it meant we could learn; progressing and developing these ideas into something different, forming our strategy for the years to come.



THE A-TEAM EXPANSION

From the beginning, we relied on a few volunteers to go the extra mile, shout out our message and maintain our momentum. Our Ambassador team, or A-TEAM for short are riders, runners and roamers that are passionate about making a positive impact to their trails and the communities that love them. As the first point of contact with us, it made sense that as our ambitions grew, so did they.

That's why we wanted to update and expand the team! Thanks to our partners Endura, Forestry England and Pedal MTB, we went from 20 to 32 members, and we're still expanding. We're super proud to announce Trash Free Trails Poland, aka Czyste Szlaki Polska is home to our first Polish A-Team member, and we now cover more of the UK than ever before with representatives in every corner!

As always though, it's not just about the numbers...

A role expanded...

We updated and expanded the role of the A-TEAM so they have a prominent role in each and every one of our projects from inception, through launch, delivery and follow up.



The A-TEAM Charter, our values, commitments and expectations were all created with representatives from the A-TEAM.



Each and every member is kitted out, head to toe in co-branded Endura kit, so keep an eye out for them on your next adventure!



© Sam Dugon



32

A-TEAMERS



DIO – CLEAN TRAILS TOOLKIT



Good old DIY never sat quite right with us. It's not nearly "teamy" enough and, as you know, we like to think we're pretty teamy. That's why we created the DIO (Do It Ourselves) Toolkit, and ultimately how DIO came to be one of our most important values. A progression from the SelfLess Isolation project of 2020, the Toolkit comprises of the "9 R's - Recognise, Route, Rally, Remove, Record, Recycle, Report, Reward, and Repeat. The PDF below, developed in the early part of the year assisted over 360 members of the TrashMob in their Spring Trail Clean adventures.

It also serves as a means of reconnection: deliberately parallel with a process of psychological recovery similar to Cognitive Behavioural Therapy. We hope that through making use of the Toolkit when undertaking a Trail Clean, TrashMobbbers might feel that little bit more connected to that which they have taken action to protect. A little bit closer to nature as a result. In 2022, we hope to undertake our own service evaluation, using established measures to determine its level of functionality as a tool for reconnection.

Containing a short brief on each step, the toolkit formed the basis of all of our projects in 2021. The DIO philosophy has come to encompass not only our projects and processes, but our inner workings. In 2022, DIO will continue along this path, shaping and forming everything we do whilst taking on a role of its own.

360+
DIO TOOLKIT
DOWNLOADS

TREK **BOSCH** **THE NORTH FACE** **komoot** **TRASH FREE TRAILS** **DIO TOOLKIT**

- 1 Recognise**
Our trails and wild places are an incredible source of restoration for us. On your next ride, run or roam, do a recon - what's out there? What needs to be done? Recognise your responsibility!
- 2 Route**
Where are you going? How far? Any special highlights to look out for? Plan your 'rubbish' route on [Komoot](#) - Don't forget to add us in as participants :)
- 3 Rally**
Rally our community! Share your Komoot 'rubbish' route and your plans with us on social media, tell your fam, your friends and your next door neighbours cat, if they'll listen. Remember, it's the #TRASHMOB you're rallying. We're global. From your high street to the Highlands, all the way to the Himalayas, we'll see you.
- 4 Remove**
You guessed it, Get out there and remove what you can (in a COVID safe manner, of course)
- 5 Record**
What did you find? How did it feel? Jot this kind of thing, and anything else interesting about your trail clean down somewhere. In a notebook, in your head, on a Trail Bandit bingo card, on the inside of your eyelids? Left sock? Wherever takes your fancy. Tally your finds to contribute to the SoOT Report [bit.ly/TrashStats](#).
- 6 Recycle**
Have a look through your haul, sort it into lovely little piles of recyclable goodness, and make sure it ends up where it should have been to start off with - a bin!
- 7 Report**
Tell everyone and share your trail clean far and wide - shout it from the rooftops. Tag us on Instagram @trashfreetrails, #jointrashmob, #trashfreetrails. If you fancy being in with a chance to win a custom TFT/Endura Jersey... #mbukcleansup! Log your finds in the State of Our Trails Report [bit.ly/TrashStats](#). Get back in touch with the neighbour's cat if they didn't listen the first time!
- 8 Reward**
This might be the most important... We know that protecting what you love isn't easy. Own that commitment to protect what you love and work just as hard to reward yourself for what you've done. It's ok for it to be stressful and tiring, as well as satisfying and enjoyable. Go for a ride, a run or a roam with no real aim. Just do you. Or eat some cake?
- 9 Repeat**
Keep it going! Pay it forward, encouraging others to do the same. You could pledge to return to your rubbish route weekly, monthly, or whatever's good for you. It's your trails, your wild places, your community. They need you.

TRASH FREE TRAILS
@trashfreetrails
#JOIN THE TRASHMOB



© Sam Dugon

SPRING TRAIL CLEANS

The 2021 instalment of the Spring Trail Cleans was the first time since 2019, and the restrictions on our freedoms that followed, that we had been able to gather real people in real places, to remove as much SUP as possible from our trails and wild places. The public health situation at the time, however, was still uncertain. So, in partnership with Trek, Bosch eBike Systems, The North Face and Komoot we encouraged the TrashMob to DIO throughout the month of April, remembering that we didn't have to be together to work together.

Together, but apart

This project called for a focus on the TrashMob and their incredible DIO donations of time, talent and passion that we couldn't and shouldn't exist without. Throughout the month, we shared those stories of inspiring trail cleans from Sheffield to the South Coast whilst occasionally bringing focus back to the 9R's of the DIO Toolkit.

The Spring Trail Cleans were, and always will be about getting as many people as possible to remove as much as they could, recycling, recording, reporting and importantly recording along the way. Whilst changes in restrictions, the public health situation and even the weather mean that its difficult to compare our project moments to date, it's safe to say we are pretty chuffed with how it went. Check out the full project report [here](#), or PTO for the highlights!



360+

**DIO TOOLKIT
DOWNLOADS**

3550

KM+

TRAIL CLEANS

357

**SOOT REPORT
SUBMISSIONS
JAN 20 - DEC 21**

373

TRAIL CLEANS

6.4M

MEDIA REACH



932+

VOLUNTEERS

BBC

**COUNTRYFILE
FEATURE**

5771

POST REACH

30,356

ITEMS REMOVED

“

Annual plastic release to terrestrial ecosystems might be as much as **23** times greater than into the marine environment

(Horton et al., 2017)

“

Microplastics found in 90% of the soil in Swiss floodplains and nature reserves

(Scheurer & Bigalke, 2018)

“

Animal remains found in **8.1%** of plastic bottles removed from Norfolk roadsides by the RSPB

(Moates, 2016)

“

Litter stemming from the public has a **detrimental** affect on enjoyment and connection

(Wyles et al 2013)

What do we know?

Top 5 brands account for 58% of branded litter recorded

(TFT, 2021)

73% of items collected were recycled

(TFT, 2021)

Anger, frustration and tribal blame

common themes in qualitative responses

(TFT, 2021)

3x more items collected by “proud” participants than “indifferent”

(TFT, 2021)

70% of items removed were Single Use Pollution

(TFT, 2021)

THE STATE OF OUR TRAILS

SUMMIT AND WORLD

ENVIRONMENT DAY TRAIL

CLEAN



At the M-Sparc centre on Monday 7th June, courtesy of Bangor University and Bosch eBike Systems, we did something the likes of which have never been seen, in our world at least. Delegates from the MTB industry, national parks, Universities and brands alike were invited to consider the State of Our Trails, and celebrate the initial publication of the SoOT Report.

Assisted by members of the A-TEAM, a variety of speakers from university lecturers to diversity and inclusion specialists addressed what we believe to be the fundamental answer to the State of Our Trails, and what just might be of benefit of all those who use and protect them - Connection, in all its forms. Take a look at the full report [here](#).



The first official Trail Centre in the UK, Coed Y Brenin, is a spiritual home for riders, runners and roamers alike. What better place to hold the World Environment Day Trail Clean? The A-TEAM, Summit delegates and the TrashMob all joined us to protect that most iconic of trail locations.

As part of the weekend, we also invited people to join us on rides, runs and roams in the area. For us, the reward is just as important as the removing and reporting!

The Summit and Trail Clean will return to Snowdonia and Bangor University for 2022. We hope that given enough lead time, more of our ecosystem will be able to join us at the Trail Clean, on the rides, runs and roams as well as the Summit itself so that as many people as possible are included in the State of our Trails.



© Sam Dugon



#HERE for theTRAILS #TFTAPPROVED



... is a free to use, self accreditation toolkit that enables event organizers of all shapes & sizes to MASSIVELY reduce the #SINGLEUSEPRODUCT footprint of their events & #LEAVEAPOSITIVETRACE on the trails & wild places that host them.

HOW DOES IT WORK?

1 DOWNLOAD the guide & checklist from trashfreetrails.org

2 WORK THROUGH a simple, achievable, step by step process 😊

3 SUBMIT your score & we'll send your bronze, silver or gold medal logo

4 SHOUT digitally & physically (on the mic) about your participation in the #TFTAPPROVED scheme!

**I'M "JUST A RIDER!"
HOW CAN I HELP?**

TFT APPROVED



RECYCLE

We TFT WILL SEND YOUR USED AND ABUSED PARTS TO CYCLE CHARITIES TO BE RE-USED OR RECYCLED! GOOD LUCK EVERYONE

TFT Approved was initially developed in collaboration with the Dept26 MTB club hailing from Bude, Cornwall. The self accreditation toolkit, comprising of guidance, checklists, assets and scoresheets enables event organisers of all disciplines to reduce their impact on the environment they rely on.

2021 saw the scheme attract interest from the MTB industry in particular, and pilots took place at Red Bull Hardline, The Scott Naughty Northumbrian and The Vittoria Enduro World Series Tweed Valley. At each of these events, members of the A-TEAM joined Dom, Rich, Lion and Nova to spread the word, and engage event attendees in "Trash Olympics", "Guess the Gel Ends" and "not so secret shoppers".

However, TFT Approved has been designed so that we don't attend every event to "check up" on the organisers. The process can be internal, so that each can always have something to celebrate as well as having something to work on.

EVENT PRESENCE

3
EVENTS

NEWSLETTER
700+
SIGN UPS

There is always the option, of course, to invite the TFT team to your event, and this was the case at the 3 pilots that took place in 2021. The TFT Approved events attended by the team were an opportunity to practice our event set up. Despite the lack of spectators, Red Bull Hardline was the first real opportunity we had to get all our equipment and see what it looked like at an actual event. The Scott Naughty Northumbrian gave us the chance to trial that set up with hundreds of racers and their families in the wilds of Northumbria, and the Vittoria EWS Tweed Valley was the culmination of what we had learnt at the previous two events, with thousands of people and stereotypical Scottish weather to make things that little bit more entertaining!



© Pete Scullion



© Rich Baybutt

TRASHMOB ACADEMY

Now, as my favourite, I could go on about this one for ages. So instead of trying to summarise, I've decided to go on about it for ages! In partnership with Sprayway, Cotic and Hope, The TrashMob Academy is a youth engagement project offering young people the opportunity to develop their environmental attitudes, connection to nature and attitudes to litter. Using outdoor physical activity as the catalyst for change, and the beautifully simple act of taking action to remove SUP from a place these young people have come to know and love, we aim to improve self esteem, confidence and overall wellbeing in participants

It's something we never want to say is "finished". Doing so would assume that the content delivered, and the delivery method is appropriate and will see results in each participant. For this reason, and thanks to the unflinching support of our partners, we were able to change our focus, aims and objectives in 2021.

A different approach

Originally, we had forecast a number of organisations "signing up" to the programme, for a fee.-. After some time, our education team; Jo Shwe, A-Teamer and PRU teacher, Ellie Ewart, TFT Project Officer and Education Policy Advisor and Rich Breeden, TFT Projects Coordinator and MSc Psychology of Mental Health decided that whilst the programme was indeed of value, recruiting as many organisations as possible wasn't the best course of action for this important work.



TRASHMOB ACADEMY PILOTS

We took a step back, and decided to operate without a fee, with the organisations only having to pay for the coaches time. We also made the decision to operate on a one by one, pilot basis. Whilst this meant that we wouldn't be delivering the 50 organisations we had originally intended, the quality of interaction we would have would be much higher, and whilst unable to create that new revenue stream, we could look in more detail at developing the content and how it was to be delivered, changing more individual worlds that we might have done otherwise.

© Rich Baybutt



Since that refocus, we've worked with organisations in Wakefield & Leeds in collaboration with Leeds Urban Bike Park, and in Bristol with Pedal Progression to pilot the 6 sessions with young people either from PRU's or similar, or those who are in mainstream education, but might be on the cusp of expulsion or PRU referral. Each has warranted a different style of delivery, with different demographics and ages, and we've been able to make adaptations to the content so it's as appropriate as possible for the young people involved.

TRASHMOB ACADEMY
4
PILOTS TO DATE

YOUNG PEOPLE
~15
ENGAGED

TRASH
<FREE>
TRAILS

As you might expect, we've learnt a thing or two from the pilots delivered in 2021...



The “lynchpin” character is essential to efficient delivery. In order for the young people to get the most out of the TrashMob Academy, it's important they have an **established connection with the adult joining them on the outdoor activity session.**



There is a definite want and need **for environmental & litter education, nature connection and outdoor physical activity to be utilised more** in the mainstream education system. So much so, in fact, that the session content has been **adopted by the Wakefield PRU**, following a discussion with the SENCO lead for the area, as a **timetabled “intervention” class.**



The adults involved in the delivery of the content would benefit from an **onboarding session in advance.**



Not everyone likes mountain biking! Offering the option of **other activities will broaden the project's potential impact.**



Building up our network of coaches is key to efficient delivery.

© Rich Baybutt



So, in advance of the next pilot to begin in late February 2022, we'll create a crib sheet for coaches and teachers to refer to when delivering the content, as well as organising for a TFT representative to deliver the onboarding session, in person where possible.

We have also explored the possibility of “Train a Trainer” days as part of our Education and Understanding programme for 2022, and begun work on a campaign to include environmental & litter education, nature connection and outdoor physical activity into the mainstream curriculum.

Without the agility the new approach allowed us, and the understanding and support of our partnership ecosystem, this simply would not be possible!

TRASHMOB ACADEMY TASTER DAYS

We knew that if the TrashMob Academy was to catch on, we had to reach the ecosystem of people that are influential in the development of our young people. So we invited teachers, coaches, parents, and local authority representatives to iconic MTB locations in the UK for a day of nature connection, bike riding, and of course, SUP removal from places we love.

Collaboration is key

At Glentress, in collaboration with Developing Mountain Biking in Scotland (DMBinS); Parkwood Springs, in collaboration with Cotic and The Bikes College; and Bike Park Wales in collaboration with, you guessed it, Bike Park Wales and Wilderness Trail Bikes; members of the A-TEAM joined Rich and Nova to help these stakeholders learn more about The Academy, and TFT more broadly.

It was a great opportunity to collaborate with organisations such as DMBinS and The Bikes College in a way we'd not been able to before, all whilst raising awareness for the TrashMob Academy, generating interest for the programme and interest in our mission amongst those who might be able to make a difference in the next generation of happy, healthy environmental stewards.

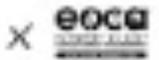


© Pete Scullion



© Rich Baybutt





THE A-TEAM WEEKENDER

We bought together A-TEAMers and Steering Group members, freelancers and friends together at Y Porthdy, aka The Lodge, Staylittle courtesy Phil and Polly for a weekend of training, trail cleaning, eating, drinking, dog petting and dancing. We wanted both to say thank you to the ecosystem of individuals that make our mission possible, and to make that thankyou purposeful. That purpose was to equip them, metaphorically and physically, to be better able to protect their trails and wild places.



40
PEOPLE

1 100%
CLEAN
TRAIL

INDIVIDUAL
876
ITEMS



PUMP TRACK POWER HOUR

To mark the start of the World Clean Up Day weekender, and once everyone had found the car park, A-TEAMers were joined by Endura Athletes The Trailrippers, their mum and a small squadron of local TrashMobbers at the Machynlleth pump track for an hour (and a bit) of Trail Clean madness.

Partly through necessity, and partly as an experiment, we wanted to see what could be done with many hands in a small space of time. Instead of getting what we could from an entire trail centre as we usually do, we focused on that hour (and a bit...) and you know what? It was incredible.

Another way?

This new found format of Trail Cleaning taught us a couple of things. Firstly, the use of that hour meant that people were under no pressure to commit to a full day. An hour seemed to be an easily donatable amount of time, so everyone gave it their all for the duration. Second, we recorded the highest concentration of "retro rubbish" finds here (items dated pre 2005). This leads us to assume that its pretty unlikely this place had ever been cleaned before. Finally, we were able to say, for perhaps the first time, that Machynlleth pump track was "100% Clean", paving the way for new project ideas and who knows, new partnerships maybe?

In 2022 we'll be back, to see if we've been able to make a sustainable reduction in the amount of SUP at the Machynlleth pump track.

HALLOWEEN TRAIL CLEAN TOUR

Our 2021 Autumn Activation called for something a little bit different. We thought that the idea of a Trail Clean tour that visited a series of locations in the UK that “HQ” had chosen didn’t sit quite right with our most important guiding principle, Doing It Ourselves...

Community Nominations

So, we asked the TrashMob to nominate the places they thought needed the help of the TrashBusters the most. After receiving 28 nominations, and much as we would have liked to visit each of them, we shortlisted down to 7 haunted trails. Then, thanks to Trek, Bosch eBike Systems, The North Face, Red Bull and Cotswold Outdoor, we went on tour! Working closely with those who had nominated their trails, we went from Cathkin Braes to Cannock Chase, Grenoside to Burley, The Wandle Trail to Tilgate, all to culminate at the famous Barry Sidings café for the Grand Finale. Check out the full report [here](#), or keep reading!

As always, we invited the TrashMob to join us, wherever they were, through getting out their and DIO - ing their own cleans in our name. We created GIPHY stickers, and updated our toolkit so that as many as possible could get involved however they saw fit. With hindsight though, it became apparent that asking our global network to get out there and DIO whilst we were doing our own Trail Clean tour might have been more than a little confusing for many. The focus on DIO for the Spring Trail Cleans, and the much higher numbers of such cleans for that activation serve as testament to this. An important lesson was learned, and carried forward into 2022.



733+

VOLUNTEER HOURS

14317

INDIVIDUAL ITEMS

486+

VOLUNTEERS



**HALLOWEEN
TRAIL
CLEAN
TOUR**



463

KM+

TRAILS CLEANED

4

TONNES
REMOVED
IN TOTAL

**349.7
MILLION**

MEDIA REACH





KENDAL MOUNTAIN FESTIVAL

Thanks to Trek Bikes and Sprayway, we were delighted to return to Kendal after a strange year last year. Once again we were able to engage the thousands of attendees and passers by at our amazing space in the overhauled “Basecamp” area, through the classic “Guess the gel ends”, an interactive DIO Toolkit display, and SUP finds from the recent Halloween Trail Clean Tour and previous visits to Kendal. Yes, the dog poo collected from the 2019 Helvellyn Trail Clean expedition was on display!

We showed our film, “The TrashMob” on the Basecamp stage, and Jo & Rich chatted away about the Academy to James, the presenter of the day in front of a small, but highly engaged audience.

More to Merch than Margins

Also on display was the inaugural offerings of the “TFT General Store”. Merch has never been top of our agenda as a non-profit, but Kendal was the perfect opportunity to see if people might like to cop some classy garms clad with our precious TFT diamond. And you know what, the people loved it. We generated a good amount of sales but, more importantly, were able to have decent conversation with each and every customer, so that they might be able to pay that conversation forward when seen out and about on their trails, and in their wild places, wherever that might be.

TFT GENERAL STORE



Following Kendal Mountain Festival, and in the run up to Christmas, we launched the TFT Pop Up shop, AKA The General Store!

A bit of a trial run for the future where the TrashMob can equip themselves to get involved with our activations, we sought out producers that mattered to us. People and organisations whose values, stories and missions aligned with ours. Accompanied by a Social Media campaign, long and short sleeve t-shirts, beanies, hoodies, stickers, patches and our world famous plywood waymarkers were all available to buy direct from the website, for a limited time only. The most efficient way to ensure we didn't lose ourselves in the postage, packing and numbers was to open the General Store for 2 weeks, with all of the posting and packing taking place at The Lodge, Staylitttle.

As always, we took some important lessons from our first go at selling stuff people might want. The "pop-up" format was absolutely the best way for us to go about this, but we think that 2 weeks might have been a little too long. Also, the whilst the packing and posting at Staylitttle was the only way at the time, we are going to look to our partners for support regarding fulfilment for the next installation of the TFT General Store.

New bits soon come, so keep your eyes peeled for the next opportunity to #jointhetrashmob!



BADTORAD

Towards the end of the year, we teamed up with MucOff for #BADTORAD. MucOff Athletes, including ChopperFielder, Matt Jones MTB and Ben Deakin challenged followers to take their trails from bad to rad, posting their trash hauls using the hashtag to be in with a chance of making onto Santa's "rad list" and be in with a chance of winning MucOff goodies.

The campaign was accompanied by comprehensive social media coverage and through the engagement of high profile athletes, our mission was spread far and wide.

This athlete involvement, and the subsequent delivery of our message to a much wider audience, is something we are looking to develop further in 2022.



593K
SOCIAL REACH

360K
PRESS
IMPRESSIONS

ATHLETE
337K
SOCIAL REACH

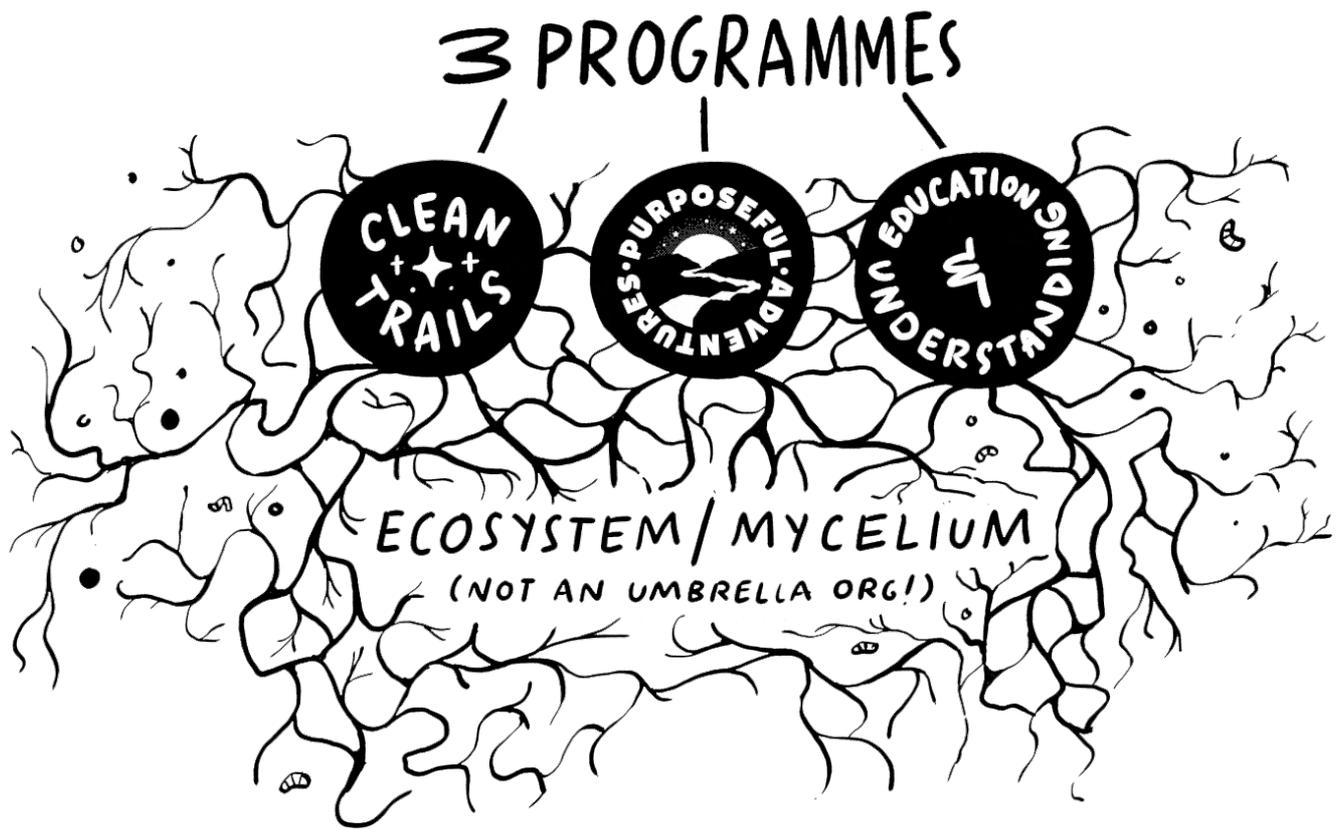
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Future Directions

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In many ways, since our inception in 2017 we've been on a journey of discovery. Whilst our mission and reason to be has remained the same, how we achieve that mission, and the directions we take in order to do so have changed and developed over time. We've come to understand, through lessons learned along the way, that there's three broad strands to our work: Clean Trails, Purposeful Adventure, and Education and Understanding.

There's inevitably plenty of overlap between each of these areas - just as the "litter" issue is one of hugely complicated, interconnected systems, we strive to take a holistic view. Our ecosystem approach extends to here as well! One couldn't, shouldn't and wouldn't exist without the other. Once again, just like mycelium, our work and its impact are interconnected - we believe that each of these strands to be as important as the other.

Without a balanced approach, we will never achieve what we set out to.

CLEAN TRAILS

For many people, the environmental and social issues facing us can be overwhelming, causing a 'head in the sand' reaction from even the most environmentally sensitive people. In short, many of us have become depressed into inaction. "What can I do? I'm just one person...."

Our response to this is deliberately simple. In 2022, we're breaking things down into achievable, impactful actions and Purposeful Adventures, otherwise known as Trail Cleans. DIO, A-TEAM, or HQ led, these are our bread and butter.

We firmly believe - and repeatedly demonstrate - that if we give people inspiration, information and tools, they might just give their time, energy and care in return.

Each activity under the Clean Trails banner is designed to act as a gateway to wider environmental awareness, action and adventure, whose individual impact rolls effortlessly together with the actions of fellow riders, runners and roamers and the global environmental movement as a whole.

PURPOSEFUL ADVENTURE

It's one thing to remove 75% of SUP from our trails and wild places, but if we don't find out how it ended up there, take action to find out why, and empower individuals, groups and organisations to make changes then we'll just be back to square one come 2025. For us, this is where the issue of disconnection is key. We believe that some users of the outdoors are fundamentally disconnected from the places that they take joy, fun, exercise and relaxation from.

The result of this disconnection is the dropped drinks bottles, dog poo bag tree decorations, discarded inner tubes and much, much more. Disconnection is also doing nothing about the issue - the inaction, head in the sand mentality we have come to know all too well.

We believe that Purposeful Adventure is the answer; fostering a mutually beneficial relationship with the outdoors where each benefits the other. Working with all walks of outdoors users, to change perspectives of what adventure can mean, encouraging a more caring approach to trails, and the wild places that host them.

For us it is no longer enough to simply leave no trace when pass through our trails and wild places. We must now aim to leave a positive trace on the environments and communities that host our adventures and on ourselves as we ride, run or roam through them

#LeaveaPositiveTrace.

EDUCATION AND UNDERSTANDING



The forebear to broadening our approach to Education and Understanding in 2022, The TrashMob Academy is a perfect example of applying a Purposeful Adventure approach to changing mindsets through understanding. Whilst it's imperative our young people are given the tools to become the happy, healthy environmental stewards we need them to be, education isn't just for kids.

More people are venturing into the outdoors than ever before, and in many ways this is a threat to an already stressed ecosystem. But, if we can build a sense of connectedness amongst those new visitors to the outdoors at an early stage, they can be our advocates of the future. Alongside this, we are very aware that we, AKA everyone, has little understanding of the impact of SUP. We all intrinsically know it's "bad", but there's hardly any research on its impact on terrestrial environments to measure or understand this.

What we do know is it's a hugely complicated issue. Why do people drop litter? What are people's attitudes to litter? And why do current 'anti-litter' campaigns have little impact? Who's responsible? Why do the same 5 brands appear consistently? What impact are we – Trash Free Trails – having? Are we creating a sustainable approach to reducing litter? Are we successfully achieving our goals? Well, we want to answer those questions. In 2022, we'll be having a good go...



In the Autumn, **a month of Education and Understanding focused activities** following the themes of our programme structure for the year will **further the level of understanding necessary to achieve our mission**



Working on a **campaign for the inclusion of environmental, litter and nature connection in the mainstream education curriculum**



Developing DIO; deepening and extending the TrashMob's ability to protect and enhance their trails through an **educational element in each of our projects**



The work of the SoOT report will continue, **establishing an evidence base for the impact of SUP on terrestrial ecosystems, and the people who hold them close**



Fundraising

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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 on the trails and wild places we exist to protect, but in the hearts of the people that help make it possible.

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

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.



STRATEGIC PARTNERS 2021



Our strategic partners are a foundation of key stakeholder organisations, whose commitment to support us at an organisational level provides a stable platform from which to make long term plans. This innovative approach enables us to collaborate in a manner that creates a sustained positive change to the health of our trails, wild places and the communities that rely upon them.

This pioneering approach to NGO and commercial partner relationships sets an inspiring example and engages with the public and media alike.

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

"It's an honour to be able to support the TFT guys – they do a great job at raising awareness of the challenges our ecosystems face and encouraging engagement in a multitude of ways. Keep up the good work!"

Chris Astle, UK Marketing Manager, Bosch eBike Systems



2022 will mark 5 years working with Trek UK. Since Dom first approached Jez way back when, they've been right by our side. The first brand to stick their neck on the line for us, we simply wouldn't be here without them. Here's to many more years together!

Bosch eBike Systems have also been with us from the early days, and Chris was another to take a bit of a punt. Supporting the SoOT Report from day one without it being fully formed at the time, shows the kind of trust and respect we have come to appreciate from our strategic partners.



BOSCH
Invented for life



Facilitated by EOCA, our relationship with outdoor clothing giant The North Face has been exemplar of Strategic Partner status. In person involvement at events, athlete presence and an all round legend to work with to boot, we're looking forward to working more closely with them in 2022.

Bangor University is the home of the SoOT Report, and the roots of our focus on citizen science. Facilitators of our Masters research, the inaugural State of Our Trails Summit and Dom's return to student life, we hope that the foundations laid by the Baseline Study allow our work with the institution to continue.



PRIFYSGOL
BANGOR
UNIVERSITY

PROGRAMME PARTNERS 2021

Programme Partner support allows us to build the cohesive and holistic approach we need to achieve our mission, rather than jumping from big project to big project. It also enables both us and our partners to learn and maximise the value of the support we receive. Programme Partners support us on an annual basis by contributing to work that focuses specifically on one (or more) of our three programme strands/themes: Clean Trails; Purposeful Adventures; and Education and Understanding.

Take our Clean Trails programme as an example. This is 24/7/365 days a year work, which encourages individual action, but also specific group and organised events. We want to maximise the impact of each and every action: we value every minute of time volunteered to us. Programme partners help us achieve this.



Sprayway have supported the TrashMob Academy since day one. Alongside their financial contribution, we're incredibly grateful for every single jacket donated to graduates of the TrashMob Academy, and for Duncan and Alana as friends of the family. We look forward to their continued support in 2022 as Programme Partners supporting Education and Understanding.

Red Bull UK joined the table in 2021, after responding to an Instagram story stating that their cans were amongst the top 3 found items according to the SoOT Report. They got in touch saying they wanted to do something about it and haven't stopped "running towards the problem" since. They invited us to Hardline, and continued their support as Clean Trails partners on the Halloween Trail Clean Tour. For 2022, they will become Strategic Partners, supporting our work on a day to day basis.



We were stoked when Cotswold came to us just before the Halloween Trail Clean Tour to offer their support. The potential for deeper collaboration with the runners and roamers in our world was personified through in person representation (hand counting over 250 wrappers covered in slime!) at some of the tour stops. In 2022, they will continue as Clean Trails Programme Partners.

PROJECT PARTNERS

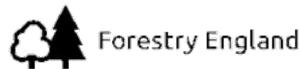
There are times when we need an extra push to get a specific project over the line. Or, an organisation approaches us with a specific idea. In those instances it might be appropriate to enter into an ad-hoc project partnership.

Keep your eyes out for the 2022 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.

Powered By



Fuelled By



Equipped By



SUPPORTED BY

Sometimes, individuals or organisations just love what we are doing and want to show the 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 by partners want to help.



QUOTES

"For me, Trash Free Trails is about building long term partnerships (and friendships) in the outdoors, education and participation on both a professional and personal level"

Emma Pearson-Pope, Senior Marketing Manager - UK & BNLX, The North Face

"To me, Trash Free Trails is a combination of celebrating the places we love, working to protect them and bring people of all kinds together to do this. I think Trash Free Trails is a brilliant organisation that's making all of the above accessible and important to those of us who love to play and recharge outdoors. I'm very happy it exists, and to be a part of it!"

Manon Carpenter, Professional MTB Rider, Filmmaker & Environmental Advocate

"TFT to me is, quite simply, a home. It's a place where I feel welcomed by people who are passionate about all that they do. TFT is infectious in their enthusiasm, creativity and devotion to a cause, and it is because of that, that I feel a better person for being a part of the TFT crew".

Sam Dugon, Photographer, Creator, Dog Lover & Nutcase

"It's giving people the framework, the inspiration, and the call to action for those who want to do 'more'. What's especially cool though, is there is no pretence or barrier to what 'more' looks like. You could organise a big trail clean, rally your kids or classmates to pick up some trash, or just notice and pick up a wrapper on your Sunday stroll in the woods; any of those is 'more' and any and all of those acts of participation is welcomed by TFT.

Through the DIO framework every little piece of trash picked, every trail clean we host, every MTBer, kid, or family who is inspired; it all adds up to a much bigger picture of a better understood and respected local MTB community, and a community who are inspired through purposeful adventure to do 'more' for our environment, our trails, and for each other"

Ali Hair - A-TEAMer, Trash Free Cambu Founder, Legend

FUNDRAISING STRATEGY

In our 2020 report we identified the need to secure long term, sustainable, funding in order to create a stable platform from which to work towards our 2025 mission.

Thanks to the level of engagement of the cycling, wider trail user and business communities with our work, 96% of our 2021 funding came via corporate partnerships (the remaining 4% being made up of TFT Shop sales and community fundraising). Far from seeing this narrow funding stream as a risk, we view it as a blessing for two primary reasons;

First, £53,511.19 of our 2021 funds came via our 'Strategic Partners' programme. One of the key elements of this partnership level is a commitment to support our work at the same or increased, level for at least 3 years pending two-way annual reviews. As a result of this approach, we have already been able to confirm a minimum of £80,000 funding for 2023.

Second, this fantastic show of support has enabled us to refine our fundraising strategy from 2021, as a result of another 12 months of learnings.



FUNDRAISING STRATEGY CONT.

Capitalising on the medium term stability that our corporate partnerships provide, 2022 will see us refine and continue our work to diversify our income streams, in line with our strategic development. Our areas of focus will include;

Approaching Trusts and Foundations that support small CICs (2022 target £20,000)

We are now in a position to begin applying for charitable grants. In 2022, we will focus our trusts and grants work on raising money to support our education, mental health and social justice aspirations for which 'seed' funding is necessary in order to develop, field test and refine these projects in order to launch the best possible finished product. We have identified a number of large and small trusts and grants that are an excellent fit with these areas.

Continue the development of our innovative Partnerships Ecosystem (2022 target £188,000)

Our aim is for our partnership ecosystem to be greater than the sum of its parts, providing meaningful benefits for all parties, as well as our trails and wild places. In real terms this means spending quality time with our incredible array of partners to explore far beyond the simple financial donation, identifying and activating existing resources, expertise and equipment that can contribute to our mission. This recognition of the value of 'in-kind' contributions makes our partnership structure more inclusive and supports our 'smallnormous' approach, maximising the impacts of each partnership and attracting potential new partners in turn.

Individual giving and community fundraising (2022 Targets £2500 and £3000 respectively)

Further increasing awareness of, and opportunities for, individual donations through online platforms, community activations and remote and in-person events. We will also look to capitalise on the place our 35 A-TEAM ambassadors hold within their communities across the world, by equipping them to host 'Fundraising Film Nights' in the build up to Christmas and raise money through sponsorship of individual or group challenges and events.

Continued expansion of our shop offering (2022 target £5000)

After raising £2,539.47 in 2021, 2022 will see the further development of our shop or 'General Store'. We will be 'opening' our digital 'pop-up' shop ahead of three big project moments (Spring Clean, Purposeful Adventures and Education & Understanding) and 'in real life' at events such as Red Bull Hardline and Kendal Mountain Festival Products such as; foldable recycled litter pickers, reusable trash bags and trail signage equip people to clean and connect with their trails and wild places. Alongside these 'tools' we'll also be stocking our TrashMob race jerseys, T-shirts, hoodies, hats 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 our community.

Our total fundraising target for 2022 is £218,500.



Financial Review

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During the year Trash Free Trails CIC raised £145,488.71 from corporate donations, corporate sponsorship, general public donations and revenue generated by our shop. To carry out the programmes and projects mentioned in the above report £125,305.84 was spent during the 2021 financial and calendar year.

Funds carried forward.

As per our Strategic Partnerships programme £20,182.87 was carried forward into 2022. This enables us to meet the working capital requirements of the CIC in line with our 5 year strategy and allowing the continuous funding of long term projects such as the 5 year State of Our Trails Report.

Our thanks to all who gave their time and money to support our work in 2021.





Financial Statements

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For the year ended 31 December 2021

Account 2021

Turnover

| | |
|--------------------------------|-------------------|
| Strategic Partners | 53,511.19 |
| Lead Project Partners | 46,658.97 |
| Powered by Project Partners | 21,000.00 |
| Fuelled by Supporting Partners | 18,843.01 |
| TFT Shop | 2,539.47 |
| Other Revenue | 2,936.07 |
| Total Turnover | 145,488.71 |

Cost of Sales

| | |
|--------------------------------------|------------------|
| Academic Consultancy (Project) | 2,291.65 |
| Education Consultancy (Project) | 1,500.00 |
| Design (Project) | 12,454.56 |
| Equipment (Project) | 4,872.57 |
| Marketing and Comms (Project) | 12,866.78 |
| Other Costs (Project) | 4,538.61 |
| People Costs (Project) | 3,550.00 |
| Product Cost of Production (Project) | 3,890.14 |
| Sustenance (Project) | 5,615.61 |
| Travel (Project) | 5,892.49 |
| Total Cost of Sales | 57,472.41 |

| | |
|---------------------|------------------|
| Gross Profit | 88,016.30 |
|---------------------|------------------|

Administrative Costs

| | |
|-----------------------------------|------------------|
| Advertising & Marketing | 3,218.49 |
| Audit & Accountancy fees | 613.00 |
| Bank Fees | 3.53 |
| Consulting | 1,940.00 |
| General expenses | 4,136.06 |
| Insurance | 785.53 |
| IT Software and Consumables | 1,094.68 |
| Pensions Costs | 524.40 |
| Salaries | 55,328.64 |
| Staff Training | 184.00 |
| Travel - National | 5.10 |
| Total Administrative Costs | 67,833.43 |

| | |
|--|------------------|
| Long term project funds carried forward for 2022 delivery | 20,182.87 |
|--|------------------|

| | |
|--|------------------|
| Profit on Ordinary Activities Before Taxation | 20,182.87 |
|--|------------------|

| | |
|------------------------------|------------------|
| Profit after Taxation | 20,182.87 |
|------------------------------|------------------|



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Every now and then, I'm asked to define what Trash Free Trails 'is'. Often the person asking could be loosely described (from a professional POV at least) as, 'time poor' and of a 'commercial mindset' and, often, I experience a sense of mildly belligerent reluctance to provide a 'satisfactory' answer. Now, I know why they're asking and, if I'm honest, the majority of my reluctance stems from embarrassment at not yet having a super catchy one line answer, that evokes a gasp of clarity from said time poor person/s.

However, whilst I will continue to try to solve this minor puzzle for as long as it takes, I have come to realise that it really isn't important what *I* think. It's what Trash Free Trails is to *you*, our community, that matters. That's what we're here for.

So, when thinking about how to sign-off this, our second Annual Impact Report, my contrary mind turned, not to summarising what Rich has already done so eloquently in the previous however many pages, but to reflecting with pride at what Trash Free Trails has come to mean to many people. People like the irrepressible, inspirational, smile inducing machine that is our A-TEAMer Jo Shwe. Who, after receiving a grilling of the type I describe above, I asked if she would feel comfortable telling me what Trash Free Trails *is* to her.

It was about 11pm at the time and one or two beers may have been consumed, but to me Jo's reply is the very essence of what we're trying to achieve. I'm extraordinarily proud that she and every other member of our TrashMob community across the world, have chosen to donate their time, talent and passion to our cause.

"TFT isn't just one thing and it's not the same thing to everybody.

To me it's an opportunity to care for the places I love and work with like minded individuals and groups. It has led me on a journey of discovery of who I am and what I want to give to the planet. To my students it is the vehicle that drives them to become more than they ever believed they could and to have a purpose and a reason to do and be better. For the community it is an opportunity to come together to make new friends and connections, to share compassion and ideas to join forces to keep our wild spaces free from single use pollution.

TFT will NEVER be just one thing and will never be the same thing... what does it mean to you?"

Jo Shwe, A-TEAM Ambassador, PRU Teacher and.....so much more.

I'll consider 2022 a roaring success if we can light a similar fire to Jo's in the belly of even one person we haven't met before and I'll probably do a small chance if you tap us on the shoulder one day and let us know what Trash Free Trails is to *YOU* too :)

We'll see you out there,



Dom (and Lion)





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