KEEP WALES TIDY

England & Wales · Charity number 1082058

Details

Other names	ENVIRONMENTAL CAMPAIGNS (CYMRU), KEEP WALES TIDY CAMPAIGN
Status	Registered
Legal form	Charitable company
Company number	04011164
Registered	2000-08-16
Register	View on the Charity Commission register

Contact

Address	Keep Wales Tidy Sbarc Spark Maindy Road Cardiff CF24 4HQ
Phone	02920025695
Email	info@keepwalestidy.cymru
Website	www.keepwalestidy.cymru

Activities

Objects: THE PROTECTION PRESERVATION AND ENHANCEMENT OF THE ENVIRONMENTS OF TOWN AND COUNTRY IN WALES FOR THE GENERAL BENEFIT OF THE WELSH NATION AT LARGE AND TO EDUCATE ALL SECTORS OF THE COMMUNITY AND TO PROMOTE AWARENESS OF THE WAYS IN WHICH THE ENVIRONMENT IS AT RISK AND OF WAYS IN WHICH THIS CAN BE MINIMISED SO THAT THE USE OF SUSTAINABLE WASTE MANAGEMENT PRACTICES MAY BE ENCOURAGED

Activities: Keep Wales Tidy works for the improvement of local environments by 1. encouraging the public to act in a responsible manner; 2. supporting organisations that work for a cleaner and tidier local environment.3. promoting sustainable development, education and community action.

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Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Environment/conservation/heritage
- **Who:** The General Public/mankind

Geography

- **Area of benefit:** WALES
- Throughout Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£6,492,493	£6,459,697	£2,076,443	83
2024-03-31	£4,583,438	£5,194,955	£2,009,274	67
2023-03-31	£5,710,031	£5,764,365	£2,634,131	70
2022-03-31	£5,751,633	£4,948,716	£2,814,134	68
2021-03-31	£3,899,234	£3,865,232	£2,027,727	57

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Trustees

Name	Role	Appointed
Alana Smith		2023-09-27
Andrew Stumpf		2018-09-26
Benjamin Rwizibuka		2025-09-23
Ceri Davies		2023-09-27
David King MBE		2023-09-27
Jennifer Rudd		2025-09-23
Lesley Babb		2018-09-26
Lloyd Rhodri Harris		2023-09-27
Luisa Pastore		2023-09-27
Mike Leeson		2021-09-22
Rebekah Stone		2021-09-22
Sharon Pascoe		2025-09-23

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KEEP WALES TIDY

England & Wales - Charity number 1082058

Accounts

Charity registration number 1082058

Company registration number 04011164 (England and Wales)

KEEP WALES TIDY

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

KEEP WALES TIDY

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KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2025

The trustees present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the company's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

Keep Wales Tidy exists to protect, preserve, and enhance the environment of Wales for the benefit of current and future generations. Our mission is supported by education, advocacy, and community action – helping people across Wales understand the importance of their natural environment and empowering them to take practical steps to protect it.

Our work is underpinned by our values:

- Passionate
- Together
- Bold
- Inspiring
- Responsible

We remain committed to our 2022–2030, strategy 'Beautiful Wales' (https://impact.keepwalestidy.cymru/beautiful-wales/), which sets out our long-term ambition to:

- Eradicate litter and waste
- Empower young people
- Create and restore green spaces
- Set standards for environmental excellence

Public Benefit

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission’s guidance on public benefit. The work of Keep Wales Tidy contributes to improved community health and wellbeing, greater access to nature, biodiversity recovery, and reduced environmental degradation. Our work is open and inclusive, with targeted support for communities most in need.

Achievements and performance

A Year of Impact

2024/25 was another year of growth and impact for Keep Wales Tidy. Despite continued pressures on public funding, we expanded delivery, reached new communities, and scaled up our influence across policy and practice.

Highlights include:

- 652 new community gardens created through our Local Places for Nature programme
- 28,000+ volunteers supported across Wales
- 90%+ of schools engaged in the Eco-Schools programme, making Wales the first country to meet UNESCO's Green Education Partnership target
- A record number of Green Flag Awards for community-run parks and open spaces
- AI-driven behavioural campaigns targeting roadside litter in urban areas

These achievements are set out in more detail in our full Impact Report that can be found here - https://impact.keepwalestidy.cymru/impact-report/impact-report-2024-2025.

Financial Health and Sustainability

We ended the year in a healthy financial position, delivering a modest surplus and maintaining strong cash flow and reserves. We remain mindful, however, of the wider financial climate. Our reliance on short-term, often project-specific government grants continues to pose a risk to long-term sustainability - particularly given ongoing pressures on public sector budgets in Wales.

We have taken proactive steps to address this challenge, including:

- Growing our unrestricted income through commercial activity and contract services
- Reviewing internal cost structures to improve efficiency
- Developing measurement of our impact and SROI

We are also playing our part in arguing for more realistic recognition of necessary overheads and multi-year programmes that are necessary for the long-term sustainability of the Third Sector.

Looking Ahead

Our priorities for the coming year include:

- Deepening our influence on litter, reuse and circular economy policy in Wales
- Driving forward commercial opportunities in line with our objectives
- Strengthening our core infrastructure, especially around data, digital, and impact measurement
- Continuing to build new partnerships across public, private and third sectors

We remain ambitious about our ability to deliver transformative environmental change, and confident in our ability to do so in a financially responsible and mission-driven way.

Conclusion

We are proud of the work undertaken by Keep Wales Tidy in 2024/25 - not only the scale of what was achieved, but the spirit in which it was done. In an increasingly complex operating environment, the organisation has shown agility, creativity, and resilience.

We extend our sincere thanks to our staff, volunteers, trustees, partners and funders - and look forward to building on these achievements in the year ahead.

Financial review

Our total income of £6.49m was relatively well-diversified, though predominantly restricted to our key specific programmes such as Local Places for Nature, LEQ and Policy and Eco-Schools.

In addition to this Welsh Government funding, we were successful in securing significant other new grant funding during the year, including from the UK Government Shared Prosperity Fund which enabled us to work at a local level in some authorities across Wales.

In addition to contributions from the funding described above, we also secured income from trusts and foundations, including the Swire Charitable Trust (received in 23/24) and Garfield Weston Foundation which allowed us to work at a grass roots level with communities across Wales, and we saw a growth in our trading and contract services 94% of which was unrestricted income.

Our unrestricted funds increased by over £264,000 during the year and our total charitable activities income grew by over 40%. We increased our employee headcount to enable delivery of all of our key programmes.

The diversity in funding has helped build organisational resilience and provides greater flexibility for strategic investment in our future priorities. It is a strong and stable platform on which we can build in future years.

Key developments:

- A modest surplus was achieved
- We recorded a modest investment gain during the year, driven by the growth of the fund we invest with and the reinvestment of dividend income
- We continue to operate from a position of strength, with net assets growing and still exceeding £2 million at year end

Reserves Policy

Our policy remains to hold unrestricted reserves sufficient to cover at least three months' core operating costs. As of 31 March 2025:

- The designated reserve for working capital stood at £750,000
- A further £300,000 is held as a strategic development reserve to invest in revenue-generating and diversification activity

The Audit and Risk Committee, supported by the Treasurer and a task and finish group, has been reviewing our reserves and investment policy to ensure it remains aligned with organisational needs and market conditions. A recommendation will be brought to the Board at the first meeting of the new financial year.

Structure, governance and management

Governing document

- Keep Wales Tidy is incorporated as a private company limited by guarantee and governed by Articles of Association last amended by a special resolution of the Board of Trustees on 21st February 2024.

- From 1972 to 31 May 2000, the organisation operated as part of the Keep Britain Tidy Campaign. From 1 April 2000 to 23 September 2007, it operated under the name of Environmental Campaigns Cymru. A special resolution changed the name to Keep Wales Tidy on 24 September 2007.

Recruitment and appointment of new trustees

- The Articles of Association provide for between 3 and 14 Trustees, who are the Directors of the Company. Trustees serve for a maximum term of three years but may be appointed to serve two further terms of not more than three years each. Appointment is by election at the Annual General Meeting during September each year.

- Before inviting nominations, the Trustees review their skills to try to attract members with relevant experience and other skills to the Board. The Chair and Executive Officers are appointed by the Trustees from among their number. Each newly appointed Trustee completes a declaration of interest that is reviewed annually thereafter.

Induction and training of new trustees

- An induction pack is issued to new trustees which includes the Memorandum and Articles of Association, Charity Commission leaflet CC3 (The Essential Trustee), a detailed description of the Structure, Organisation and Staffing of the Company, and details of the Company's Professional Advisors.
  Trustees are encouraged to attend relevant training courses to develop their skills and trustee training is provided by professional advisors.

Key management personnel

- The pay of key management personnel is reviewed annually alongside a general review of all staff salaries. Salaries are benchmarked against comparable size charities who operate in the region. Policies and the risk register are reviewed regularly and to a schedule.

Organisational structure

- The Board convenes at least four times each year and holds an additional strategic planning/training day. The Trustees have delegated management of the organisation to the Chief Executive, who reports on performance against Strategic and Operational initiatives approved by the Trustees.

- The Board oversees performance through a range of committees, including Audit, Policy, Remuneration, and Commercial. Trustees also participate in regular “deep dive” sessions into key areas of the charity’s work, helping to inform strategic direction and risk oversight.

- There are also several staff-led operational committees, that trustees are invited to attend and contribute. These include Keep Wales Tidy's Net Zero Group, EDI, Staff Consultation and Wellbeing Groups.

- The Chief Executive has responsibility for planning, developing, and implementing the services and strategies for Keep Wales Tidy within clear policies and protocols set by the Trustees. He ensures that the appropriate staff team is recruited and supported to provide the skills and expertise needed to run a successful organisation and that the values of Keep Wales Tidy are observed.

  The Business Services Director, who is also the Company Secretary, has operational responsibility for Finance and Human Resources and reports via the Treasurer and Audit Committee on the financial position of the organisation. Management reports are prepared quarterly for the Board and the management team.

Risk Management

The Board maintains a comprehensive risk register, reviewed biannually. Key risks in the current period include:

- **Post-2025 Funding Uncertainty:** There is a lack of clarity around core funding beyond the current government grant cycle, posing a risk to long-term planning and sustainability.
- **Transition to New Operating Model:** The charity is changing how it delivers its work, placing greater reliance on third-party partners to deliver short-term projects that exceed internal staff capacity. There is a risk that the new model may not deliver the intended impact or efficiencies if it is not fully embedded, adequately resourced, or supported by delivery partners and internal teams.
- **Income Diversification Challenge:** The organisation is pursuing an ambitious strategy to grow unrestricted income through private and commercial sources. There is a risk that this approach may not generate sufficient revenue at the pace required to offset reductions in public funding.

Mitigations are in place for all identified risks, with regular oversight by the Audit and Risk Committee. Where appropriate, the charity also invests in internal systems, insurance, and expert advice to ensure risks are proportionately managed.

Reference and administrative details

Registered Company number
04011164 (England and Wales)

Registered Charity number
1082058

Registered office
Spark
Maindy Road
Cardiff
Wales CF24 4HQ

Trustees and Directors
Mr. Andrew Stumpf - Chair
Ms. Lesley Babb
Mr. Essex Havard
Ms. Gwenan Jenkins-Jones - resigned 28 May 2025
Mr. Mike Leeson
Ms. Rebekah Stone
Mr. Stephen Wiliams
Ms.Kay Zdzieblo
Ms Ceri Davies
Mr Lloyd Harris
Mr David King MBE
Ms Luisa Pastore
Ms Alana Wyn Smith

Company Secretary
Mrs. Philipa McGrath

Auditors
Azets Audit Services
Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Bankers
Cooperative Bank Plc
PO Box 101
1 Balloon Street
Manchester
M60 4EP

Monmouthshire Building Society
John Frost Square
Newport
NP20 1PX

Nationwide
47/48 Regent Street
Swindon
SN1 1JS

Nat West
250 Bishopsgate
London
EC2M 4AA

Solicitors
Geldards LLP
4 Capital Quarter
Tyndall Street
Cardiff
CF10 4BZ

Investment Managers
Edentree Investment Management
24 Monument Street
London
EC3R 8AJ

Key Management Personnel: Senior Management Team

Chief Executive	Owen Derbyshire
Business Services Director	Philippa McGrath
Deputy Chief Executive	Louise Tambini
Marketing Director	Joanna Golley

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Statement of trustees' responsibilities

The trustees, who are also the directors of Keep Wales Tidy for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

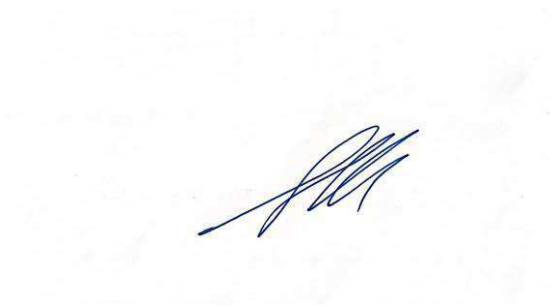
The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditor

In accordance with the company's articles, a resolution proposing that Azets Audit Services be reappointed as auditor of the company will be put at a General Meeting.

The trustees' report was approved by the Board of Trustees.



A Stumpf
Trustee

Date: 23rd September 2025

KEEP WALES TIDY

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF KEEP WALES TIDY

Opinion

We have audited the financial statements of Keep Wales Tidy (the 'company') for the year ended 31 March 2025 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF KEEP WALES TIDY

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

26.09.2025

Azets Audit Services

Chartered Accountants
Statutory Auditor

Ty Derw
Lime Tree Court
Cardiff Gate Business Park
Cardiff
South Glamorgan
United Kingdom
CF23 8AB

Azets Audit Services is eligible for appointment as auditor of the company by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

KEEP WALES TIDY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations and legacies	3	2,090	-	2,090	17,136	-	17,136
Charitable activities	5	327,543	6,075,495	6,403,038	395,526	4,070,534	4,466,060
Other trading activities	4	16,249	1,080	17,329	15,500	-	15,500
Investments	6	70,036	-	70,036	84,742	-	84,742
Total income		415,918	6,076,575	6,492,493	512,904	4,070,534	4,583,438
Expenditure on:							
Charitable activities	7	186,039	6,273,658	6,459,697	367,749	4,827,206	5,194,955
Net gains/(losses) on investments	12	34,373	-	34,373	(13,340)	-	(13,340)
Net movement in funds		264,252	(197,083)	67,169	131,815	(756,672)	(624,857)
Fund balances at 1 April 2024		1,486,991	522,283	2,009,274	1,355,176	1,278,955	2,634,131
Fund balances at 31 March 2025		1,751,243	325,200	2,076,443	1,486,991	522,283	2,009,274

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

KEEP WALES TIDY

BALANCE SHEET

AS AT 31 MARCH 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Tangible assets	**13**		1,140		2,280
Investments	**14**		1,410,399		1,317,068
			1,411,539		1,319,348
Current assets					
Debtors	**15**	294,951		345,072	
Cash at bank and in hand		692,871		685,962	
		987,822		1,031,034	
Creditors: amounts falling due within one year	**16**	(322,918)		(341,108)	
Net current assets			664,904		689,926
Total assets less current liabilities			2,076,443		2,009,274
Income funds					
Restricted funds	**18**		325,200		522,283
Unrestricted funds					
Designated funds	**17**	1,050,000		1,050,000	
General unrestricted funds		701,243		436,991	
			1,751,243		1,486,991
			2,076,443		2,009,274

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2025, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 23rd September 2025

A Stumpf
Trustee

Company registration number 04011164

KEEP WALES TIDY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Cash flows from operating activities					
Cash absorbed by operations	**23**		(4,169)		(559,786)
Investing activities					
Purchase of tangible fixed assets		-		(3,420)	
Purchase of investments		(58,958)		(1,293,243)	
Proceeds from disposal of investments		-		1,209,577	
Investment income received		70,036		84,742	
Net cash generated from/(used in) investing activities			11,078		(2,344)
Net cash used in financing activities			-		-
Net increase/(decrease) in cash and cash equivalents			6,909		(562,130)
Cash and cash equivalents at beginning of year			685,962		1,248,092
Cash and cash equivalents at end of year			692,871		685,962

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

Keep Wales Tidy is a private company limited by guarantee incorporated in England and Wales. The registered office is Spark, Maindy Road, Cardiff, CF24 4HQ, Wales.

1.1 Accounting convention

The financial statements have been prepared in accordance with the company's governing document, the Companies Act 2006, FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are expendable at the discretion of the trustees in furtherance of the objects of the charity; the fund comprises the accumulated surpluses and deficits of unrestricted income and expenditure.

Designated funds are unrestricted funds of the charity which have been set aside to fund particular future activities of the charity.

Restricted funds are those where the donor has imposed restrictions on the use of the funds that are binding. Income arising on restricted funds and expenditure incurred in respect of these funds are reflected through the Statement of Financial Activities.

Funds are transferred from restricted to unrestricted when the initial restrictions no longer apply. If any restricted fund falls into deficit, transfers are made from unrestricted reserves to cover the additional expenditure.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.4 Income

Income is recognised when the company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1 Accounting policies **(Continued)**

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant and only occurs when the performance related conditions are met. Capital grants are credited to the statement of financial activities as and when receivable and depreciation charged is offset against the grant income, in a restricted fund.

Earned income and project income is recognised when the service is provided.

Sponsorship income is recognised in the period to which the sponsorship takes place. Any amounts received in advance are deferred.

Interest on funds is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid by the bank.

Dividend income is recognised in the period to which it relates.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Certain expenditure is directly attributable to the specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of head count on each activity.

Governance costs

Governance costs include the external audit costs and costs associated with the board meetings of the company, including trustees' expenses.

1 Accounting policies **(Continued)**

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Capital expenditure will be defined as:

- Any single piece of equipment, costing £2,500 or more (exc. VAT) that has an estimated economic / operational life of more than 3 years.
- Any fixtures and fittings costing £2,500 or more (exc. VAT) that have an estimated economic / operational life of more than 3 years.

Expenditure of a capital nature will be recorded on the KWT Asset Register.

If an item is purchased via grant funding and depreciation would preclude claiming the item, then the item will not be capitalised.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	Straight line over 3 years
Computer equipment	Straight line over 3 years
Other equipment	Straight line over 3 years
Office Equipment	Straight line over 3 years

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The company has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies **(Continued)**

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1.11 Taxation

As a registered charity, Keep Wales Tidy is entitled to the exemption from taxation in respect of income and capital gains received with sections 478-489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only.

1.12 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.14 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

In the application of the company's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There is nothing to report in this regard.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2025	2024
	£	£
Donations and gifts	2,090	17,136

4 Other trading activities

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2025	2025	2025	2024
	£	£	£	£
Sponsorship	16,249	1,080	17,329	15,500

5 Charitable activities

	2025	2024
	£	£
Project income	26,434	30,517
Earned income	545,296	609,814
Single use carrier bag	70,004	62,065
Grants received	5,761,304	3,759,491
Sundry income	-	4,173
	6,403,038	4,466,060
Analysis by fund		
Unrestricted funds	327,543	395,526
Restricted funds	6,075,495	4,070,534
	6,403,038	4,466,060
Grants		
Create Your Space Duffryn	14,599	25,348
Welsh Government - Eco Schools	440,000	430,000
Welsh Government - Caru Cymru	-	(455)
Welsh Government - Local Places for Nature	3,513,368	2,211,850
WG Core Grant - LEQ and Policy Development	650,000	729,139
Welsh Government - Green Flag for Parks	84,065	58,224
Garfield Weston Foundation	75,000	75,000
UK Government - North Wales SPF	339,928	38,150
Pobl	-	3,212
Carmarthenshire CC	111,846	32,294
Pembs CC	71,719	17,195
Powys CC	63,182	47,115
Swansea CC	76,916	25,890
Vale CC	54,634	12,529
Swire Charitable Trust	-	50,000
Euroclad - Planet Passionate Fund	-	4,000
Blaenau Gwent CC SPF	74,733	-
Cardiff CC - Cardiff SPF	71,948	-
Heritage Lottery Fund - Urban Long Forest	96,366	-
Lottery Community Fund	23,000	-
	5,761,304	3,759,491

6 Investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Dividends received	58,958	70,055
Interest received	11,078	14,687
	70,036	84,742

7 Charitable activities

	Charitable Expenditure 2025 £	Charitable Expenditure 2024 £
Staff costs	2,890,341	2,177,658
Depreciation and impairment	1,140	1,140
General project management	2,418,959	1,940,988
Publicity and promotion	158,720	123,617
Group support	-	19,747
Establishment costs	11,200	9,031
Meeting and conference	15,478	10,927
Training and other staff costs	91,235	66,049
Travel and subsistence	117,716	85,597
ICT costs	32,175	21,278
Legal and professional	14,839	36,254
	5,751,803	4,492,286
Share of support costs (see note 8)	691,259	688,349
Share of governance costs (see note 8)	16,635	14,320
	6,459,697	5,194,955
Analysis by fund		
Unrestricted funds	186,039	367,749
Restricted funds	6,273,658	4,827,206
	6,459,697	5,194,955

8 Support costs

	Support costs	Governance costs	2025	Support costs	Governance costs	2024
	£	£	£	£	£	£
Staff costs	468,250	-	468,250	440,004	-	440,004
General project management	334	-	334	721	-	721
Publicity and promotion	4,799	-	4,799	10,170	-	10,170
Establishment costs	28,676	-	28,676	60,205	-	60,205
Meeting and conference	6,741	-	6,741	8,286	-	8,286
Training and other staff costs	2,322	-	2,322	2,080	-	2,080
Travel and subsistence	6,693	-	6,693	7,546	-	7,546
Legal and professional	42,482	-	42,482	36,714	-	36,714
Irrecoverable VAT	27,333	-	27,333	29,927	-	29,927
ICT Costs	103,629	-	103,629	92,696	-	92,696
Audit fees	-	16,635	16,635	-	14,320	14,320
	691,259	16,635	707,894	688,349	14,320	702,669
Analysed between						
Charitable activities	691,259	16,635	707,894	688,349	14,320	702,669

Governance costs includes payments to the auditors of £15,635 (2024: £14,320) for audit fees. Amounts totalling £1,000 (2024: £nil) were paid to the auditors in respect of non-audit services provided.

9 Trustees

During the year 1 (2024: 2) trustee(s) were reimbursed a total of £59 (2023: £462) for travel and subsistence costs.

10 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
Direct charitable	72	56
Governance	3	3
Administration	8	8
Total	83	67

10 Employees (Continued)

Employment costs	2025 £	2024 £
Wages and salaries	2,764,280	2,155,994
Social security costs	270,255	207,538
Other pension costs	324,056	254,130
	3,358,591	2,617,662

Key management personnel
During the year the total remuneration (including gross salary, employer's national insurance contributions and employer's pension contributions) totalled £329,503 (2024: £317,305) for 4 employees (2024: 4 employees).

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2025 Number	2024 Number
Between £60,000 and £70,000	1	1
Between £80,001 and £90,000	1	1

Contributions totaling £31,003 (2024: £17,380) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

11 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxationof Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12 Net gains/(losses) on investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Revaluation of investments	34,373	(13,340)

13 Tangible fixed assets

	Fixtures and fittings	Computer equipment	Other equipment	Office Equipment	Total
	£	£	£	£	£
Cost					
At 1 April 2024	2,198	65,395	5,982	35,276	108,851
At 31 March 2025	2,198	65,395	5,982	35,276	108,851
Depreciation and impairment					
At 1 April 2024	2,198	65,395	3,702	35,276	106,571
Depreciation charged in the year	-	-	1,140	-	1,140
At 31 March 2025	2,198	65,395	4,842	35,276	107,711
Carrying amount					
At 31 March 2025	-	-	1,140	-	1,140
At 31 March 2024	-	-	2,280	-	2,280

14 Fixed asset investments

	Listed investments
	£
Cost or valuation	
At 1 April 2024	1,317,068
Additions	58,958
Valuation changes	34,373
At 31 March 2025	1,410,399
Carrying amount	
At 31 March 2025	1,410,399
At 31 March 2024	1,317,068

15 Debtors

	2025	2024
Amounts falling due within one year:	£	£
Trade debtors	80,572	157,265
Other debtors	187,389	160,461
Prepayments and accrued income	26,990	27,346
	294,951	345,072

16 Creditors: amounts falling due within one year

	2025	2024
	£	£
Other taxation and social security	88,802	96,253
Trade creditors	71,970	93,916
Other creditors	2,870	8,595
Accruals and deferred income	159,276	142,344
	322,918	341,108

17 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

		Movement in funds		Movement in funds	
	Balance at 1 April 2023	Incoming resources	Balance at 1 April 2024	Incoming resources	Balance at 31 March 2025
	£	£	£	£	£
Working capital reserves	750,000	-	750,000	-	750,000
Strategic development fund	300,000	-	300,000	-	300,000
	1,050,000	-	1,050,000	-	1,050,000

The designated working capital reserves fund has been set up to ensure the charity always has access to three months working capital.

A strategic business development fund has been put in place to enable the charity to develop and make the most of new opportunities.

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

		Movement in funds			Movement in funds		
	Balance at 1 April 2023	Incoming resources	Resources expended	Balance at 1 April 2024	Incoming resources	Resources expended	Balance at 31 March 2025
	£	£	£	£	£	£	£
Local Places for Nature	-	2,449,831	(2,437,175)	12,656	3,781,005	(3,793,661)	-
Community Projects	80,084	336,733	(212,714)	204,103	964,505	(1,095,166)	73,442
Education (Eco-Schools)	-	430,000	(429,963)	37	440,000	(440,037)	-
Future Community Development	7	-	(17,638)	230,299	-	(58,823)	171,476
WG Core Grant - LEQ and Policy Development	-	729,139	(729,139)	-	650,000	(650,000)	-
Long Forest Development - National Lottery Heritage Fund	-	-	-	-	96,366	(94,076)	2,290
Green Careers - National Lottery Community Fund	-	-	-	-	23,000	(23,000)	-
Green Flag for Parks	24,027	94,874	(89,971)	28,930	119,265	(116,192)	32,003
Education Grant Funding	63,222	3,410	(20,374)	46,258	2,434	(2,703)	45,989
Welsh Government - Caru Cymru	863,685	26,547	(890,232)	-	-	-	-
	1,278,955	4,070,534	(4,827,206)	522,283	6,076,575	(6,273,658)	325,200

18 Restricted funds **(Continued)**

Local Places for Nature
Local Places for Nature is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep'.

The fund aims to create, restore and enhance green spaces across Wales. Community and volunteer groups can apply for starter packages to create pollinator, fruit and herb on urban gardens. Community based organisations can apply for development packages to build a growing or wildlife garden.

Community Projects
Ongoing projects to improve the environment of Wales, through community involvement.

Education (Eco-Schools) funded by Welsh Government
To support sustainable development in schools.

Future Community Development
Investment to ensure continuation of community work.

WG Core Grant - LEQ and Policy Development
Our local environmental objectives included three elements: community, sustainability and policy. We provided practical support to individual volunteers, groups and partner organisations; we put measures in place to make community interventions more self-sustaining; we gathered evidence on local environmental quality and played an important role in the development of Welsh Government policy and implementation.

Green Flag for Parks funded by Welsh Government
The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. The award scheme, run by Keep Wales Tidy in Wales is part funded by Welsh Government.

Education Grant Funding (formerly Foundation for Environmental Education (FEE) projects)
Funding from GALWAD for us to run a series of live virtual lessons for primary schools and create a range of associated resources. GALWAD was a multimedia project and part of the UNBOXED: Creativity in the UK programme, co-commissioned with Creative Wales and produced by Collective Cymru, a collective of Welsh organisations and individuals led by National Theatre Wales.

Welsh Government - Caru Cymru
Partnership initiative with all the local authorities of Wales to eradicate litter and waste.

18 Restricted funds **(Continued)**

Long Forest Development - National Lottery Heritage Fund
Urban Long Forest aims to protect and improve the quality of urban hedgerows in 4 counties of Wales.

Green Careers - National Lottery Community Fund
Inclusive Pathways to Green Employment aims to empower young people with disabilities and from ethnic minority communities in Neath Port Talbot and Swansea by providing them with opportunities to secure green careers.

19 Analysis of net assets between funds

	Unrestricted funds 2025	Designated funds 2025	Restricted funds 2025	Total 2025	Unrestricted funds 2024	Designated funds 2024	Restricted funds 2024	Total 2024
	£	£	£	£	£	£	£	£
Fund balances at 31 March 2025 are represented by:								
Tangible assets	1,140	-	-	1,140	2,280	-	-	2,280
Investments	360,399	1,050,000	-	1,410,399	267,068	1,050,000	-	1,317,068
Current assets/(liabilities)	339,704	-	325,200	664,904	167,643	-	522,283	689,926
	701,243	1,050,000	325,200	2,076,443	436,991	1,050,000	522,283	2,009,274

20 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2025	2024
	£	£
Within one year	12,343	13,472
Between two and five years	-	330
	12,343	13,802

21 Pension schemes

The company operates a defined contribution pension scheme with Scottish Widows. During the year contributions were made amounting to £324,056 (2024: £254,130). There were no amounts outstanding at the current or previous year end.

22 Related party transactions

There were no related party transactions during the year (2024 - none) other than those disclosed elsewhere in the financial statements.

23 Cash generated from operations	2025	2024
	£	£
Surplus/(deficit) for the year	67,169	(624,857)
Adjustments for:		
Investment income recognised in statement of financial activities	(70,036)	(84,742)
Fair value gains and losses on investments	(34,373)	13,340
Depreciation and impairment of tangible fixed assets	1,140	1,140
Movements in working capital:		
Decrease in debtors	50,121	114,199
(Decrease)/increase in creditors	(18,190)	21,134
Cash absorbed by operations	(4,169)	(559,786)

24 Analysis of changes in net funds

The company had no debt during the year.

KEEP WALES TIDY

England & Wales - Charity number 1082058

Accounts

Charity registration number 1082058

Company registration number 04011164 (England and Wales)

KEEP WALES TIDY

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

KEEP WALES TIDY

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KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2024

The trustees present their annual report and financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the company's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

In accordance with the Memorandum of Association, the objects for which the Company is established are:

- The protection, preservation, and enhancement of the environments of town and country in Wales, for the general benefit of the Welsh nation at large.
- The education of all sectors of the community and the promotion of awareness of the ways in which the environment is at risk, and of ways in which this can be minimised so that the use of sustainable waste management practices may be encouraged.

At Keep Wales Tidy we:

- Take action to make a positive difference.
- Put people at the heart of everything we do.
- Protect our environment for now and for the future.

Our vision is "a beautiful Wales cared for and enjoyed by everyone". To bring about our vision and to spell out what it means in practical terms, we think that a beautiful Wales:

- Consists of responsible communities and businesses that enjoy a clean and attractive urban, rural, and coastal environment.
- Recognises that environmental education is at the centre of achieving the Wales we want and where future generations appreciate the value of our natural environment and wildlife.
- Benefits from a network of accessible, high-quality green and blue spaces -such as parks, footpaths, nature reserves, rivers, canals, lakes, and beaches -which are available for everyone to enjoy.

Public Benefit
Keep Wales Tidy works to achieve "A beautiful Wales, cared for and enjoyed by everyone."

We believe all the people of Wales and its visitors benefit from a cleaner and greener country. This includes fewer places blighted by litter, fly-tipping, unauthorised graffiti, and dog-fouling, together with better access to the countryside, improved biodiversity and more community and green spaces.

Keep Wales Tidy welcomes participation from people across Wales and we do not discriminate or restrict access to our work. We celebrate diversity and are committed to continuing to create an inclusive environment for all.

Our Values
We continue to work by and weave our values into everything we do. Decision-making procedures, company policies, and staff reflection meetings are some examples of how we reflect our values through our work.

- **Passionate -** Proud to care for Wales and our communities.
- **Together -** Strength in partnership.
- **Bold -** Ready to challenge and innovate.
- **Inspiring -** Supporting people to be the change.
- **Responsible -** Always considering the impact of our work.

Achievements and performance

Overview of the Year – 2023/24

- 2023-2024 has been a period of considerable progress across all Keep Wales Tidy's programmes. We are delighted to have seen many projects grow in both scale and impact this year, thanks to increased support from existing funders and the introduction of several new funding streams.
- To meet the rising demand for our services, we have increased our headcount, including the creation of a small number of new managerial roles to ensure efficient operational delivery, while maintaining our regional organisational structure. Our commitment to a local, community-focused approach continues, now bolstered by an expanded officer network.
- In response to findings in our most recent Investors in People Award, where we retained our gold standard, we invested in a range of training and well-being initiatives for our staff. This achievement not only reflects our commitment to creating a positive work environment but also plays a crucial role in attracting and retaining talented individuals who are passionate about our mission. Being a great place to work ensures that we continue to draw in the best people to help us achieve our goals, and we were delighted to be noted as the 5th best Not for Profit to work for (UK-wide) in a recent Best Companies poll.
- As in previous years, we remain committed to ensuring a balanced mix of restricted and unrestricted funding to support our activities, and we will continue to explore the development of new commercial income streams to reduce our dependence on restricted grant funding in future.

Delivering against our Strategic Plan 2022-2030 - Beautiful Wales

- Our strategy for the decade, Beautiful Wales, remains an ambitious and relevant one.
- To realise the aims it sets out, Keep Wales Tidy works collaboratively with government, public bodies, schools, and local communities to take positive sustainable actions, with long-term benefits for our health, well-being, and natural environment.
- As outlined in that strategy, Keep Wales Tidy's work can be categorised into 4 pillars, namely 'Eradicating Litter and Waste', 'Empowering Young People', 'Creating and Restoring Green Spaces', and 'Setting Standards for Environmental Sustainability'. The following section highlights how we performed against those pillars over the course of this year -

Eradicating Litter and Waste

- In 2023/24, 28,833 volunteers spent 70,272 hours supporting our Local Environmental Quality work, making use of our Caru Cymru litter pickings hubs, litter-free zones, and litter champion programme to do so.
    - **Litter Picking Hubs**: This year, there were 236 active litter picking hubs across Wales. These hubs, where we lend volunteers kit free of charge, have become focal points for community action, supporting the work of 5,836 volunteers (a 3x increase on the previous year), all making a meaningful contribution towards ensuring cleaner public spaces for Welsh communities.
    - **Litter Free Zones**: The number of organisations signed up as Litter Free Zones (both schools and businesses) increased to 412, with 3,129 volunteers making use of them throughout the year. This remarkable growth stands out as a near-doubling in engagement compared to previous years
    - **Policy:** We continue to work closely with the Welsh Government to inform their LEQ (Local Environment Quality) policy work, with Extended Producer Responsibility (EPR) payments and the revision of the Code of Practice on Litter and Refuse (COPLAR) being priorities this year. We also engaged in relevant consultations with stakeholders across the UK, advocating for policies that further our charitable aims, such as the ban on single use plastics and emerging concerns around single use vapes.
    - **Campaigns**: Our "Make Memories Not Mess" campaign was refreshed during the year, delivering a comprehensive package of digital media and outdoor advertising throughout August. The campaign raised awareness of tourism-linked-litter and encouraged the public to enjoy natural spaces responsibly.

- We also worked closely with Hubbub, Ellipsis Earth, and local authority partners to deliver an innovative, AI-enabled roadside litter campaign in Cardiff and the Vale of Glamorgan which led to a reduction of 23% in littering instances locally.

Empowering Young People

- Young people, and providing them with the skills, experience, and knowledge they need to become future climate leaders, are central to Keep Wales Tidy's mission.
- This commitment is exemplified by our Youth Board, a panel of 16–25-year-olds who help shape our work by contributing their lived experience, ideas, and constructive challenges at quarterly meetings. It is a vital part of our governance process and ensures that the voices of future generations inform our decision-making processes.
- The Youth Board operates under a mission statement defined by its members: “Empowering young leaders to build a more beautiful Wales through bold action and diverse voices.”
- **In addition, our Eco-Schools Wales** programme worked with over 1,100 schools during the year, which includes more than 90% of primary schools.
- Eco-Schools is designed to empower and inspire young people to make positive environmental changes to their school and wider community, while building on their skills, including numeracy and literacy, and encompassing Education for Sustainable Development and Global Citizenship.
- In Wales in 2023/24, 112 schools advanced to higher award levels, with 87 Platinum Eco-Schools participating in National Eco Committee events.

Creating and Restoring Green Spaces

- Accessible green spaces provide a haven for people and nature, improve health and well-being, and protect Biodiversity. Through our conservation work we:
  - Engage local communities, organisations, the public sector, and schools to create biodiverse, pollinator spaces and community food growing opportunities across Wales.
  - Support communities to improve nature on their doorsteps by creating new community gardens across Wales.
  - Focus activities in deprived, urban, and peri-urban area, that suffer from a lack of accessible green space.
  - Tailor our programmes to ensure they are fully inclusive and prioritise the people who need them most.

- **Local Places for Nature**, funded by Welsh Government, is our flagship green spaces programme, where we provide and install pre-paid community gardens that support nature and enhance biodiversity within local communities, particularly those within urban and peri-urban areas:
  - In 2023/24, we approved and installed 286 garden packages, providing tools, equipment, and support to communities across Wales.
    - The feedback from recipients has been overwhelmingly positive, most highlighting the project’s success in improving local biodiversity, participant mental health, and community cohesion.
    - Some of these sites have also gone on to receive Green Flag for Parks community awards, highlighting the exceptional efforts made by volunteers to care for and enhance these sites once installed.
- We were also successful in securing development funding from the National Lottery Heritage Fund for a new ‘**Urban Long Forest’** project, building on our previous experience with the Long Forest initiative. The project aims to raise awareness and involve urban communities in looking after hedgerows and ancient trees, and we will be working in partnership with Coed Cadw, Adult Learning Wales, Llais y Goedwig and local authorities to further develop the project over the next financial year.

Setting Standards for Environmental Sustainability

- Ensuring environmental quality sits at the core of Keep Wales Tidy's purpose.
  - In 2023/24, a record 280 Green Flag for Parks Awards were awarded in Wales, with 180 of those being Community Green Flag Awards; these are awarded to community sites that are maintained and run by volunteers.

- In addition to the 25 Full Blue Flag awards awarded in 2023/24, 14 beaches in Wales were also awarded the Green Coast Awards which recognizes 'hidden gems' along the Welsh coastline.
- A total of 12 beaches achieved the Seaside Award for the standard of their facilities and water quality with three new sites at Llantwit Major, Penarth, and Southerndown.

- In future years we will continue to manage and grow participation in award programmes which drive environmental excellence. We will also continue to work with the Welsh Government and local authorities to ensure that these standards are recognised as key performance indicators.
- Furthermore, The Tidy Wales Awards continue to play a vital role in recognising and celebrating the exceptional efforts of volunteers and communities across Wales in maintaining high environmental standards. This year's event was held at the Royal Welsh College of Music and Drama, and we were delighted to be joined by over 100 incredible change makers at the event, as well as our ambassadors, sponsors, and partners.

Foundation for Environmental Education (FEE) Membership
As a proud member of the Foundation for Environmental Education (FEE), Keep Wales Tidy holds the exclusive rights to deliver several of their prestigious environmental programmes in Wales, including Eco-Schools, Blue Flag for beaches, and Green Key.

Our partnership with FEE not only enhances the quality and reach of our programmes but also aligns us with global efforts to promote environmental education and sustainable practices. Through this membership, we collaborate with global partners on a range of relevant issues, contributing to global change and ensuring that Wales remains at the forefront of environmental sustainability initiatives.

Measurement and Evaluation
We are committed to measuring the impact of our initiatives and tracking progress towards our objectives. We do this through a range of primary and secondary research, including our annual LEAMS activity, continuous project evaluation, surveys, and the collection of volunteer data through our bespoke e-Count Cymru platform.

These insights directly inform our operational and policy priorities, including our work on EPR and DRS (Deposit Returns Scheme).

We also use a range of visualisation platforms to highlight the impact of our projects, including OpenStreetMap. These maps are hosted on our website on the relevant project pages.

- Local Places for Nature - https://umap.openstreetmap.fr/en/map/local-places-for-nature_450995
- Eco Schools - https://keepwalestidy.cymru/eco-schools/how-it-works/our-schools/
- Green Flag for Parks - https://keepwalestidy.cymru/our-work/awards/green-flag-parks/
- Coast Awards - https://keepwalestidy.cymru/our-work/awards/wales-coast-awards/
- Litter Picking Hubs - https://keepwalestidy.cymru/caru-cymru/litter-picking-hubs/
- Litter Free Zones - https://keepwalestidy.cymru/caru-cymru/litter-free-zones/

We are currently developing a public platform which will enable external partners to explore this and other volunteer data through a centralised interactive map - https://keepwalestidy.cymru/impact/

Financial Performance
Our financial position remains stable, supported by positive cash flow management and a number of successful grant funding applications. We have continued to manage our resources efficiently, ensuring that we can sustain our activities and expand our impact. Notable financial highlights include:

- **Grants and Funding**: We secured funding from the Shared Prosperity Fund and various trusts and foundations, enabling the continuation and expansion of key programmes. This financial support has been vital in maintaining our operations and developing new initiatives.
- **Unrestricted Reserves**: Efforts are ongoing to build up our unrestricted reserves, which have been reduced in recent years. These reserves are crucial for our long-term sustainability, providing a buffer against future uncertainties and enabling us to invest in growth opportunities.

Looking Ahead

As we move into the next financial year, our focus will remain on expanding our reach and impact. Key areas of focus will include:

- **Educational Programmes Expansion**: We plan to expand our educational programmes to reach more schools and young people, particularly those in secondary schools. In expanding our reach to secondary schools, we aim to ensure continuity of environmental education from early learning to lifelong habits. This 'lust to dust' approach ensures that young people carry forward the lessons learned about sustainability, reinforcing positive behaviours as they grow.
- **Financial Stability**: Ensuring continued financial stability and building our unrestricted reserves will be key priorities. We will seek diverse funding sources and implement prudent financial management practices to support our long-term growth and sustainability.

Conclusion

- We are proud of the progress made in 2023-2024 and remain committed to our mission of keeping Wales tidy. The achievements outlined in this report would not have been possible without the hard work and dedication of our staff, volunteers, and partners.
- We extend our heartfelt thanks to everyone involved and look forward to another year of positive impact. Our continued success relies on the collective efforts of our community, and we are excited to build on this year's accomplishments to further enhance the environmental quality and well-being of Wales.

Financial review

- There has been a breadth and depth of grant funding this year supporting many areas of our work including nature, litter and waste, policy, and education. We have also benefited from a healthy unrestricted commercial revenue stream. Unrestricted funds increased by £131,815 during the year.
- The investment was changed from the Amity Balanced fund in October 2023 due to its closure. Overall, there was a small loss in the value of the investment of £13,340. The Board has set up a new financial reserves policy 'task and finish' group reporting to the audit and risk committee and Board. The group will look at relevant policies and investments, working with external professional advisors wherever necessary.
- Towards the end of quarter 4, the charity relocated offices to a managed service site. This will mean significant savings on such costs in 2024/25 and offering staff a more pleasant working environment.
- We continue to hold a strong balance sheet position with total assets (less liabilities) of more than £2m (including the £1.3m investment).
- Future risks continue to be the lack of long-term future guaranteed income. During the year, work has progressed on the previously identified commercial approach. It is seen as prudent to identify this as a risk and a potential benefit.

Investment and Reserves Policy

- The Board of Trustees considers the Reserves Policy for Keep Wales Tidy annually.
- The current policy is that the Company should maintain an unrestricted reserve sufficient to fund three months' working capital with any remaining unrestricted reserve to be used to cover ongoing company liabilities. The designated reserve for working capital on 31 March 2024 was £750,000.
- The Trustees have also identified a requirement for a reserve to invest in areas where there is the potential to develop revenue-earning activities and/or diversify income sources. The designated reserve for strategic business development on 31 March 2024 was £300,000.

Structure, governance and management

Governing document

- Keep Wales Tidy is incorporated as a private company limited by guarantee and governed by Articles of Association last amended by a special resolution of the Board of Trustees on 21st February 2024.
- From 1972 to 31 May 2000, the Organisation operated as part of the Keep Britain Tidy Campaign. From 1 April 2000 to 23 September 2007, the organisation operated under the name of Environmental Campaigns Cymru. A special resolution changed the name to Keep Wales Tidy on 24 September 2007.

Recruitment and appointment of new trustees

- The Articles of Association provide for between three and 14 Trustees, who are the Directors of the Company. Trustees serve for a maximum term of three years but may be appointed to serve for two further terms of not more than three years each. Appointment is by election at the Annual General Meeting during September each year.
- Before inviting nominations, the Trustees review their skills to try to attract members with relevant experience and other skills to the Board. The Chair and Executive Officers are appointed by the Trustees from among their number. Each newly appointed Trustee completes a Declaration of Interest, which is reviewed annually thereafter.

Induction and training of new trustees

- An induction pack is issued to new trustees which includes the Memorandum and Articles of Association, Charity Commission leaflet CC3 (The Essential Trustee), a detailed description of the Structure, Organisation and Staffing of the Company, and details of the Company's Professional Advisors.
- Trustees are encouraged to attend relevant training courses to develop their skills and trustee training is provided by professional advisors.

Organisational structure

- The Board convenes at least four times each year and holds an additional strategic planning/training day. The Trustees have delegated management of the organisation to the Chief Executive, who reports on performance against Strategic and Operational initiatives approved by the Trustees.
- An Audit Committee consisting of the Chair of Audit, Treasurer, and other serving Trustees meets four times a year to oversee risk management, internal and external audit procedures, and the general management practices of the organisation.
- The Board also makes use of other sub-committees, established to address specific priority areas. These include the Remuneration Committee, Policy Committee, and the Commercial Committee.
- There are also several staff-led operational committees, to which trustees are invited to attend and contribute. These include Keep Wales Tidy's Net Zero Group, EDI Group, Staff Consultation and Wellbeing Groups.
- The Chief Executive has responsibility for planning, developing, and implementing the services and strategies for Keep Wales Tidy within clear policies and protocols set by the Trustees. He ensures that the appropriate staff team is recruited and supported to provide the skills and expertise needed to run a successful organisation and that the values of Keep Wales Tidy are upheld.
- The Business Services Director, who is also the Company Secretary, has operational responsibility for Finance and Human Resources and reports via the Treasurer and Audit Committee on the financial position of the organisation. Management accounts are prepared quarterly for the Board and the management team.

Risk management

- On a bi-annual basis, the Trustees review an assessment of the risks to which the Charity is exposed, including Business, Financial, Operational, and Health & Safety risks. Procedures and reporting regimes have been introduced to manage and reduce identified potential risks. Trustees have agreed on clear lines of delegation and authority to staff and have involved staff in the recognition of risk in all their activities.
- A “deep dive” session takes place at each Board meeting into a key area to ensure that Trustees have a thorough understanding of the charity’s projects, and the proactive management of potential risks. This year’s deep dive sessions included commercial activity, local places for nature, and extended producer responsibility.
- The key risk identified for 2023/24 is future funding from 2025 onwards. The Board continues to review and update the risk register and all existing and potential new risks.
- Whilst the charity's financial investment, approach to equality, diversity and inclusion and failure of suppliers to deliver are noted as having the potential for significant impact on the charity, the Board believe that each of these risks is regularly reviewed, and action is taken to mitigate the level of the risk.

Reference and administrative details

Registered Company number
04011164 (England and Wales)

Registered Charity number
1082058

Registered office
Spark
Maindy road
Cardiff
Wales CF24 4HQ

Trustees and Directors
Mr. A Stumpf - Chair
Ms. Lesley Babb
Mr. Essex Havard
Ms. Gwenan Jenkins-Jones
Mr. Mike Lesson
Ms. Rebekah Stone
Mr. Stephen Williams
Ms.Kay Zdzieblo
Dr. Michelle Webber - resigned 15/11/2023
Ms Ceri Davies - appointed 27/9/2023
Mr Lloyd Harris - appointed 27/9/2023
Mr David King MBE - appointed 27/9/2023
Ms Luisa Pastore - appointed 27/9/2023
Ms Alana Wyn Smith - appointed 27/9/2023

Company Secretary
Mrs. Phillipa McGrath

Auditors
Azets Audit Services
Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Bankers
Cooperative Bank Plc
PO Box 101
1 Balloon Street
Manchester
M60 4EP

Solicitors
Geldards LLP
4 Capital Quarter
Tyndall Street
Cardiff
CF10 4BZ

Investment Managers
Edentree Investment Management
24 Monument Street
London
EC3R 8AJ

Key Management Personnel: Senior Management Team

Chief Executive:	Owen Derbeyshire
Business Services Director	Philippa McGrath
Operations Director	Louise Tambini
Marketing Director	Joanna Golley

Auditor
In accordance with the company's articles, a resolution proposing that Azets Audit Services be reappointed as auditor of the company will be put at a General Meeting.

The trustees' report was approved by the Board of Trustees.

A Stumpf
Trustee

26 September 2024

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2024

The trustees, who are also the directors of Keep Wales Tidy for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

KEEP WALES TIDY

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF KEEP WALES TIDY

Opinion

We have audited the financial statements of Keep Wales Tidy (the 'company') for the year ended 31 March 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF KEEP WALES TIDY

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF KEEP WALES TIDY

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

21 October 2024

Azets Audit Services

Chartered Accountants
Statutory Auditor

Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
United Kingdom
CF23 8AB

Azets Audit Services is eligible for appointment as auditor of the company by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

KEEP WALES TIDY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	3	17,136	-	17,136	34,456	22,500	56,956
Charitable activities	5	395,526	4,070,534	4,466,060	199,719	5,369,734	5,569,453
Other trading activities	4	15,500	-	15,500	13,500	-	13,500
Investments	6	84,742	-	84,742	70,122	-	70,122
Total income		512,904	4,070,534	4,583,438	317,797	5,392,234	5,710,031
Expenditure on:							
Charitable activities	7	367,749	4,827,206	5,194,955	459,898	5,304,467	5,764,365
Net gains/(losses) on investments	12	(13,340)	-	(13,340)	(125,669)	-	(125,669)
Net movement in funds		131,815	(756,672)	(624,857)	(267,770)	87,767	(180,003)
Fund balances at 1 April 2023		1,355,176	1,278,955	2,634,131	1,622,946	1,191,188	2,814,134
Fund balances at 31 March 2024		1,486,991	522,283	2,009,274	1,355,176	1,278,955	2,634,131

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

KEEP WALES TIDY

BALANCE SHEET

AS AT 31 MARCH 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	**13**		2,280		-
Investments	**14**		1,317,068		1,246,742
			1,319,348		1,246,742
Current assets					
Debtors	**15**	345,072		459,271	
Cash at bank and in hand		685,962		1,248,092	
		1,031,034		1,707,363	
Creditors: amounts falling due within one year	**16**	(341,108)		(319,974)	
Net current assets			689,926		1,387,389
Total assets less current liabilities			2,009,274		2,634,131
Income funds					
Restricted funds	**18**		522,283		1,278,955
Unrestricted funds					
Designated funds	**17**	1,050,000		1,050,000	
General unrestricted funds		436,991		305,176	
			1,486,991		1,355,176
			2,009,274		2,634,131

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 26 September 2024

A Stumpf
Trustee

Company registration number 04011164

KEEP WALES TIDY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	**23**		(559,786)		663,859
Investing activities					
Purchase of tangible fixed assets		(3,420)		-	
Purchase of investments		(1,293,243)		(66,894)	
Proceeds from disposal of investments		1,209,577		-	
Investment income received		84,742		70,122	
Net cash (used in)/generated from investing activities			(2,344)		3,228
Net cash used in financing activities			-		-
Net (decrease)/increase in cash and cash equivalents			(562,130)		667,087
Cash and cash equivalents at beginning of year			1,248,092		581,005
Cash and cash equivalents at end of year			685,962		1,248,092

1 Accounting policies

Charity information

Keep Wales Tidy is a private company limited by guarantee incorporated in England and Wales. The registered office is Spark, Maindy Road, Cardiff, CF24 4HQ, Wales.

1.1 Accounting convention

The financial statements have been prepared in accordance with the company's governing document, the Companies Act 2006, FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are expendable at the discretion of the trustees in furtherance of the objects of the charity; the fund comprises the accumulated surpluses and deficits of unrestricted income and expenditure.

Designated funds are unrestricted funds of the charity which have been set aside to fund particular future activities of the charity.

Restricted funds are those where the donor has imposed restrictions on the use of the funds that are binding. Income arising on restricted funds and expenditure incurred in respect of these funds are reflected through the Statement of Financial Activities.

Funds are transferred from restricted to unrestricted when the initial restrictions no longer apply. If any restricted fund falls into deficit, transfers are made from unrestricted reserves to cover the additional expenditure.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.4 Income

Income is recognised when the company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1 Accounting policies **(Continued)**

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant and only occurs when the performance related conditions are met. Capital grants are credited to the statement of financial activities as and when receivable and depreciation charged is offset against the grant income, in a restricted fund.

Earned income and project income is recognised when the service is provided.

Sponsorship income is recognised in the period to which the sponsorship takes place. Any amounts received in advance are deferred.

Interest on funds is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid by the bank.

Dividend income is recognised in the period to which it relates.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably. Liabilities in respect of the Caru Cymru project partner expenditure are recognised once a valid partner claim has been received and verified.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Certain expenditure is directly attributable to the specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of head count on each activity.

Governance costs

Governance costs include the external audit costs and costs associated with the board meetings of the company, including trustees' expenses.

1 Accounting policies **(Continued)**

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Capital expenditure will be defined as:

- Any single piece of equipment, costing £2,500 or more (exc. VAT) that has an estimated economic / operational life of more than 3 years.
- Any fixtures and fittings costing £2,500 or more (exc. VAT) that have an estimated economic / operational life of more than 3 years.

Expenditure of a capital nature will be recorded on the KWT Asset Register.

If an item is purchased via grant funding and depreciation would preclude claiming the item, then the item will not be capitalised.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	Straight line over 3 years
Computer equipment	Straight line over 3 years
Other equipment	Straight line over 3 years
Office Equipment	Straight line over 3 years

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The company has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies **(Continued)**

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1.11 Taxation

As a registered charity, Keep Wales Tidy is entitled to the exemption from taxation in respect of income and capital gains received with sections 478-489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only.

1.12 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.14 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

In the application of the company's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds	Restricted funds	Total
	2024	2023	2023	2023
	£	£	£	£
Donations and gifts	17,136	34,456	22,500	56,956

4 Other trading activities

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Sponsorship	15,500	13,500

5 Charitable activities

	2024 £	2023 £
Project income	30,517	51,000
Earned income	609,814	163,885
Single use carrier bag	62,065	22,674
Grants received	3,759,491	5,310,060
Sundry income	4,173	21,834
	4,466,060	5,569,453
Analysis by fund		
Unrestricted funds	395,526	199,719
Restricted funds	4,070,534	5,369,734
	4,466,060	5,569,453
Grants		
Create Your Space Duffryn	25,348	34,257
Welsh Government - Eco Schools	430,000	519,034
Denbighshire County Council	-	8,120
Welsh Government - Caru Cymru	(455)	2,661,421
Welsh Government - Local Places for Nature	2,211,850	1,454,780
Heritage Lottery Fund	-	499,962
Alun Turing	-	21,425
Sport Wales	-	48,395
WG Core Grant - Policy Communication and Development	729,139	-
Green Flag for Parks	58,224	62,666
Garfield Weston Foundation	75,000	-
UK Government - North Wales SPF	38,150	-
Pobl	3,212	-
Carmarthenshire CC	32,294	-
Pembs CC	17,195	-
Powys CC	47,115	-
Swansea CC	25,890	-
Vale CC	12,529	-
Swire Foundation	50,000	-
Eroclad - Planet Passionate Fund	4,000	-
	3,759,491	5,310,060

6 Investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income from listed investments	70,055	68,657
Interest receivable	14,687	1,465
	84,742	70,122

7 Charitable activities

	Charitable Expenditure 2024 £	Charitable Expenditure 2023 £
Staff costs	2,177,658	2,189,332
Depreciation and impairment	1,140	-
General project management	1,940,988	2,518,336
Publicity and promotion	123,617	137,277
Group support	19,747	18,767
Establishment costs	9,031	9,019
Meeting and conference	10,927	3,273
Training and other staff costs	66,049	99,821
Travel and subsistence	85,597	84,555
ICT costs	21,278	13,604
Legal and professional	36,254	24,635
Irrecoverable VAT	-	3,274
	4,492,286	5,101,893
Share of support costs (see note 8)	688,349	656,672
Share of governance costs (see note 8)	14,320	5,800
	5,194,955	5,764,365
Analysis by fund		
Unrestricted funds	367,749	459,898
Restricted funds	4,827,206	5,304,467
	5,194,955	5,764,365

8 Support costs

	Support costs	Governance costs	2024	Support costs	Governance costs	2023
	£	£	£	£	£	£
Staff costs	440,004	-	440,004	352,675	-	352,675
General project management	721	-	721	2,434	-	2,434
Publicity and promotion	10,170	-	10,170	11,760	-	11,760
Establishment costs	60,205	-	60,205	53,755	-	53,755
Meeting and conference	8,286	-	8,286	12,064	-	12,064
Training and other staff costs	2,080	-	2,080	9,174	-	9,174
Travel and subsistence	7,546	-	7,546	6,889	-	6,889
Legal and professional	36,714	-	36,714	46,618	-	46,618
Irrecoverable VAT	29,927	-	29,927	41,960	-	41,960
ICT Costs	92,696	-	92,696	119,343	-	119,343
Audit fees	-	14,320	14,320	-	5,800	5,800
	688,349	14,320	702,669	656,672	5,800	662,472
Analysed between						
Charitable activities	688,349	14,320	702,669	656,672	5,800	662,472

Governance costs includes payments to the auditors of £14,320 (2023- £5,800) for audit fees.

9 Trustees

During the year 2 (2023: 3) trustees were reimbursed a total of £462 (2023: £453) for travel and subsistence costs.

10 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Direct charitable	56	61
Governance	3	3
Administration	8	6
Total	67	70

10 Employees **(Continued)**

Employment costs	2024	2023
	£	£
Wages and salaries	2,155,994	2,096,663
Social security costs	207,538	202,829
Other pension costs	254,130	242,515
	2,617,662	2,542,007

Key management personnel
During the year the total remuneration (including gross salary, employer's national insurance contributions and employer's pension contributions) totalled £317,305 (2023: £307,260) for 4 employees (2023: 5 employees).

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2024	2023
	Number	Number
Between £60,000 and £70,000	1	1
Between £80,001 and £90,000	1	-

Contributions totaling £17,380 (2023: £7,102) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

11 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxationof Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12 Net gains/(losses) on investments

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Revaluation of investments	(13,340)	(125,669)

13 Tangible fixed assets

	Fixtures and fittings	Computer equipment	Other equipment	Office Equipment	Total
	£	£	£	£	£
Cost					
At 1 April 2023	2,198	74,061	2,562	32,981	111,802
Additions	-	-	3,420	-	3,420
At 31 March 2024	2,198	74,061	5,982	32,981	115,222
Depreciation and impairment					
At 1 April 2023	2,198	74,061	2,562	32,981	111,802
Depreciation charged in the year	-	-	1,140	-	1,140
At 31 March 2024	2,198	74,061	3,702	32,981	112,942
Carrying amount					
At 31 March 2024	-	-	2,280	-	2,280
At 31 March 2023	-	-	-	-	-

14 Fixed asset investments

	Listed investments
	£
Cost or valuation	
At 1 April 2023	1,246,742
Additions	1,293,243
Valuation changes	(13,340)
Disposals	(1,209,577)
At 31 March 2024	1,317,068
Carrying amount	
At 31 March 2024	1,317,068
At 31 March 2023	1,246,742

15 Debtors

Amounts falling due within one year:	2024 £	2023 £
Trade debtors	157,265	60,147
Other debtors	160,461	345,348
Prepayments and accrued income	27,346	53,776
	345,072	459,271

16 Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	96,253	65,682
Trade creditors	93,916	146,211
Other creditors	8,595	342
Accruals and deferred income	142,344	107,739
	341,108	319,974

17 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 April 2022 £	Movement in funds: Incoming resources £	Balance at 1 April 2023 £	Movement in funds: Incoming resources £	Balance at 31 March 2024 £
Working capital reserves	750,000	-	750,000	-	750,000
Strategic development fund	300,000	-	300,000	-	300,000
	1,050,000	-	1,050,000	-	1,050,000

The designated working capital reserves fund has been set up to ensure the charity always has access to three months working capital.

A strategic business development fund of £300k has been put in place to enable the charity to develop and make the most of new opportunities.

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

		Movement in funds			Movement in funds		
	Balance at 1 April 2022	Incoming resources	Resources expended	Balance at 1 April 2023	Incoming resources	Resources expended	Balance at 31 March 2024
	£	£	£	£	£	£	£
Local Places for Nature	-	1,954,742	(1,954,742)	-	2,449,831	(2,437,174)	12,657
Community Projects	66,073	122,772	(108,761)	80,084	336,733	(212,714)	204,103
Education (Eco-Schools)	-	519,034	(519,034)	-	430,000	(429,963)	37
Future Community Development	247,937	-	-	247,937	-	(17,638)	230,299
WG Core Grant - Policy Communication and Development	-	-	-	-	729,139	(729,139)	-
Green Flag for Parks	21,682	100,765	(98,420)	24,027	94,874	(89,971)	28,930
Education Grant Funding	55,496	11,000	(3,274)	63,222	3,410	(20,374)	46,258
Welsh Government - Caru Cymru	800,000	2,683,921	(2,620,236)	863,685	26,547	(890,232)	-
	1,191,188	5,392,234	(5,304,467)	1,278,955	4,070,534	(4,827,206)	522,283

18 Restricted funds **(Continued)**

Local Places for Nature
Local Places for Nature is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep'.

The fund aims to create, restore and enhance green spaces across Wales. Community and volunteer groups can apply for starter packages to create pollinator, fruit and herb on urban gardens. Community based organisations can apply for development packages to build a growing or wildlife garden.

Community Projects
Ongoing projects to improve the environment of Wales, through community involvement.

Education (Eco-Schools) funded by Welsh Government
To support sustainable development in schools.

Future Community Development
Investment to ensure continuation of community work.

WG Core Grant - Policy Communication and Development
Our local environmental objectives included three elements: community, sustainability and policy. We provided practical support to individual volunteers, groups and partner organisations; we put measures in place to make community interventions more self-sustaining; we gathered evidence on local environmental quality and played an important role in the development of Welsh Government policy and implementation.

Green Flag for Parks funded by Welsh Government
The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. The award scheme, run by Keep Wales Tidy in Wales is part funded by Welsh Government.

Education Grant Funding (formerly Foundation for Environmental Education (FEE) projects)
Funding from GALWAD for us to run a series of live virtual lessons for primary schools in October 2022 and create a range of associated resources. GALWAD was a multimedia project and part of the UNBOXED: Creativity in the UK programme, co-commissioned with Creative Wales and produced by Collective Cymru, a collective of Welsh organisations and individuals led by National Theatre Wales.

Welsh Government - Caru Cymru
Partnership initiative with all the local authorities of Wales to eradicate litter and waste.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

19 Analysis of net assets between funds

	Unrestricted funds 2024 £	Designated funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Designated funds 2023 £	Restricted funds 2023 £	Total 2023 £
Fund balances at 31 March 2024 are represented by:								
Tangible assets	2,280	-	-	2,280	-	-	-	-
Investments	267,068	1,050,000	-	1,317,068	196,742	1,050,000	-	1,246,742
Current assets/(liabilities)	167,643	-	522,283	689,926	108,434	-	1,278,955	1,387,389
	436,991	1,050,000	522,283	2,009,274	305,176	1,050,000	1,278,955	2,634,131

20 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2024	2023
	£	£
Within one year	13,472	27,679
Between two and five years	330	691
	13,802	28,370

21 Pension schemes

The company operates a defined contribution pension scheme with Scottish Widows. During the year contributions were made amounting to £254,130 (2023: £242,515). There were no amounts outstanding at the current or previous year end.

22 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

Transactions with related parties

There were no related party transactions to note during the current or previous year other than those disclosed elsewhere in the notes to the financial statements.

23 Cash generated from operations

	2024	2023
	£	£
Deficit for the year	(624,857)	(180,003)
Adjustments for:		
Investment income recognised in statement of financial activities	(84,742)	(70,122)
Fair value gains and losses on investments	13,340	125,669
Depreciation and impairment of tangible fixed assets	1,140	-
Movements in working capital:		
Decrease in debtors	114,199	755,002
Increase in creditors	21,134	33,313
Cash (absorbed by)/generated from operations	(559,786)	663,859

24 Analysis of changes in net funds

The company had no debt during the year.

KEEP WALES TIDY

England & Wales - Charity number 1082058

Accounts

Charity registration number 1082058

Company registration number 04011164 (England and Wales)

KEEP WALES TIDY

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023

KEEP WALES TIDY

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KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2023

The trustees present their annual report and financial statements for the year ended 31 March 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the company's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

In accordance with the Memorandum of Association, the objects for which the Company is established are:

- The protection, preservation, and enhancement of the environments of town and country in Wales, for the general benefit of the Welsh nation at large.
- The education of all sectors of the community and the promotion of awareness of the ways in which the environment is at risk, and of ways in which this can be minimised so that the use of sustainable waste management practices may be encouraged.

At Keep Wales Tidy we:

- Take action to make a positive difference.
- Put people at the heart of everything we do.
- Protect our environment for now and for the future.

Our vision is "a beautiful Wales cared for and enjoyed by everyone".

To bring about our vision and to spell out what it means in practical terms, we think that a beautiful Wales:

- Consists of responsible communities and businesses who enjoy a clean and attractive urban, rural, and coastal environment.
- Recognises that environmental education is at the centre of achieving the Wales we want and where future generations appreciate the value of our natural environment and wildlife.
- Benefits from a network of accessible, high quality green and blue spaces —such as parks, footpaths, nature reserves, rivers, canals, lakes, and beaches —which are available for everyone to enjoy.

Public Benefit
Keep Wales Tidy works to achieve "A beautiful Wales, cared for and enjoyed by everyone."

We believe all the people of Wales and its visitors benefit from a cleaner and greener country. This includes fewer places blighted by litter, fly-tipping, unauthorised graffiti and dog-fouling, together with better access to the countryside, improved biodiversity and more community and green spaces.

Keep Wales Tidy welcomes participation from people across Wales and we do not discriminate or restrict access to our work. We celebrate diversity and are committed to continuing to create an inclusive environment for all.

Our Values
We continue to work by and weave our values into everything we do. Decision making, policies and staff reflection meetings are some examples of how we reference and reflect on our values.

- **Passionate** — Proud to care for Wales and our communities.
- **Together** — Strength in partnership.
- **Bold** — Ready to challenge and innovate.
- **Inspiring** — Supporting people to be the change.
- **Responsible** — Always considering the impact of our work.

Overview
This year is a year of new beginnings in many ways, with both a new Chief Executive and Chair appointed in-year. The Board would like to extend our thanks to both Lesley Jones, the departing Chief Executive, and Edward Evans, the departing Chair, for their unquestionable commitment to the roles they undertook so ably for so many years.

Both the incoming Chief Executive and Chair are inheriting an organisation built on strong foundations, driven by committed staff and volunteers, and guided by a clear, ambitious, and ever-relevant strategy for the decade.

Transitions like these can often be quite disruptive, but we are pleased to report that the impact on Keep Wales Tidy's work over the year was minimal, and that we were able to continue to deliver all our major programmes to the high standard that we, and our partners, have come to expect.

Delivering against our Strategic Plan 2022-2030 — Beautiful Wales
Our strategy for the decade, Beautiful Wales, is an ambitious one. To realise the aims it sets out, Keep Wales Tidy works collaboratively with government, public bodies, schools, and local communities to take positive sustainable actions, with long-term benefits for our health, well-being, and natural environment.

As outlined in that strategy document, Keep Wales Tidy's work can be categorised into 4 pillars:

- Eradicating litter and waste.
- Creating and restoring green spaces.
- Setting standards for environmental quality.
- Empowering young people.

We have a number of flagship programmes that enable us to realise the ambitions set out in that strategy. These include (but are not limited to):

- **Caru Cymru** - *our flagship, Welsh Government-funded, litter and waste programme which has brought together all 22 Welsh local authorities, 827 community organisations, 303 litter free zones, 185 community litter picking hubs and 23,500 volunteers.*

- **Local Places for Nature** - *our green spaces programme, delivered with Welsh Government. Over recent years we have installed over 1,000 wildlife and food growing garden sites, many of which are in deprived and historically under-served urban communities.*

- **Eco Schools** - *our environmental education programme, which works with over 90% of Wales's primary schools. It is part of the global Foundation for Environmental Education (FEE) Eco-Schools network.*

To ensure a consistent and evidence-based approach we have 'enabling teams' working across all areas of our work. These include policy (research and behaviour change), data and innovation, and marketing and communications.

We remain committed to - and expect to see growth in - each of the four pillars in the future. As we seek to diversify our funding to ensure we are not over reliant on increasingly scarce public funding, we will also look to expand the activities undertaken under each pillar to include the development of more 'income earning' products and services aligned with our objectives and values.

Our impact report gives an indication of the breadth and scale of Keep Wales Tidy's work over the past year, and highlights the community connections that we benefit from - https://keepwalestidy.cymru/impact-report/

Equity, Diversity & Inclusion
This year has seen us complete the first stage of our Equality, Diversity and Inclusion action plan.

In terms of inclusion, the environmental sector faces several significant challenges, none more so than improving ethnic diversity. In 2021, just 4.8% of environment professionals had an ethnic minority heritage, compared with 12.6% of the workforce overall. Only farming had lower ethnic minority representation.

As a leading Welsh environmental charity, we know we have an important role to play in addressing this imbalance.

Our first step was to carry out an internal survey to identify the demographic composition of our staff team and Board. It showed that while we are performing well in some areas – particularly in terms of age and gender – we still have a long way to go to ensure we truly reflect the communities we work with.

These survey results informed our Equality, Diversity, and Inclusion (EDI) Action Plan for 2023-23.

Although this plan has been developed by a small working group (both staff and trustees), it is owned by all of us. So far, we have taken the following actions:

- **We have encouraged staff to use gender pronouns** in their email signatures, online profiles, and ID cards. We hope this provides a clear signal that we respect the gender identities of everyone we work with.
- **We have established a Youth Board**, giving young people from across Wales the opportunity to inform our work.
- **We have provided diversity and inclusion training to all staff.** Delivered by an external consultant, this session gave everyone the opportunity to listen, learn and have an open discussion about how we can bring about change.
- **We have changed the way we write our job descriptions and now accept CVs** – the first steps in making our recruitment processes fairer and more inclusive.
- **We have redesigned projects to be as inclusive as possible.** With Local Places for Nature, for example, we have removed potential barriers to groups getting involved, ensuring nobody must worry about their experience, skills, or physical ability.
- **We have been working with the Alzheimer's Society with the aim of becoming a Dementia Friendly organisation**, to ensure we offer a welcoming and accessible space for people affected by dementia.
- **We have introduced an EDI session in our quarterly staff meetings** to keep the whole team up to date on our progress and next steps.
- **We have asked every staff member and trustee to adopt an EDI objective**, recognising that we all have a role to play in ensuring that individuals feel valued, are treated fairly and without discrimination.
- **We no longer require staff to take mandatory leave over the Christmas period**; our team are allowed to choose when they use this allocation.
- **We are a Disability Confident Committed employer**, helping us recruit, retain and make a difference to disabled people.
- **We have introduced a series of regular online training sessions** for our staff, enabling them to learn from experts and each other. These sessions explore a range of topics, from dementia and autism awareness to LGBTQ+ allyship and the social model of disability.

But we know we need to go further. To truly address issues of under-representation, we must embed EDI into everything we do. Our EDI Action Plan outlines the following priorities for 2023-24:

- **We will develop a guide to effective communication** to ensure that everyone we work with feels accepted and included.
- **We will continue to improve our recruitment processes** with the aim of attracting more diverse staff and trustees.
- **We will design projects hand in hand with the communities we are looking to serve,** including a new litter and waste initiative.
- **We will work with other organisations in the environmental third sector** to better understand and address barriers – whether real or perceived – and promote awareness of Equality, Diversity, and Inclusion.
- **We will become an anti-racist organisation** in line with the Anti-racist Wales Action Plan, putting lived experience at the heart of all we do.

We will continue to monitor the effectiveness of all our actions and regularly review the Action Plan.

Project Activity & Keep Wales Tidy's Impact

Eradicating Litter and Waste
Between July 2019 and December 2022, the Caru Cymru project supported 23,500 volunteers to conduct 43,000 litter-picks, removing 110,500 bags of rubbish from Wales's streets, beaches and green spaces.

Different interventions work in different contexts, and the chart below presents our 2022 (calendar year) activity in Wales's 30% most deprived areas (according to the Welsh Index of Multiple Deprivation). This highlights the differences we see from county to county and suggests that continuing to provide communities with a suite of interventions – rather than mandating that a 'one-size-fits-all' approach pays dividends.

We also trialled several new, innovative approaches to tackling litter, using evidence-based behaviour change models to inform our work. A number of these small-scale interventions proved successful, such as our work on curbing smoking related litter where we were able to evidence a 60% reduction in smoking related litter in project areas. Our intention is to roll out these effective interventions nationally in the coming years.

In 2023/24, still under the Caru Cymru banner, Keep Wales Tidy will continue to undertake campaigns and activities to reduce litter and waste, including support for the transition to a circular economy in Wales. This will include -

- Working with expert behaviour change partners to address the anti-social behaviours which lead to poor environmental quality and trial innovative ways to tackle them.
- Tackling national environmental challenges such as dog fouling, roadside litter and fly-tipping.
- Addressing emerging litter problems such disposable vapes.
- Supporting volunteers to look after their local area with activities such as Litter Free Zones and Litter Picking Hubs.
- Monitoring litter across Wales through our annual litter surveys and develop policy recommendations to local authorities and Welsh Government.
- https://keepwalestidy.cymru/caru-cymru/

Creating and Restoring Green Spaces
Accessible green spaces provide a haven for people and nature, improve health and well-being, and protect Biodiversity. Keep Wales Tidy manages several national programmes which create and care for our green spaces and our waterways.

Our Local Places for Nature project (which is funded by Welsh Government, with funding recently secured for an additional 30 months) installed over 1,000 community wildlife and food growing gardens in the past 3 years, ensuring that people in all parts of Wales have access to these vital green spaces, wherever they may be. Through our conservation work we:

- Engage local communities, organisations, public sector and schools to create biodiverse, pollinator spaces and community food growing opportunities across Wales.
- Support communities to improve nature on their doorsteps by delivering the Local Places for Nature programme, which creates new community gardens across Wales.
- Focus activities in deprived, urban, and peri-urban areas, that suffer from lack of accessible green space.
- Tailor our programmes to ensure they are fully inclusive, diverse and prioritise the people who need them most.
- Help deliver the development of the Welsh National Forest by delivering our Long Forest and Tiny Forest programmes and increasing local tree planting.
- https://keepwalestidy.cymru/our-work/conservation/nature/

Achievements and performance

Setting Standards for Environmental Quality
Environmental quality sits at the core of Keep Wales Tidy's purpose. In 2022/23, 265 Green Flag for Parks Awards were awarded, and 58 Blue Flag, Green Coast and Seaside Awards.

We were delighted that to see that of the 265 Green Flag for Parks awarded in Wales, 165 were for community sites, which represents more than 1/3 of the UK's total. It is fair to say that when it comes to community green spaces, Wales punches far above its weight.

2022 saw 22 Welsh beaches awarded the blue flag, a further 23 beaches gained the Seaside Award and 13 beaches in Wales won the Green Coast Award, recognising the 'hidden gems' along our coastline.

In future years we will continue to manage and grow participation in award programmes which drive environmental excellence. That means we will:

- Use our Green Flag for Parks awards to recognise excellence in green space management and sustainability and to highlight best practice.
- Deliver the internationally recognised Blue Flag, and the national Green Coast and Seaside awards as vehicles through which to celebrates excellence in beach management.
- Continue to work with Welsh Government and local authorities to recognise these standards as key performance indicators.
- Celebrate and showcase the places and people meeting these standards locally, nationally and internationally.
  https://keepwalestidy.cymru/our-work/awards/wales-coast-awards/
- https://keepwalestidy.cymru/our-work/awards/green-flag-parks/green-flag-award/

Empowering Young People
Giving young people the knowledge and understanding to drive positive environmental change will not only empower them to act in their own school or college but enable them to influence others at home and in the wider community.

By prioritising youth engagement we can ensure an early understanding of the long-term impact of their behaviour and support the building of a better future for the country and for the planet.

In 2022/23, 1,110 individual schools have engaged with Keep Wales Tidy, which includes more than 90% of Wales's primary schools and more than 75% of schools overall. Furthermore, 737 classes attended our workshops, 440 educators were trained, 147 schools progressed an award level, and a range of successful partnerships with other organisations were developed. These include Welsh Water, RSPB, and Project Seagrass.

In 2023/24, our education team will continue to:

- Offer expert guidance, training and resources to support environmental education for teachers and pupils though the Eco Schools programme, in particular secondary schools.
- Engage pupils across Wales with an environmental education programme which supports the national curriculum through a structured seven steps programme.
- Engage school children with wider community-based activities such as Spring Clean Cymru.
- Offer young people across Wales the opportunity to inform our work through the newly established Keep Wales Tidy Youth Board.
- https://keepwalestidy.cymru/eco-schools/

Policy work
Our policy and research work is as important than our actions when it comes to making a sustained difference. Beyond supporting core project activity, we have also focussed our research on a number of emerging policy areas, including extended producer responsibility, the proposed deposit return scheme and drug litter.

Our research has shown clean streets really matters to people. Litter harms wildlife, dog fouling is a danger to health and unauthorised graffiti makes us feel unsafe in our communities. So, every year, our expert staff survey thousands of streets in every corner of Wales to provide a 'state of the nation' snapshot.

The results of the '2022-23 Street Cleanliness Survey - How Clean Are Our Streets?' revealed that "on-the-go" food and drink packaging litter was found on 65% on our Welsh streets across the year (a slight increase on the previous year) and identified an alarming increase in disposable vape litter

- https://keepwalestidy.cymru/blog/how-clean-are-our-streets-in-wales/

Volunteers
Keep Wales Tidy works with thousands of volunteers each year, in a variety of ways. Volunteers help govern and guide the charity (as Trustees, and via the Youth Board), help with delivering programme activities, and are critical in our work to improve the environment of Wales. We are nothing without them, and their priorities are central to our decision making.

The total number of hours reported to Keep Wales Tidy via Epicollect in 2022-23 was 74,752 and we estimate that Keep Wales Tidy volunteers removed over **1,000 tonnes** of litter from our streets during the year. Since 2020, the cumulative value of our LEQ volunteer effort is over £1.8m. This is impact that would be entirely lost without their invaluable commitment to the cause. Thank you for all you do.

- https://keepwalestidy.cymru/impact-report/

Financial review

Activity remained strong this year and generated a total income for the period of £5.7m.

Unrestricted funds decreased by £142,101 (excluding the investment loss) with expenditure being required in core areas.

The charity's investment suffered from a £125,669 loss this year. Since the original investment was made in 2017, it has grown by nearly £150,000. The Board monitor the performance of the fund regularly and have recently reviewed and updated the investment policy. A marketplace review is planned for 2023/24.

We continue to hold a strong balance sheet position with total assets (less liabilities) of more than £2.6m (including the £1.2m investment).

Future risks continue to be the lack of long-term future guaranteed income. The Trustees have identified a need for a new commercial plan to mitigate this risk through greater diversity of funding, including earned income through the supply of paid for services, and an increase in unrestricted funds to support core costs.

Investment and Reserves Policy
The Board of Trustees consider the Reserves Policy for Keep Wales Tidy annually.

The current policy is that the Company should maintain an unrestricted reserve sufficient to fund three months working capital with any remaining unrestricted reserve to be used to cover ongoing company liabilities. The designated reserve for working capital on 31 March 2023 was £750,000.

The Trustees have also identified a requirement for a reserve to invest in areas where there is the potential to develop revenue earning activities and/or diversify income sources. The designated reserve for strategic business development on 31 March 2023 was £300,000.

Structure, governance and management

Governing document
Keep Wales Tidy is incorporated as a private company limited by guarantee and governed by a Memorandum and Articles of Association dated 1 June 2000, subsequently amended to allow for current governance arrangements by Special Resolutions of the Board of Trustees.

From 1972 to 31 May 2000, the Organisation operated as part of the Keep Britain Tidy Campaign. From 1 April 2000 to 23 September 2007, the organisation operated under the name of Environmental Campaigns Cymru. A special resolution changed the name to Keep Wales Tidy on 24 September 2007.

Recruitment and appointment of new trustees
The Articles of Association provide for between three and 14 Trustees, who are the Directors of the Company. Trustees serve for a maximum term of three years but may be appointed to serve for two further terms of not more than three years each. Appointment is by election at the Annual General Meeting which takes place during September each year.

Prior to inviting nominations, the Trustees review their skills to try to attract members with relevant experience and other skills to the Board. The Chair and Executive Officers are appointed by the Trustees from among their number. Each newly appointed Trustee completes a Declaration of Interest, which is reviewed annually thereafter.

Induction and training of new trustees
An induction day is held for new trustees, which includes the provision of a Trustee Induction Pack including the Memorandum and Articles of Association, Charity Commission leaflet CC3 (The Essential Trustee), a detailed description of the Structure, Organisation and Staffing of the Company, and details of the Company's Professional Advisors.

Among other items of guidance and instruction included in the induction pack are job descriptions in respect of officers and key staff, copies of the last two years Financial Statements and the 'Terms of Reference' for the various sub-committees.

Organisational structure
The Board convenes at least four times each year and holds an additional strategic planning/training day. The Trustees have delegated management of the organisation to the Chief Executive, who reports on performance against Strategic and Operational initiatives approved by the Trustees.

An Audit Committee consisting of the Chair of Audit, Treasurer, and other serving Trustees, meets four times a year to oversee risk management, internal and external audit procedures, and the general management practices of the organisation.

The Board also makes use of sub-committees, established to address specific priority areas. These include the Remuneration Committee, Policy Committee, and the Marketing & Communications Committee.

There are also a number of staff-led operational committees, which trustees are invited to attend and contribute. These include Keep Wales Tidy's Net Zero Group, EDI Group, Staff Consultation and Wellbeing Groups.

The Chief Executive has responsibility for planning, developing and implementing the services and strategies for Keep Wales Tidy within clear policies and protocols set by the Trustees. He ensures that the appropriate staff team is recruited and supported to provide the skills and expertise needed to run a successful organisation and that the values of Keep Wales Tidy are upheld.

The Business Services Director, who is also the Company Secretary, has operational responsibility for Finance and Human Resources and reports via the Treasurer and Audit Committee on the financial position of the organisation. Management accounts are prepared quarterly for the Board and the management team.

Risk management
On a bi-annual basis, the Trustees review an assessment of the risks to which the Charity is exposed, including Business, Financial, Operational, and Health & Safety risks. Procedures and reporting regimes have been introduced to manage and reduce identified potential risks. Trustees have agreed clear lines of delegation and authority to staff and have involved staff in the recognition of risk in all their activities.

The key risk identified for 2022/23 is future funding 2024 onwards and the lack of diversity in funding. The Board continue to review and update the risk register and all existing and potential new risks.

Whilst the charity's financial investment and approach to equality, diversity and inclusion are noted as possibly having a significant impact on the charity, the Board are aware of these and have a long-term approach to the first and have already commenced a programme to refresh and manage the second.

Reference and administrative details

Registered Company number
04011164 (England and Wales)

Registered Charity number
1082058

Registered office
33 - 35 Cathedral Road
CARDIFF
CF11 9HB

Trustees and Directors
Mr. A Stumpf - Chair
Mr. Edward Evans - Chair - resigned 28 September 2022
Ms. Lesley Babb
Mr. Essex Harvard
Ms. Gwenan Jenkins-Jones
Mr. Mike Lesson
Ms. Rebekah Stone
Dr. Michelle Webber
Mr. Stephen Williams
Ms.Kay Zdzieblo
Mr. Mathew Prosser - resigned 28 September 2022
Mr. Edward Evans - resigned 28 September 2022
Mr. Chris Jones- resigned 18 November 2022
Mr. Martyn Woodfield - resigned 30 March 2023

Company Secretary
Mrs. Phillipa McGrath

Auditors
Azets Audit Services
Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Bankers
Cooperative Bank Plc
PO Box 101
1 Balloon Street
Manchester
M60 4EP

Solicitors
Geldards LLP
4 Capital Quarter
Tyndall Street
Cardiff
CF10 4BZ

Investment Managers
Edentree Investment Management
24 Monument Street
London
EC3R 8AJ

Key Management Personnel: Senior Management Team

Chief Executive:	Lesley Jones / Owen Derbeyshire
Business Services Director	Philippa McGrath
Operations Director	Louise Tambini
Marketing Director	Joanna Golley

Auditor
In accordance with the company's articles, a resolution proposing that Azets Audit Services be reappointed as auditor of the company will be put at a General Meeting.

The trustees' report was approved by the Board of Trustees.

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Mr A Stumpf
Chair of Board
Dated: 27/09/2023

KEEP WALES TIDY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2023

The trustees, who are also the directors of Keep Wales Tidy for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

KEEP WALES TIDY

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF KEEP WALES TIDY

Opinion

We have audited the financial statements of Keep Wales Tidy (the 'company') for the year ended 31 March 2023 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF KEEP WALES TIDY

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Servi

Azets Audit Services

18-10-2023

Chartered Accountants
Statutory Auditor

Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
United Kingdom
CF23 8AB

Azets Audit Services is eligible for appointment as auditor of the company by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

KEEP WALES TIDY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income from:							
Donations and legacies	3	34,456	22,500	56,956	61,848	22,500	84,348
Charitable activities	4	199,719	5,369,734	5,569,453	242,363	5,363,257	5,605,620
Other trading activities	5	13,500	-	13,500	1,500	-	1,500
Investments	6	70,122	-	70,122	60,165	-	60,165
Total income		317,797	5,392,234	5,710,031	365,876	5,385,757	5,751,633
Expenditure on:							
Charitable activities	7	459,898	5,304,467	5,764,365	309,815	4,638,901	4,948,716
Net gains/(losses) on investments	11	(125,669)	-	(125,669)	(16,510)	-	(16,510)
Net movement in funds		(267,770)	87,767	(180,003)	39,551	746,856	786,407
Fund balances at 1 April 2022		1,622,946	1,191,188	2,814,134	1,583,395	444,332	2,027,727
Fund balances at 31 March 2023		1,355,176	1,278,955	2,634,131	1,622,946	1,191,188	2,814,134

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

KEEP WALES TIDY

BALANCE SHEET

AS AT 31 MARCH 2023

	Notes	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Investments	13		1,246,742		1,305,517
Current assets					
Debtors	15	459,271		1,214,273	
Cash at bank and in hand		1,248,092		581,005	
		1,707,363		1,795,278	
Creditors: amounts falling due within one year	16	(319,974)		(286,661)	
Net current assets			1,387,389		1,508,617
Total assets less current liabilities			2,634,131		2,814,134
Income funds					
Restricted funds	18		1,278,955		1,191,188
Unrestricted funds					
Designated funds	17	1,050,000		1,050,000	
General unrestricted funds		305,176		572,946	
			1,355,176		1,622,946
			2,634,131		2,814,134

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2023, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 27/09/2023

Mr A Stumpf
Chair of Board

Company Registration No. 04011164

KEEP WALES TIDY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2023

	Notes	2023 £	2023 £	2022 £	2022 £
Cash flows from operating activities					
Cash generated from operations	**23**		663,859		74,252
Investing activities					
Purchase of investments		(66,894)		(59,517)	
Investment income received		70,122		60,165	
Net cash generated from investing activities			3,228		648
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			667,087		74,900
Cash and cash equivalents at beginning of year			581,005		506,105
Cash and cash equivalents at end of year			1,248,092		581,005

1 Accounting policies

Charity information

Keep Wales Tidy is a private company limited by guarantee incorporated in England and Wales. The registered office is 33-35 Cathedral Road, Cardiff, South Glamorgan, CF11 9HB, United Kingdom.

1.1 Accounting convention

The financial statements have been prepared in accordance with the company's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are expendable at the discretion of the trustees in furtherance of the objects of the charity; the fund comprises the accumulated surpluses and deficits of unrestricted income and expenditure.

Designated funds are unrestricted funds of the charity which have been set aside to fund particular future activities of the charity.

Restricted funds are those where the donor has imposed restrictions on the use of the funds that are binding. Income arising on restricted funds and expenditure incurred in respect of these funds are reflected through the Statement of Financial Activities.

Funds are transferred from restricted to unrestricted when the initial restrictions no longer apply. If any restricted fund falls into deficit, transfers are made from unrestricted reserves to cover the additional expenditure.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1 Accounting policies **(Continued)**

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant and only occurs when the performance related conditions are met. Capital grants are credited to the statement of financial activities as and when receivable and depreciation charged is offset against the grant income, in a restricted fund.

Earned income and project income is recognised when the service is provided.

Sponsorship income is recognised in the period to which the sponsorship takes place. Any amounts received in advance are deferred.

Interest on funds is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid by the bank.

Dividend income is recognised in the period to which it relates.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably. Liabilities in respect of the Caru Cymru project partner expenditure are recognised once a valid partner claim has been received and verified.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Certain expenditure is directly attributable to the specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of head count on each activity.

Governance costs

Governance costs include the external audit costs and costs associated with the board meetings of the company, including trustees' expenses.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses. Individual items costing in excess of £1,000 are capitalised as fixed assets.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Other equipment	Straight line over 3 years

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1 Accounting policies **(Continued)**

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1 Accounting policies **(Continued)**

1.10 Taxation

As a registered charity, Keep Wales Tidy is entitled to the exemption from taxation in respect of income and capital gains received with sections 478-489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only.

1.11 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases are charged to the income and expenditure account on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

In the application of the company's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	**Restricted funds**	**Total**	Unrestricted funds	Restricted funds	Total
	2023	**2023**	**2023**	2022	2022	2022
	£	**£**	**£**	£	£	£
Donations and gifts	34,456	22,500	56,956	61,848	22,500	84,348

4 Charitable activities

	2023 £	2022 £
Project income	51,000	22,000
Earned income	163,885	251,345
Single use carrier bag	22,674	22,011
Grants received	5,310,060	5,293,011
Sundry income	21,834	17,253
	5,569,453	5,605,620
Analysis by fund		
Unrestricted funds	199,719	242,363
Restricted funds	5,369,734	5,363,257
	5,569,453	5,605,620
Grants		
Create Your Space Duffryn	34,257	-
Welsh Government - Eco Schools	519,034	420,000
Denbighshire County Council	8,120	-
Welsh Government - Caru Cymru	2,661,421	2,869,395
Welsh Government - Local Places for Nature	1,454,780	1,761,833
Heritage Lottery Fund	499,962	26,273
Alun Turing	21,425	-
Sport Wales	48,395	134,819
Welsh Government - Other	-	7,179
Green Flag for Parks	62,666	73,512
	5,310,060	5,293,011

5 Other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Sponsorship	13,500	1,500

6 Investments

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Income from listed investments	68,657	60,041
Interest receivable	1,465	124
	70,122	60,165

7 Charitable activities

	2023 £	2022 £
Staff costs	2,189,332	2,029,765
General project management	2,518,336	2,014,807
Publicity and promotion	137,277	193,104
Group support	18,767	20,956
Establishment costs	9,019	6,978
Meeting and conference	3,273	4,656
Training and other staff costs	99,821	48,335
Travel and subsistence	84,555	62,268
ICT costs	13,604	49,938
Legal and professional	24,635	45,651
Irrecoverable VAT	3,274	-
	5,101,893	4,476,458
Share of support costs (see note 8)	656,672	467,925
Share of governance costs (see note 8)	5,800	4,333
	5,764,365	4,948,716
Analysis by fund		
Unrestricted funds	459,898	309,815
Restricted funds	5,304,467	4,638,901
	5,764,365	4,948,716

8 Support costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Staff costs	352,675	-	352,675	209,345	-	209,345
General project management	2,434	-	2,434	19,208	-	19,208
Publicity and promotion	11,760	-	11,760	28,615	-	28,615
Establishment costs	53,755	-	53,755	53,094	-	53,094
Meeting and conference	12,064	-	12,064	478	-	478
Training and other staff costs	9,174	-	9,174	1,682	-	1,682
Travel and subsistence	6,889	-	6,889	1,553	-	1,553
Legal and professional	46,618	-	46,618	43,118	-	43,118
Irrecoverable VAT	41,960	-	41,960	32,047	-	32,047
ICT Costs	119,343	-	119,343	78,785	-	78,785
Audit fees	-	5,800	5,800	-	4,333	4,333
	656,672	5,800	662,472	467,925	4,333	472,258
Analysed between						
Charitable activities	656,672	5,800	662,472	467,925	4,333	472,258

Governance costs includes payments to the auditors of £5,000 (2022- £3,833) for audit fees.

9 Trustees

During the year 3 (2022: 0) trustees were reimbursed a total of £453 (2022: £nil) for travel and subsistence costs.

10 Employees

The average monthly number of employees during the year was:

	2023 Number	2022 Number
Direct charitable	61	59
Fundraising and publicity	-	1
Governance	3	2
Administration	6	6
Total	70	68

10 Employees (Continued)

Employment costs	2023 £	2022 £
Wages and salaries	2,096,663	1,852,709
Social security costs	202,829	167,923
Other pension costs	242,515	218,478
	2,542,007	2,239,110

Key management personnel
During the year the total remuneration (including gross salary, employer's national insurance contributions and employer's pension contributions) totalled £307,260 (2022: £253,668) for 5 employees (2022: 4 employees).

The number of employees whose annual remuneration was £60,000 or more were:

	2023 Number	2022 Number
Between £60,000 and £70,000	1	1

Contributions totaling £7,102 (2022: £7,968) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

11 Net gains/(losses) on investments

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Revaluation of investments	(125,669)	(16,510)

12 Tangible fixed assets

	Other equipment £
Cost	
At 1 April 2022	111,802
At 31 March 2023	111,802
Depreciation and impairment	
At 1 April 2022	111,802
At 31 March 2023	111,802
Carrying amount	
At 31 March 2023	-
At 31 March 2022	-

13 Fixed asset investments

	Listed investments £
Cost or valuation	
At 1 April 2022	1,305,517
Additions	66,894
Valuation changes	(125,669)
At 31 March 2023	1,246,742
Carrying amount	
At 31 March 2023	1,246,742
At 31 March 2022	1,305,517

14 Financial instruments

	2023 £	2022 £
Carrying amount of financial assets		
Instruments measured at fair value through profit or loss	1,246,742	1,305,517

15 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Trade debtors	60,147	58,495
Other debtors	345,348	1,099,207
Prepayments and accrued income	53,776	56,571
	459,271	1,214,273

16 Creditors: amounts falling due within one year

	2023 £	2022 £
Other taxation and social security	65,682	63,820
Trade creditors	146,211	85,231
Other creditors	342	2,344
Accruals and deferred income	107,739	135,266
	319,974	286,661

17 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 April 2021	Movement in funds: Incoming resources	Balance at 1 April 2022	Movement in funds: Incoming resources	Balance at 31 March 2023
	£	£	£	£	£
Working capital reserves	750,000	-	750,000	-	750,000
Strategic development fund	300,000	-	300,000	-	300,000
	1,050,000	-	1,050,000	-	1,050,000

The designated working capital reserves fund has been set up to ensure the charity always has access to three months working capital.

A strategic business development fund of £300k has been put in place to enable the charity to develop and make the most of new opportunities.

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

		Movement in funds			Movement in funds		
	Balance at 1 April 2021	Incoming resources	Resources expended	Balance at 1 April 2022	Incoming resources	Resources expended	Balance at 31 March 2023
	£	£	£	£	£	£	£
Local Places for Nature	-	1,761,833	(1,761,833)	-	1,954,742	(1,954,742)	-
Community Projects	84,293	156,818	(175,038)	66,073	122,772	(108,761)	80,084
Education (Eco-Schools)	24,409	420,000	(444,409)	-	519,034	(519,034)	-
Future Community Development	247,937	-	-	247,937	-	-	247,937
Long Forest All Wales	4,334	26,273	(30,607)	-	-	-	-
Green Flag for Parks	21,465	115,451	(115,234)	21,682	100,765	(98,420)	24,027
Education Grant Funding	61,894	7,179	(13,577)	55,496	11,000	(3,274)	63,222
Welsh Government - Caru Cymru	-	2,898,203	(2,098,203)	800,000	2,683,921	(2,620,236)	863,685
	444,332	5,385,757	(4,638,901)	1,191,188	5,392,234	(5,304,467)	1,278,955

18 Restricted funds **(Continued)**

Local Places for Nature
Local Places for Nature is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep'.

The fund aims to create, restore and enhance green spaces across Wales. Community and volunteer groups can apply for starter packages to create pollinator, fruit and herb on urban gardens. Community based organisations can apply for development packages to build a growing or wildlife garden.

Community Projects
Ongoing projects to improve the environment of Wales, through community involvement.

Education (Eco-Schools) funded by Welsh Government
To support sustainable development in schools.

Future Community Development
Investment to ensure continuation of community work.

Long Forest All Wales
Heritage Lottery Fund and Esmee Fairbairn Foundation funded project to encourage community engagement to safeguard Welsh hedgerows.

Green Flag for Parks funded by Welsh Government
The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. The award scheme, run by Keep Wales Tidy in Wales is part funded by Welsh Government.

Education Grant Funding (formerly Foundation for Environmental Education (FEE) projects)
Funding from GALWAD for us to run a series of live virtual lessons for primary schools in October 2022 and create a range of associated resources. GALWAD was a multimedia project and part of the UNBOXED: Creativity in the UK programme, co-commissioned with Creative Wales and produced by Collective Cymru, a collective of Welsh organisations and individuals led by National Theatre Wales.

Welsh Government - Caru Cymru
Partnership initiative with all the local authorities of Wales to eradicate litter and waste.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

19 Analysis of net assets between funds

	Unrestricted funds 2023	Designated funds 2023	Restricted funds 2023	Total 2023	Unrestricted funds 2022	Designated funds 2022	Restricted funds 2022	Total 2022
	£	£	£	£	£	£	£	£
Fund balances at 31 March 2023 are represented by:								
Investments	196,742	1,050,000	-	1,246,742	255,517	1,050,000	-	1,305,517
Current assets/(liabilities)	108,434	-	1,278,955	1,387,389	317,429	-	1,191,188	1,508,617
	305,176	1,050,000	1,278,955	2,634,131	572,946	1,050,000	1,191,188	2,814,134

20 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2023	2022
	£	£
Within one year	27,679	29,896
Between two and five years	691	30,004
	28,370	59,900

21 Pension schemes

The company operates a defined contribution pension scheme with Scottish Widows. During the year contributions were made amounting to £242,515 (2022: £218,478). There were no amounts outstanding at the current or previous year end.

22 Related party transactions

Transactions with related parties

There were no related party transactions to note during the current or previous year other than those disclosed elsewhere in the notes to the financial statements.

23 Cash generated from operations	2023	2022
	£	£
(Deficit)/ surplus for the year	(180,003)	786,407
Adjustments for:		
Investment income recognised in statement of financial activities	(70,122)	(60,165)
Fair value gains and losses on investments	125,669	16,510
Movements in working capital:		
Decrease/(increase) in debtors	755,002	(420,104)
Increase/(decrease) in creditors	33,313	(248,396)
Cash generated from operations	663,859	74,252

24 Analysis of changes in net funds

The company had no debt during the year.

KEEP WALES TIDY

England & Wales - Charity number 1082058

Accounts

Charity Registration No. 1082058

Company Registration No. 04011164 (England and Wales)

KEEP WALES TIDY

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

KEEP WALES TIDY

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KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2022

The trustees present their report and financial statements for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the company's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

Objectives and aims
In accordance with the Memorandum of Association, the objects for which the Company is established are:

- the protection, preservation and enhancement of the environments of town and country in Wales, for the general benefit of the Welsh nation at large
- the education of all sectors of the community and the promotion of awareness of the ways in which the environment is at risk, and of ways in which this can be minimised so that the use of sustainable waste management practices may be encouraged

At Keep Wales Tidy we:

- Take action to make a positive difference.
- Put people at the heart of everything we do.
- Protect our environment for now and for the future.

Our vision is "a beautiful Wales cared for and enjoyed by everyone."

To bring about our vision – and to spell out what it means in practical terms – we think that a beautiful Wales:

- Consists of responsible communities and businesses who enjoy a clean and attractive urban, rural and coastal environment.
- Recognises that environmental education is at the centre of achieving the Wales we want and where future generations appreciate the value of our natural environment and wildlife.
- Benefits from a network of accessible, high quality green and blue spaces – such as parks, footpaths, nature reserves, rivers, lakes and beaches – which are available for everyone to enjoy.

Public Benefit
Keep Wales Tidy works to achieve "A beautiful Wales, cared for and enjoyed by everyone". We believe all the people of Wales and its visitors benefit from a cleaner and greener country. This includes fewer places blighted by litter, fly-tipping, graffiti, dog-fouling, and flyposting, together with better access to the countryside, improved biodiversity and more community and green spaces.

Keep Wales Tidy welcomes participation from people across Wales and we do not discriminate or restrict access to our work. We celebrate diversity and are committed to continuing to create an inclusive environment for all.

Our Strategic Plan 2022-2030 – Building a Sustainable Wales Together
2022 will mark the 50th anniversary of Keep Wales Tidy. It is a year which has continued to challenge our wellbeing and our way of life, but it also brings with it a growing understanding of the Wales that we want to live in and an opportunity for us all to work together to deliver a Beautiful Wales for now and for the future.

Our country is a truly remarkable one. It has stunning beaches which carry the internationally recognised Blue Flag, parks and green spaces with a coveted Green Flag, and enviable local places for nature - all on our doorstep.

The importance of our natural environment shouldn't be underestimated. It plays a vital part not only in protecting biodiversity, but also in the health and happiness of our people and the strength of our communities.

Sadly, the reality is that keeping the natural environment green, clean and safe requires a lot of work. We can all play our part to overcome the global challenges of climate change and biodiversity loss, by taking action and making changes at a local level.

Through our programmes and projects, Keep Wales Tidy has set the stage for working together with government, public bodies, schools, and local communities to take positive sustainable action, with long term benefits for our health, well-being and natural environment. National initiatives like Caru Cymru and international programmes such as Eco-Schools have opened up the opportunity to engage with people from all walks of Welsh life and Beautiful Wales outlines how we will continue to deliver this work.

This strategy is an ambitious one. We have the team, the organisation and the passion to make it happen. But it also needs the people of Wales too. Only when we all come together to bring about positive change, will our strategy become a reality.

There are four pillars to our strategy which outlines our ambitious plans to deliver this vision, working closely with volunteers, government, corporate and local institutions:

1. Eradicate litter and waste
2. Create and Restore Green Spaces
3. Set Standards for Environmental Quality
4. Empowering Young People

Eradicate litter and waste
Keep Wales Tidy will carry on working with communities and our local authority partners to keep our local environment cleaner and safer. We must focus on prevention through raising awareness and changing behaviours.

Under the Caru Cymru banner, Keep Wales Tidy will undertake campaigns and activities to reduce litter and waste, including support for the transition to a circular economy in Wales.

Caru Cymru will:

- work with expert behaviour change partners to address the anti-social behaviours which lead to poor environmental quality and trial innovative ways to tackle them
- tackle national environmental challenges such as dog fouling, roadside litter, fly-tipping and smoking litter
- address emerging litter problems such as the growing fast food and PPE litter quantities which have emerged since 2020
- support volunteers to look after their local area with activities such as Litter Free Zones, Adopt a Highway and Litter Picking Hubs for communities.
- Monitor litter across Wales through our annual litter surveys and develop policy recommendations to local authorities and Welsh Government to influence best practice.

Create and Restore Green Spaces
Accessible green spaces provide a haven for people and nature, improve health and well-being, and protect biodiversity. Supporting people to create and care for local green spaces will empower communities and protect local wildlife, while feeding into the wider global effort to combat the climate emergency.

Keep Wales Tidy manage a number of national programmes which create and care for our green spaces and our waterways.

Through our conservation work we will:

- Engage local communities, organisations, public sector and schools to create biodiverse, pollinator spaces and community food growing opportunities across Wales
- Support communities to improve nature on their doorsteps by delivering the Local Places for Nature programme that creates new community gardens for now and future generations
- Focus activities in deprived, urban and peri-urban areas, that suffer from lack of accessible green space
- Tailor our programmes to ensure they are fully inclusive, diverse and prioritise the people who need them most
- Help deliver the National Forest ambition by delivering our Long Forest and Tiny Forest programmes and increasing local tree planting.

Set Standards for Environmental Quality
Environmental quality sits at the core of Keep Wales Tidy's purpose. We continue to manage and grow participation in award programmes which drive environmental excellence.

We will:

- Use our Green Flag for Parks awards to recognise excellence in green space management and sustainability and to showcase best practice.
- Encourage the Welsh tourism industry to increase sustainability and sustainable practices through adhering to standards set out in the Blue Flag and Green Key awards. These awards are owned by international body FEE (Foundation for Environmental Education) and managed by Keep Wales Tidy as the FEE member for Wales.
- Deliver the internationally recognised Blue Flag, and the national Green Coast and Seaside awards as examples through which to showcase excellence in beach management.
- Work with Welsh Government and local authorities to recognise these standards as key performance indicators.
- Celebrate and showcase those places which meet these standards locally, nationally and internationally

We will continue to drive environmental excellence and celebrate success through our programmes and projects.

Empowering Young People
Giving young people the knowledge and understanding to drive positive environmental change will not only empower them to act in their school or college but enable them to influence others at home and in the wider community.

Today's young people are tomorrow's policy makers, business owners and consumers.

We recognise that through prioritising youth engagement we can ensure an early understanding of the long-term impact of their behaviour and support the building of a better legacy for the country and for the planet.

Through our Eco-Schools programme, we will:

- Offer expert guidance, training and resources to support environmental education for teachers and pupils.
- Engage pupils across Wales with an environmental education programme which supports the national curriculum through a structured seven steps programme which covers nine key topic areas which in turn address a number of challenging global themes such as climate change and biodiversity.
- Engage school children with wider community-based activities such as Spring Clean Cymru.
- Offer young people across Wales the opportunity to inform our work through a Keep Wales Tidy youth board.
- Provide opportunities to showcase and present environmental issues using stories, photographs and videos through the Young Reporters for the Environment programme.

Our Values
We continue to work by and weave our values into everything we do. Decision making, policies and staff reflection meetings are some examples of how we reference and reflect on our values.

- Passionate – Proud to care for Wales and our communities.
- Together – Strength in partnership.
- Bold – Ready to challenge and innovate.
- Inspiring – Supporting people to be the change.
- Responsible – Always considering the impact of our work.

In addition to these key values, this year has seen the inception of our Equality, Diversity and Inclusion task group. We are using this as an opportunity to ensure that our systems, policies, training, and culture are fully inclusive and that we take some time to review and update our approach. Whilst Keep Wales Tidy is committed to an Equal Opportunities Policy, which means that everyone who works for us will be treated equally, without discrimination because of age, race, creed, colour, nationality, ethnic or national origin, gender, gender reassignment, marital or civil partner status, responsibility for children or dependents, disability, sexual orientation, religion, or belief we want to ensure this practice is fully embedded in the charity. It is important to us that all staff receive the very best training and awareness and our commitment to this will improve and continue in the future.

Achievements and performance

Eco-Schools

Eco-Schools progression
This year we continued to see schools re-engaging with Eco-Schools.

We have seen more primary schools adopt a whole school approach to the programme whereby each class takes an Eco-Schools topic and carries out work and practical actions based on those topics in a cross curricular manner. This approach helps support the integration of the Curriculum, as well as fully embedding the Eco-Schools process into school life.

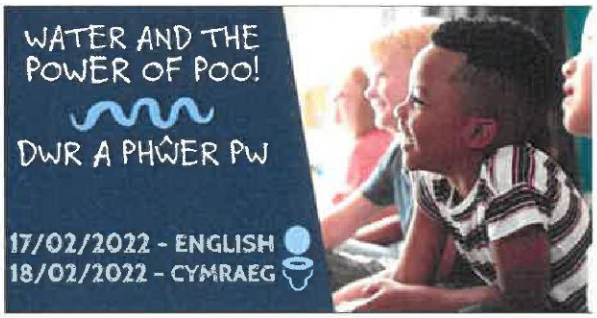
> **"Developing Eco-Schools in the way we have done this year has been more impactful than ever before. Every child and adult across the school is now an integral part of our eco development programme, resulting in an unprecedented level of engagement and enthusiasm. Each class has been able to focus on one Eco-Schools area during the year, leading to a far greater depth of knowledge and understanding. The learning reflects so many aspects of the Four Purposes and particularly demonstrates the vision and aspiration of Ethical, Informed Citizens. Our vision is to continue to develop Eco-Schools in this way, allowing every child to learn about, understand and action every area of the Eco-Schools topics in depth during their Primary School career."**
>
> Samantha King, Headteacher, Upper Rhymney Primary School

Our attendance data has shown that 93 previously disengaged non-Green Flag schools attended a virtual training or workshop with us this year. We are now keen to work on engagement strategies to help these schools progress with Eco-Schools. In Q4, we started a trial run of pairing non-Green Flag schools up with Platinum Award schools who are happy to mentor them. If this proves a success, we will roll it out further.

We have also continued to work on new ideas and strategies to help improve our engagement with Secondary Schools. A Secondary Eco-Coordinators School Resource to give an overview of the programme, designed to be used by the coordinators during whole staff in-service training sessions has been completed. We have also refreshed our existing WJEC approved briefs for the Foundation/Intermediate level Global Citizenship Challenge.

Teacher Training and Pupil Workshops
We continued to run our virtual training for teachers (linking Eco-Schools to the Curriculum, New Coordinator Training, Platinum Renewal Training, and Climate Change Training). 108 educators joined these sessions bringing our total number of attendees up to 453 for the year.

The Outdoor Learning Pupil Virtual Workshops continued in this quarter and remain popular with a total attendance of 145 classes for the sessions run in this quarter. We also reran our joint pupil workshop with Dwr Cymru 'Climate Change and the Power of Poo' and joined them again for an event on World Book Day 'The Sewer of Secrets'. Our partnership with Dwr Cymru has proved very fruitful this year, with a total of 12,506 pupils attending our joint workshops.



International

> "Our relationship with colleagues in Eco-Schools Wales has been inspiring and led us to develop our live lesson programme. Having schools from Wales joining our Scottish schools during the latest lesson brought a unique feeling of connection and togetherness. We look forward to continuing this collaboration and keep bringing our schools together as a result of this."
>
> Andrea Gabriel, Education and Learning Officer, Keep Scotland Beautiful

We joined Eco-Schools Scotland, England, and Northern Ireland for live virtual workshops on litter and waste, open to schools from across the United Kingdom. This was an exciting development in our virtual provision, and it was fantastic to see schools from as far afield as Shetland, Armagh, Leicester, and Port Talbot sharing common goals, getting involved in activities and ultimately all wanting to reduce litter and waste, and improve their local communities. In total 370 classes joined this event. More importantly, it opens exciting possibilities of further collaborations on an international scale

Green Flag for Parks
2021/22 was a hard year for Green Flag as we had to judge our sites to the best of our abilities within Welsh Government and KWT guidelines. We had to move the judging from Q1 to Q2 due to Covid. Our judges have been outstanding and have really helped doing all they could to keep the Awards going and to judge as much as we possibly can.

Miraculously we had one of our best years to date for the Green Flag Awards with a staggering 28 new awarded sites across Wales. These include 6 new Full Awarded sites.

We have also brought on board a staggering 22 new community awarded sites this year. These new sites bring the community awarded total to 145 and range from orchards to woodlands to allotments to farms.

Wales Coast Awards
We were delighted to announce that 22 beaches and 3 marinas met the criteria and were awarded a Blue Flag for 2022.

Unfortunately, this is a drop of 17 beaches from last years 42 sites. These 17 beaches were all in Conwy, Anglesey and Gwynedd.

It is important to note that all of the beaches achieved the high environmental standards required, however, despite a number of conversations with the International Blue Flag Director at FEE and the Chair of the International Jury, it was deemed that they failed to meet a criteria based around the compilation of risk assessment document for beaches with a minimum number of visitors across the bathing season.

Conversations will continue in 2022 with interested parties to support these beaches regaining their flags in the future.

We have also awarded 23 Seaside Awards and 13 Green Coast awards

Local Places for Nature
This incredible initiative which is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep' operated successfully in 2021/22.

The fund aims to create, restore, and enhance green spaces across Wales. Community and volunteer groups applied for starter packages to create pollinator, fruit and herb or urban gardens or development packages to build a food growing or wildlife garden.

Each of the 279 packages were successfully allocated by the end of November and were fully installed by the end of March.

The programme understands the positive impact being out in nature has on mental and physical well-being and has made a real difference to communities across Wales and has enabled transformative changes to be made in a short period of time that make a real difference allowing access to green space and a welcoming environment that was previously not available.

Volunteers came together, many through the troubled Covid times to create spaces that can be enjoyed for years to come. They now continue to visit the spaces to continue the work, reap the benefits and spend time together with friends they have made along the way.

Local Places for Nature – delivery against targets (end of March)

Funding stream	Packages available	% of packages approved and installed
Pollinator	72	100
Fruit	50	100
Urban	50	100
Total Starter	**172**	**100**
Food	67	100
Wildlife	40	100
Total Development	**107**	**100**
Packages Total	**279**	**100**

Example: Wales and West Housing Erw Hir, Brackla Bridgend

Wales and West Housing residents in the Erw Hir estate in Brackla live in flats with no gardens. Many residents have illnesses that restrict their ability to get out. While they can see beautiful mountains, they are inaccessible to the residents.

They wanted to transform an unused patch of land into a wildlife area with benches and wildflowers that could be enjoyed on their doorstep. The new garden will help the community to socialise, get to know each other and develop a sense of ownership for their outdoor space.

"I would like to thank Keep Wales Tidy and Wales and West Housing for giving the local people the opportunity to get involved in the development of Erw Hir Community Garden. I think it is a great project for the community. The kids that took part in planting trees and plants really did enjoy themselves and they are really looking forward to going back for Easter holiday planting. It gives the kids something interesting to do and as it becomes established we can see that it will be a great place to go to relax away from the busy we live in."

Nesley Brown, local resident

"My seizures mean some days I can't do anything at all, and I often need to stay close to the garden and helping out. I know it's good people helping out here too."

Paul, local resident

The garden is in regular use by local residents for quiet enjoyment. A number of different organisations are to be involved in ongoing maintenance and food growing: Brackla Pantry, Lads and Dads, local residents and Wales and West Housing. All parties with a 'stake' in the garden are happy for multiple parties to be involved on an ongoing basis.

Meanwhile, plans are place for a barbecue and garden party later in the summer. Wales and West plan to create a celebratory mural on a wall.

Caru Cymru

Our ambitious national partnership project with all Welsh local authorities, Cardiff University and Welsh Government, aimed at encouraging communities to take action to eradicate waste and litter from our landscape continued to gather momentum and surpass expectations this year.

Caru Cymru (a Welsh phrase meaning "Love Wales") aims to inspire everyone to take action and care for the environment.

We believe that by everybody working together to create a clean and safe environment we can build stronger, healthier communities a make a positive difference to our planet.

The vision is for Caru Cymru to be interwoven into life in Wales so it becomes second nature for everyone to do the right thing, from taking litter home, recycling "on- the- go", reusing and repairing.

Through Caru Cymru we tackle some of the issues affecting our communities such as Fly Tipping, Dog Fouling, Roadside Litter, Air Quality, Vandalism and Graffiti and Smoking, Drug and Drinks Litter using various initiatives and approaches.

Litter Picking Hubs and Litter Champions
Communities are at the heart of the initiative, and we now have 148 Litter Picking Hubs open across Wales with 65 of these (44%) being located in deprived areas. The Hubs offer all the equipment needed to carry out a safe clean up.

New Litter Champions continue to be signed up, trained, and kitted out with equipment. We currently have 1,286 individual Litter Champions, with many more being supported through local authority schemes. These individuals are all passionate about their community and want to make a difference.

Spring Clean Cymru 2022

Promotion of Spring Clean Cymru 2022 launched in early January and surpassed all expectations with 364 events being registered and 4,709 bags pledged.

A total of 312 Spring Clean Cymru events registered with more than 17,000 volunteers of all ages taking part.

Litter Free Zones
Litter Free Zones is a brand-new scheme designed to encourage businesses to keeping their communities' litter-free.

We're reaching out to businesses across Wales to adopt specific zones to clean-up on a regular basis.

The scheme for schools and businesses was launched in January. By the end of March, 156 schools and 55 business or other organisations had signed up.

There is a significant range in business types and sizes, from independent businesses with one member of staff to multinationals with many hundreds.

Policy work
We understand that our policy and research work is as important as our actions when it comes to making a difference.

Research papers that have been completed during the year include dog fouling, smoking litter, roadside litter, and enforcement. We are also working on Binfrastructure and drug related litter guidance papers and our fly-tipping research is in its final stages.

A paper exploring circularity behaviours has been shared with Welsh Government, Repair Café Wales, Benthyg and WLGA, leading to further discussions on opportunities for shared research. A research paper on tourism and litter is next on the agenda.

At Keep Wales Tidy, we know that having clean streets really matters to people.

Litter harms wildlife, dog fouling is a danger to health and graffiti makes us feel unsafe in our communities.
So, every year, our expert staff survey thousands of streets in every corner of Wales.

The results of the 2021-22 street cleanliness survey - How Clean Are Our Streets? was the first of its kind since the start of the COVID-19 pandemic. It revealed that "on-the-go" food and drink packaging litter was found on 64.2% on our Welsh streets across the year.

Dog fouling campaign

In January, we celebrated 'Walk Your Dog Month' with another campaign burst on social media and a joint press release with RSPCA Cymru, Dogs Trust, British Veterinary Association and Ramblers Cymru. This highlighted the health risks associated with dog fouling to pets and livestock.

As part of our advertising package with Reach PLC, an advertorial ran on WalesOnline during February. This featured ex-rugby player Darryl Adams, who has suffered ongoing health problems as a result of dog fouling, and a young player from Newbridge RFC's who had a near miss.

Roadside litter campaign
We're calling on drivers to keep their conscience and our roadsides clear as part of a national roadside litter campaign.

With more vehicles than ever before on our roads and a significant increase in our food and drink on-the-go culture, roadside litter is a growing problem in Wales. It is harmful to our environment and wildlife. It ruins the beautiful views for locals and visitors alike, whilst also being difficult, dangerous, and expensive to clean up.

Research shows that 78% of vehicle litterers feel guilty after littering. Keep Wales Tidy's new campaign encourages drivers to have a guilt free journey with no regrets and to 'Drive your litter home'.

As part of the campaign, outdoor advertising appears across roadside litter hotspots in Wales such as roadside billboards, back of buses and petrol pump adverts.

Volunteers
Volunteers play a key role in the success of Keep Wales Tidy. Three types of volunteers have been identified:

1. Volunteers who assist the organisation with key tasks such as working in the office or assisting with surveys
2. Volunteers who assist with assessing Green Flag and other awards
3. Volunteers who contribute to the Caru Cymru project by undertaking work to improve Wales's environment

Keep Wales Tidy seeks to provide appropriate support for all volunteers and encourages them to contribute towards the development of the organisation. We would like to thank all our volunteers for their contribution to the success of Keep Wales Tidy.

Review of the Year
This year we have been able to consolidate our position and continue to work hard to deliver on key programmes that not only secure our financial position but allow us to deliver against our objects and make best use of our staff's skills.

The Caru Cymru movement has enabled a joined-up approach to tackling litter and waste across the whole of Wales and partner meetings including representatives of each of the 22 local authorities have allowed for interesting discussions and new opportunities and ideas to be developed. Trials focusing on location specific areas have been planned or have already taken place giving the opportunity for new solutions to be found. Brand new initiatives have started to be developed such as a Litter Awareness course for littering and dog fouling offenders and exciting new ideas such as the use of artificial intelligence have started to be explored.

Our Local Places for Nature project has been hugely successful allowing groups and communities to benefit from a procured package to be delivered to their site enabling them to reverse nature's decline and to create, restore and enhance habitat. The Keep Wales Tidy team have assisted them with installation and have shared their knowledge to enable a long-term difference to be made not only by the physical package being in place but by the positive emotional effect it has had on the well-being and confidence of volunteers.

Despite Covid still being ever present during the year, we have worked safely and considerately, following guidelines and ensuring that our commitments have been met and projects delivered on time. Where staff members have contracted the virus, we have supported them as necessary with their wellbeing and health being a key consideration.

Our new strategy has clearly set out our position for now and the next 8 years and clearly sets out what we are as a charity and what we intend to accomplish as one of Wales's leading environmental charities.

We have established a new Policy and Research committee bringing together staff and trustees to discuss and develop ideas on this key area of our work including for example the implications of initiatives such as Extended Producer Responsibility.

The planning of our Youth Board has commenced with a dedicated group including Board members working together to develop a plan of whom and how to recruit to work with us to ensure the voice of Young People is heard and that their views on the environment are listened to and actioned upon. We will also be asking for their support and ideas to influence our work and ensure that as well as considering our values (bold, inspiring, together, passionate, responsible) when we make decisions we listen to their voice.

Our commitment to Equality, Diversity and Inclusion has been reignited this year and going forward we will be ensuring that our approach is better and bolder than it has ever been before. All people matter to Keep Wales Tidy and we intend to ensure this inclusiveness is weaved through everything we do.

Financial review

This has been a busy year for the charity with the team delivering new and existing programmes across the whole of Wales.

Total income this year of £5.8m exceeds any level in recent years, and despite it including a payment in advance for the Caru Cymru project of £800k, it still surpasses previous totals. The advance payment has been necessary due to the cash impact of the project with local authority partners being paid prior to Keep Wales Tidy receiving the corresponding funding. Cash management has been more of an issue than previously for the charity this year but this flexible approach from Welsh Government as funders have allowed for it to be managed appropriately.

The year saw the running of two large programmes, Caru Cymru and Local Places for Nature both of which reached out across the whole of Wales. The programmes utilised the skill set of our staff and in the case of Local Places for Nature allowed us to recruit new staff who could work flexibly. This change to our traditional operating model meant that it was necessary to increase headcount to 65 employees by March 2022 (59 heads March 2021). During the year, a salary benchmarking review took place to ensure that our salaries remained on par with similar organisations. It was pleasing to note they still remain competitive and enabled us to benefit from many applicants and add to our skilled set of employees.

During the year there has been a focus on investing in our people and technology to enable the organisation to thrive and operate at the highest possible level. The management team all participated in a Leadership Training course attending sessions each quarter over a 12-month period. The action learning approach allowed newer and more established managers to come together as a team and understand and learn a new approach enabling a consistent approach in the future.

A new website was developed during the year bringing an improved user experience, better bilingual provision and stronger look and feel. The new site allows more direct interaction for both partners and the public with a login for partners via a hub section and the opportunity for forms to be completed online.

The charity's investment had a small £16k loss overall this year generally performing well until the final quarter of the year when global equity markets and bond markets both declined due to worldwide events. In previous years the investment performance has had both a positive and negative impact on the financial result and the Board understand this will continue to be the case viewing it as a long-term investment and a risk that is noted on the risk register. Since the original investment was made in 2017, it has grown by over £200,000. The Board have an annual opportunity to review the fund and the investment company's overall approach with the fund manager, relationship manager and the Head of Charity and Institutional Business Development.

The charity continues to hold a strong balance sheet position with net assets of more £2.8m (including the £1.3m investment).

The Audit Committee review and agree the reserves policy annually. As the charity currently has a vacancy for the treasurer position this review will take place in October 2022 when the new member should be in post.

The Trustees have identified the charity's biggest risk as being longer- term funding post 2023 as well as ensuring a diverse funding base. During the year a bid writer was contracted to seek out new opportunities for the charity for new and existing ideas, this work is currently ongoing. Reserves remain strong and the relationship with funders remains positive.

In 2022/23 we will look to build on the work we have done this year. We remain committed to Eco-Schools Wales which has become stronger and stronger in recent years and are focused on ensuring that our Nature programme and Caru Cymru ideology flourishes in the future. We remain committed to our values and vision for a beautiful Wales cared for and enjoyed by everyone.

Investment and Reserves Policy
The Board of Trustees consider the Reserves Policy for Keep Wales Tidy annually. The current policy is that the Company should build up an unrestricted reserve sufficient to fund three months working capital with any remaining unrestricted reserve to be used to cover ongoing company liabilities. The designated reserve for working capital at 31 March 2022 was £750,000.

The Trustees have also identified a requirement for a reserve to invest in areas where there is the potential to develop revenue earning activities and/or diversify income sources. The designated reserve for strategic business development at 31 March 2022 is £300,000.

Structure, governance and management

Governing document
Keep Wales Tidy is incorporated as a private company limited by guarantee and governed by a Memorandum and Articles of Association dated 1 June 2000, subsequently amended to allow for current governance arrangements by Special Resolutions of the Board of Trustees. The guarantee of each member is limited to £1. From 1972 to 31 May 2000, the Organisation operated as part of the Keep Britain Tidy Campaign. From 1 April 2000 to 23 September 2007, the organisation operated under the name of Environmental Campaigns Cymru. A special resolution changed the name to Keep Wales Tidy on 24 September 2007.

Recruitment and appointment of new trustees
The Articles of Association provide for between three and 14 Trustees, who are the Directors of the Company. Trustees normally serve for a maximum term of three years but may be appointed to serve for one further term of not more than three years. Appointment is by election at the Annual General Meeting which takes place during September each year. Prior to inviting nominations, the Trustees review their skills to try to attract members with relevant experience and other skills to the Board. The Chair and Executive Officers are appointed by the Trustees from among their number. Each newly appointed Trustee completes a Declaration of Interest, which is reviewed annually thereafter.

Induction and training of new trustees
An induction day is held for new trustees, which includes the provision of a Trustee Induction Pack including the Memorandum and Articles of Association, Charity Commission leaflet CC3 (The Essential Trustee), a detailed description of the Structure, Organisation and Staffing of the Company, and details of the Company's Professional Advisors.

Among other items of guidance and instruction included in the induction pack are job descriptions in respect of officers and key staff, copies of the last two years Financial Statements and the 'Terms of Reference' for the various sub-committees.

Organisational structure
The Board convenes at least four times each year and holds an additional strategic planning/training day. The Trustees have delegated management of the organisation to the Chief Executive, who reports on performance against Strategic and Operational initiatives approved by the Trustees.

An Audit Committee consisting of the Chair of Audit, Treasurer, and other serving Trustees, meets four times a year to oversee risk management, internal and external audit procedures, and the general management practices of the organisation.

The Chief Executive has responsibility for planning, developing and implementing the services and strategies for Keep Wales Tidy within clear policies and protocols set by the Trustees. She ensures that the appropriate staff team is recruited and supported to provide the skills and expertise needed to run a successful organisation and that the values of Keep Wales Tidy are observed.

In addition to her role at Keep Wales Tidy, the Chief Executive is also the president of FEE (The Foundation for Environmental Education) and this strategic view of the international programmes along with national knowledge enables the charity to achieve best practice.

The Business Services Director, who is also the Company Secretary, has operational responsibility for Finance and Human Resources and reports via the Treasurer and Audit Committee on the financial position of the organisation. Management accounts are prepared quarterly for the Board and the management team.

Risk management
On a bi-annual basis, the Trustees review an assessment of the risks to which the Charity is exposed, including Business, Financial, Operational, and Health & Safety risks. Procedures and reporting regimes have been introduced to manage and reduce identified potential risks. Trustees have agreed clear lines of delegation and authority to staff and have involved staff in the recognition of risk in all their activities.

The key risk identified for 2021/22 is future funding 2023 onwards and the lack of diversity in funding. The Board continue to review and update the risk register and all existing and potential new risks.

The financial and operational risk from Covid-19 continues to be noted as a significant risk as well as staff retention and well-being. As reporting demands from funders continue to become more onerous, the Board are aware of the risks of meeting these requirements. Whilst the charity' financial investment and approach to equality, diversity and inclusion are noted as possibly having a significant impact on the charity the Board are aware of these and have a long-term approach to the first and have already commenced a programme to refresh and manage the second.

Reference and administrative details

Registered Company number
4011164 (England and Wales)

Registered Charity number
1082058

Registered office
33 - 35 Cathedral Road
CARDIFF
CF11 9HB

Trustees and Directors
Mr. Edward Evans - Chair
Dr. Michelle Webber
Mr. Mathew Prosser
Mr. Stephen Williams
Mr. A Stumpf
Ms. L Babb
Mr. N Naish - resigned 22 September 2021
Ms.K Zdzieblo
Mr. C Jones
Mr. M Woodfield
Mr. Essex Harvard - appointed 22 September 2021
Ms. Gwenan Jenkins-Jones - appointed 22 September 2021
Mr. Michael Lesson - appointed 22 September 2021
Ms. Rebekah Stone - appointed 22 September 2021

Company Secretary
Mrs. P McGrath

Auditors
Azets Audit Services
Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Bankers
Cooperative Bank Plc
PO Box 101
1 Balloon Street
Manchester
M60 4EP

Solicitors
Geldards LLP
Dumfries House
Dumfries Place
Cardiff
CF10 3ZF

Investment Managers
Edentree Investment Management
PO Box 3733
Royal Wotton Bassett
Swindon
SN4 4BG

Key Management Personnel: Senior Management Team

Chief Executive:	Lesley Jones
Business Services	Director Philippa McGrath
Operations Director	Louise Tambini
Marketing Director	Joanna Golley

Auditor
In accordance with the company's articles, a resolution proposing that Azets Audit Services be reappointed as auditor of the company will be put at a General Meeting.

The trustees' report was approved by the Board of Trustees.

.....
E Evans
Trustee
Dated: 13/10/2022

KEEP WALES TIDY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2022

The trustees, who are also the directors of Keep Wales Tidy for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

KEEP WALES TIDY

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF KEEP WALES TIDY

Opinion

We have audited the financial statements of Keep Wales Tidy (the 'company') for the year ended 31 March 2022 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

20-10-2022

Azets Audit Services

Chartered Accountants
Statutory Auditor

Ty Derw
Lime Tree Court
Cardiff Gate Business Park
Cardiff
United Kingdom
CF23 8AB

Azets Audit Services is eligible for appointment as auditor of the company by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

KEEP WALES TIDY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income and endowments from:							
Donations and legacies	3	61,848	22,500	84,348	10,518	-	10,518
Charitable activities	4	209,407	5,356,949	5,566,356	179,462	3,600,529	3,779,991
Investments	5	60,165	-	60,165	46,380	-	46,380
Other income	6	34,456	6,308	40,764	54,238	8,107	62,345
Total income		365,876	5,385,757	5,751,633	290,598	3,608,636	3,899,234
Expenditure on:							
Charitable activities	7	309,815	4,638,901	4,948,716	230,356	3,634,876	3,865,232
Net gains/(losses) on investments	11	(16,510)	-	(16,510)	263,418	-	263,418
Net movement in funds		39,551	746,856	786,407	323,660	(26,240)	297,420
Fund balances at 1 April 2021		1,583,395	444,332	2,027,727	1,259,735	470,572	1,730,307
Fund balances at 31 March 2022		1,622,946	1,191,188	2,814,134	1,583,395	444,332	2,027,727

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

KEEP WALES TIDY

BALANCE SHEET

AS AT 31 MARCH 2022

	Notes	2022 £	2022 £	2021 £	2021 £
Fixed assets					
Investments	12		1,305,517		1,262,510
Current assets					
Debtors	14	1,214,273		794,169	
Cash at bank and in hand		581,005		506,105	
		1,795,278		1,300,274	
Creditors: amounts falling due within one year	15	(286,661)		(535,057)	
Net current assets			1,508,617		765,217
Total assets less current liabilities			2,814,134		2,027,727
Income funds					
Restricted funds	16		1,191,188		444,332
Unrestricted funds					
Designated funds	17	1,050,000		1,050,000	
General unrestricted funds		572,946		533,395	
			1,622,946		1,583,395
			2,814,134		2,027,727

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2022, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 13/10/2022

.....
E Evans
Trustee

.....
M Prosser
Trustee

Company Registration No. 04011164

KEEP WALES TIDY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2022

	Notes	2022 £	2022 £	2021 £	2021 £
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	22		74,252		(623,636)
Investing activities					
Purchase of investments		(59,517)		(43,877)	
Investment income received		60,165		46,380	
Net cash generated from investing activities			648		2,503
Net cash used in financing activities			-		-
Net increase/(decrease) in cash and cash equivalents			74,900		(621,133)
Cash and cash equivalents at beginning of year			506,105		1,127,238
Cash and cash equivalents at end of year			581,005		506,105

1 Accounting policies

Charity information

Keep Wales Tidy is a private company limited by guarantee incorporated in England and Wales. The registered office is 33-35 Cathedral Road, Cardiff, South Glamorgan, CF11 9HB, United Kingdom.

1.1 Accounting convention

The financial statements have been prepared in accordance with the company's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are expendable at the discretion of the trustees in furtherance of the objects of the charity; the fund comprises the accumulated surpluses and deficits of unrestricted income and expenditure.

Designated funds are unrestricted funds of the charity which have been set aside to fund particular future activities of the charity.

Restricted funds are those where the donor has imposed restrictions on the use of the funds that are binding. Income arising on restricted funds and expenditure incurred in respect of these funds are reflected through the Statement of Financial Activities.

Funds are transferred from restricted to unrestricted when the initial restrictions no longer apply. If any restricted fund falls into deficit, transfers are made from unrestricted reserves to cover the additional expenditure.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1 Accounting policies

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant and only occurs when the performance related conditions are met. Capital grants are credited to the statement of financial activities as and when receivable and depreciation charged is offset against the grant income, in a restricted fund.

Earned income and project income is recognised when the service is provided.

Sponsorship income is recognised in the period to which the sponsorship takes place. Any amounts received in advance are deferred.

Interest on funds is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Certain expenditure is directly attributable to the specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of head count on each activity. Grants offered subject to conditions which have not been met at the year end are noted as a commitment but not accrued as expenditure.

Governance costs
Governance costs include the external audit costs and costs associated with the board meetings of the company, including trustees expenses.

Grants payable
These are payments made to third parties in the furtherance of our charitable objectives. The expenditure is recognised when the commitment is communicated to the recipient.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses. Individual items costing in excess of £1,000 are capitalised as fixed assets.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Other equipment	Straight line over 3 years

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1 Accounting policies

1.9 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1 Accounting policies

1.10 Taxation

As a registered charity, Keep Wales Tidy is entitled to the exemption from taxation in respect of income and capital gains received with sections 478-489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases are charged to the income and expenditure account on a straight line basis over the term of the relevant lease.

1.14 Gifts in kind

Benefits in kind represent the value of goods and services provided free of charge to the company. These values are based on reasonable estimates and on information provided to us by the suppliers. The total value is presented in the financial statements as both an incoming and outgoing resource.

2 Critical accounting estimates and judgements

In the application of the company's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	**Restricted funds**	**Total**	Unrestricted funds
	2022	**2022**	**2022**	2021
	£	**£**	**£**	£
Donations and gifts	61,848	22,500	84,348	10,518

4 Charitable activities

	2022 £	2021 £
Project income	22,000	31,000
Earned income	251,345	177,400
Grants received	5,293,011	3,571,591
	5,566,356	3,779,991
Analysis by fund		
Unrestricted funds	209,407	179,462
Restricted funds	5,356,949	3,600,529
	5,566,356	3,779,991
Performance related grants		
Job Retention Scheme	-	224,008
WG - Eco Schools	420,000	420,000
WG Caru Cymru	2,869,395	659,240
WG Local Places for Nature inc Tiny Forest	1,761,833	1,947,820
Heritage Lottery Fund	26,273	30,516
Sport Wales	134,819	62,798
WG - Other	7,179	60,000
Green Flag for Parks	73,512	71,099
Other	-	96,110
	5,293,011	3,571,591

5 Investments

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Income from listed investments	60,041	45,406
Interest receivable	124	974
	60,165	46,380

6 Other income

	Unrestricted funds	**Restricted funds**	**Total**	Unrestricted funds	Restricted funds	Total
	2022	**2022**	**2022**	2021	2021	2021
	£	**£**	**£**	£	£	£
Single use carrier bag	15,703	6,308	22,011	44,770	8,107	52,877
Other income	18,753	-	18,753	9,468	-	9,468
	34,456	6,308	40,764	54,238	8,107	62,345

7 Charitable activities

	2022 £	2021 £
Staff costs	2,067,444	1,734,566
General project management	2,014,807	1,547,160
Publicity and promotion	193,104	77,779
Group support	20,956	14,359
Establishment costs	6,978	6,182
Meeting and conference	4,656	48
Training	10,656	452
Travel and subsistence	62,268	30,626
ICT costs	49,938	37,467
Legal and professional	45,651	19,232
Sundry/Irrecoverable VAT	-	15
	4,476,458	3,467,886
Share of support costs (see note 8)	467,925	393,221
Share of governance costs (see note 8)	4,333	4,125
	4,948,716	3,865,232
Analysis by fund		
Unrestricted funds	309,815	230,356
Restricted funds	4,638,901	3,634,876
	4,948,716	3,865,232
For the year ended 31 March 2021		
Unrestricted funds	230,356	
Restricted funds	3,634,876	
	3,865,232	

8 Support costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Staff costs	209,345	-	209,345	199,835	-	199,835
Depreciation	-	-	-	255	-	255
General project management	19,208	-	19,208	933	-	933
Publicity and promotion	28,615	-	28,615	13,865	-	13,865
Establishment costs	53,094	-	53,094	54,884	-	54,884
Meeting and conference	478	-	478	504	-	504
Training	1,682	-	1,682	152	-	152
Travel and subsistence	1,553	-	1,553	212	-	212
Legal and professional	43,118	-	43,118	33,369	-	33,369
Irrecoverable VAT	32,047	-	32,047	27,975	-	27,975
ICT Costs	78,785	-	78,785	61,237	-	61,237
Audit fees	-	4,333	4,333	-	4,125	4,125
	467,925	4,333	472,258	393,221	4,125	397,346
Analysed between Charitable activities	467,925	4,333	472,258	393,221	4,125	397,346

Governance costs includes payments to the auditors of £4,333 (2021- £4,125) for audit fees.

9 Trustees

During the year 0 (2021: 0) trustees were reimbursed a total of £nil (2021: £nil) for travel and subsistence costs.

10 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Direct charitable	59	50
Fundraising and publicity	1	1
Governance	2	2
Administration	6	4
Total	68	57

10 Employees

Employment costs	2022 £	2021 £
Wages and salaries	1,890,388	1,579,154
Social security costs	167,923	139,703
Other pension costs	218,478	185,706
	2,276,789	1,904,563

Key management personnel
During the year the total remuneration (including gross salary, employers national insurance contributions and employers pension contributions) totalled £253,668 (2021: £235,343) for 4 employees (2021: 4 employees).

The number of employees whose annual remuneration was £60,000 or more were:

	2022 Number	2021 Number
Between £60,000 and £70,000	1	1

Contributions totalling £20,315 (2021: £7,884) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

11 Net gains/(losses) on investments

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Revaluation of investments	(16,510)	263,418

11 Net gains/(losses) on investments

12 Fixed asset investments

	Listed investments £
Cost or valuation	
At 1 April 2021	1,262,510
Additions	59,517
Valuation changes	(16,510)
At 31 March 2022	1,305,517
Carrying amount	
At 31 March 2022	1,305,517
At 31 March 2021	1,262,510

13 Financial instruments

	2022 £	2021 £
Carrying amount of financial assets		
Debt instruments measured at amortised cost	1,157,702	758,229
Instruments measured at fair value through profit or loss	1,305,517	1,262,510
Carrying amount of financial liabilities		
Measured at amortised cost	241,707	495,527

14 Debtors

	2022	2021
Amounts falling due within one year:	£	£
Trade debtors	58,495	73,121
Other debtors	1,099,207	685,108
Prepayments and accrued income	56,571	35,940
	1,214,273	794,169

15 Creditors: amounts falling due within one year

	2022	2021
	£	£
Other taxation and social security	44,954	39,530
Trade creditors	85,231	79,584
Other creditors	21,210	23,217
Accruals and deferred income	135,266	392,726
	286,661	535,057

16 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds			
	Balance at 1 April 2020	Incoming resources	Resources expended	Transfers	Balance at 1 April 2021	Incoming resources	Resources expended	Balance at 31 March 2022
	£	£	£	£	£	£	£	£
Local Places for Nature	-	-	-	-	-	1,761,833	(1,761,833)	-
Community Projects	148,669	185,731	(250,107)	-	84,293	156,818	(175,038)	66,073
Education (Eco-Schools)	-	420,000	(395,591)	-	24,409	420,000	(444,409)	-
Future Community Development	209,276	-	-	38,661	247,937	-	-	247,937
Long Forest All Wales	17,117	30,516	(43,299)	-	4,334	26,273	(30,607)	-
Investment and Banking (Previously Tidy Wales Award)	38,661	-	-	(38,661)	-	-	-	-
Green Flag for Parks	15,249	109,699	(103,483)	-	21,465	115,451	(115,234)	21,682
FEE Education Projects	41,600	31,622	(11,328)	-	61,894	7,179	(13,577)	55,496
WG Local Places for Nature inc Tiny Forest	-	1,947,820	(1,947,820)	-	-	-	-	-
Job Retention Scheme	-	224,008	(224,008)	-	-	-	-	-
WG Caru Cymru	-	659,240	(659,240)	-	-	2,898,203	(2,098,203)	800,000
	470,572	3,608,636	(3,634,876)	-	444,332	5,385,757	(4,638,901)	1,191,188

16 Restricted funds

WG Caru Cymru
Partnership initiative with all the local authorities of Wales to eradicate litter and waste.

Community Projects
Ongoing projects to improve the environment of Wales, through community involvement.

Education (Eco-Schools) funded by WG
To support sustainable development in schools.

Future Community Development
Investment to ensure continuation of community work.

Long Forest All Wales
Heritage Lottery Fund and Esmee Fairbairn Foundation funded project to encourage community engagement to safeguard Welsh hedgerows.

Investment and Banking
Investment in Edentree amity balanced fund.

16 Restricted funds

Green Flag for Parks funded by WG
The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. The award scheme, run by Keep Wales Tidy in Wales is part funded by Welsh Government.

Foundation for Environmental Education (FEE) projects
Young Reporters for the Environment (YRE) giving young people a platform to research environmental issues and promote solutions through investigative reporting, photography, and video journalism.

Local Places for Nature
Local Places for Nature is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep'. The fund aims to create, restore and enhance green spaces across Wales. Community and volunteer groups can apply for starter packages to create pollinator, fruit and herb on urban gardens. Community based organisations can apply for development packages to build a growing or wildlife garden.

Job Retention Scheme
Government support towards furlough costs during the COVID 19 Pandemic.

17 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 April 2020	Movement in funds: Incoming resources	Balance at 1 April 2021	Movement in funds: Incoming resources	Balance at 31 March 2022
	£	£	£	£	£
Working capital reserves	750,000	-	750,000	-	750,000
Strategic development fund	300,000	-	300,000	-	300,000
	1,050,000	-	1,050,000	-	1,050,000

The designated working capital fund has been set up to ensure the charity always has access to three months working capital.

A strategic business development fund of £300k has been put in place to enable the charity to develop and make the most of new opportunities.

18 Analysis of net assets between funds

	Unrestricted funds 2022	Restricted funds 2022	Total 2022	Unrestricted funds 2021	Restricted funds 2021	Total 2021
	£	£	£	£	£	£
Fund balances at 31 March 2022 are represented by:						
Investments	1,305,517	-	1,305,517	1,262,510	-	1,262,510
Current assets/(liabilities)	317,429	1,191,188	1,508,617	320,885	444,332	765,217
	1,622,946	1,191,188	2,814,134	1,583,395	444,332	2,027,727

19 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2022	2021
	£	£
Within one year	29,896	30,896
Between two and five years	30,004	53,719
	59,900	84,615

20 Pension schemes

The company operates a defined contribution scheme with Scottish Widows and NEST. During the year contributions were made amounting to £218,478 (2021: £185,706). There were no amounts outstanding at the current or previous year end.

21 Related party transactions

Transactions with related parties

There were no related party transactions to note during the current or previous year.

22 Cash generated from operations

	2022	2021
	£	£
Surplus for the year	786,407	297,421
Adjustments for:		
Investment income recognised in statement of financial activities	(60,165)	(46,380)
Fair value gains and losses on investments	16,510	(263,418)
Depreciation and impairment of tangible fixed assets	-	255
Movements in working capital:		
(Increase) in debtors	(420,104)	(619,670)
(Decrease)/increase in creditors	(248,396)	8,156
Cash generated from/(absorbed by) operations	74,252	(623,636)

KEEP WALES TIDY

England & Wales - Charity number 1082058

Accounts

Charity Registration No. 1082058

Company Registration No. 04011164 (England and Wales)

KEEP WALES TIDY

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

KEEP WALES TIDY

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KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2021

The trustees present their report and financial statements for the year ended 31 March 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the company's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

Objectives and aims
In accordance with the Memorandum of Association, the objects for which the Company is established are:

- the protection, preservation and enhancement of the environments of town and country in Wales, for the general benefit of the Welsh nation at large
- the education of all sectors of the community and the promotion of awareness of the ways in which the environment is at risk, and of ways in which this can be minimised so that the use of sustainable waste management practices may be encouraged

At Keep Wales Tidy we:

- Take action to make a positive difference.
- Put people at the heart of everything we do.
- Protect our environment for now and for the future.

Our vision is "a beautiful Wales cared for and enjoyed by everyone."

To bring about our vision – and to spell out what it means in practical terms – we think that a beautiful Wales:

- Consists of responsible communities and businesses who enjoy a clean and attractive urban, rural and coastal environment.
- Recognises that environmental education is at the centre of achieving the Wales we want and where future generations appreciate the value of our natural environment and wildlife.
- Benefits from a network of accessible, high quality green and blue spaces – such as parks, footpaths, nature reserves, rivers, lakes and beaches – which are available for everyone to enjoy.

Our Manifesto 2021-2025

Local Environment, National Impact, Global Responsibility
Early in 2021 we launched Our Manifesto as we understand that our local environment has never been so important to our nation's well-being. The COVID-19 lockdown has increased attention on the green spaces on our doorstep and the positive impact that nature has on our health and well-being.

When these areas are uncared for it makes people feel unsafe, it affects our social cohesion, our sense of pride in our communities, our ability to connect with nature and the trust we put in our local democratic institutions.

Now, more than ever, our focus needs to be on building resilient, high quality and accessible environments. We must maintain high environmental standards, engage people to value nature, and move to a more sustainable circular economy with waste prevention at the heart of our efforts.

The quality of our local environment, our green spaces, waterways, beaches, and the air that we breathe is not only synonymous with a green recovery in Wales, it is also essential to protecting biodiversity for the future and building our resilience to the global climate emergency.

In our Manifesto we ask the next government of Wales to:

- Reduce litter and waste
- Create and protect our green spaces
- Empower young people to drive positive environmental change.

Our Values
Our values are extremely important to us and were carefully selected by the Board as well as the whole of the team. We strive to reflect these in all aspects of our work.

- Passionate – Proud to care for Wales and our communities.
- Together – Strength in partnership.
- Bold – Ready to challenge and innovate.
- Inspiring – Supporting people to be the change.
- Responsible – Always considering the impact of our work.

Public Benefit
Keep Wales Tidy works to achieve "A beautiful Wales, cared for and enjoyed by everyone". We believe all the people of Wales and its visitors benefit from a cleaner and greener country. This includes fewer places blighted by litter, fly-tipping, graffiti, dog-fouling, and fly-posting, together with better access to the countryside, improved biodiversity and more community and green spaces.

Keep Wales Tidy welcomes participation from people across Wales and we do not discriminate or restrict access to our work. We celebrate diversity and are committed to continuing to create an inclusive environment for all.

Achievements and performance

Eco-Schools

Running Eco-Schools in a COVID World
Schools are creative and innovative places that value the core principals of the Eco-Schools programme, pupil voice and environmental improvement. This is why, even in this year of challenges, Eco-Schools has still run effectively.

It has been a 'stop start' year so it was vitally important to put strategies in place to combat the issues of pupils learning from home and the fact that, when they were present in school, they could not mix. The emphasis placed on these strategies had to constantly change throughout the year. The key strategies were as follows:

Eco-Schools at Home
Eco-Schools at Home activities were developed and promoted for pupils at the time of school closures with the aim to keep Eco-Schools activities relevant and alive! Through the home-based environmental reviews pupils could explore their home and garden to generate a base line for possible improvements. Enlisting the support of the whole family eco-actions were created to reduce the environmental footprint, then shared with their school.

This quote from Solomon from Christchurch primary sums up its success and the review, action plan, monitor process so integral to Eco-Schools: "Mum drank less tea, so we didn't need to boil the kettle lots and we only put enough water in the kettle to use. We checked the electricity costs and it has gone down from 94p to 84p the next day".

Promoting Whole School Involvement through the Bubble
Mixing amongst pupils throughout the whole school was not possible this year so the Eco-Schools 'Bubble' approach was created and promoted. The Eco-reps in each class-based bubble led one section of the environmental document which would increase whole school involvement in the process. Once the reviewing was complete each class then developed an eco-action, linked to their topic area, which they were responsible for implementing, including the step of measuring progress. This was then shared with the whole school through the teacher co-ordinator or virtual assemblies.

With an emphasis on outdoor education some schools focused solely on school grounds and biodiversity, creating actions across the school relating to habitat creation.

The 'Virtual' Approach
With face-to-face visits impossible due to Covid, Eco-Schools moved into the virtual world. Support visits were organised by highlighting schools through a re-engagement strategy and the 2-year renewal of award policy.
Virtual visits were delivered through the Microsoft Teams platform. A focus was placed on keeping the support straight forward and achievable promoting the whole school bubble approach, Eco-Schools at Home, getting involved in the Eco-challenges and re-assuring teachers of our 'light touch' approach to Green Flag assessments.

Keep Wales Tidy recognises and appreciates the support of Welsh Government in enabling it to deliver the Eco-Schools programme.

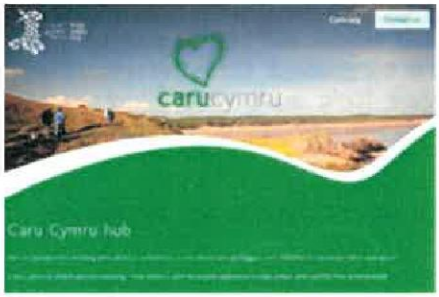
Caru Cymru

This year saw the start of our exciting partnership programme, Caru Cymru funded by Welsh Government. It is an ambitious new national partnership project with local authorities, Cardiff University and Welsh Government, aimed at encouraging communities to take action to eradicate waste and litter from our landscape.

Funding commenced from October 2020 with the official launch taking place in March 2021.

Ahead of the launch, partners were provided with a range of Caru Cymru assets, branding and social media guidelines, messaging, document templates, social media graphics and press release templates. Activities for the launch included:

- The public Caru Cymru 'hub' going live on the Keep Wales Tidy website www.keepwalestidy.cymru/caru-cymru
- Release of a specially commissioned film about Caru Cymru in English and Welsh
- A social media campaign, using video content and Welsh social media influencers to increase engagement.
- National, regional, and local print and digital media coverage
- Bilingual broadcast media coverage, including ITV Wales News, BBC Radio Wales and Global Radio, generating a reach of 2,174,000 people.
- An extensive e-mail marketing campaign.



Initial Caru Cymru initiatives include Caru Cymru - Litter Champions which was re-launched in February, including the introduction of a new 'household' category. Over 800 applications were received on the new online application form. All were assessed virtually, and webinars were developed and run so that no face-to-face meetings needed to take place. All Champions had to attend a webinar, go through scheme training and sign an acceptance form before equipment was sent out to them.

We continue to work with local communities to establish Litter picking Hubs across the country offering anyone the opportunity to loan litter picking equipment free of charge in a safe and managed way. Whilst this service has been adversely affected by the pandemic it is hoped a normal service will be resumed in the near future.

Green Flag For Parks Awards
The annual announcement day this year was moved from July to 14th October for Covid-19 related reasons. It was a day for celebration which saw us award a fantastic 97 full sites and 127 community green spaces - an increase of 3 sites since 2019. Although a smaller increase than usual, we remain proud that in one of the toughest years we have had to endure, we still managed to grow the Award numbers.

In December, Margam Country Park was voted one of the UK's top ten parks in the People's Choice Award. We worked with them, Neath Port Talbot Council and Keep Britain Tidy to celebrate the news in press and social media channels.

2021 kicked off with more good news for the Green Flag Awards, as we announced the winners of the volunteer, young volunteer and employee of the year. We had a record number of applications - a clear indication of how much green space volunteers and staff had been valued in 2020. We garnered great local media coverage and our Volunteer of the Year, from Swansea Community Farm, was celebrated on the International Green Flag Award website.

Given the significant impact COVID-19 has had on green space management, we are delighted that Green Flag is still such a priority for Local Authorities, community groups and other organisations.

Wales Coast Awards
In agreement with national and international partners, it was agreed not to actively promote our award-winning beaches and marinas this year.

Once restrictions were eased, local authorities/managing organisations were given the opportunity to fly their flags and carry out local publicity when they could meet the criteria and could open safely. However, to date, only Penarth Marina have chosen to do this.

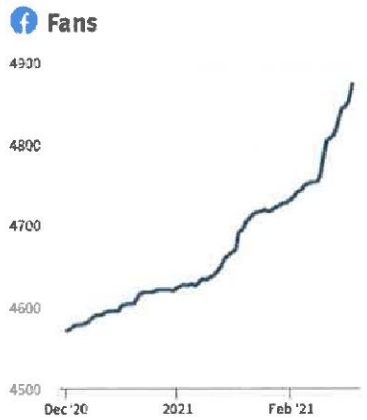
Future plans include a rejuvenation of the Coast Awards pages on the Keep Wales Tidy website, the creation of new resources for local businesses and closer work with organisations including Visit Wales.

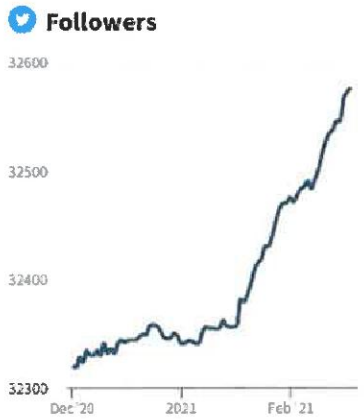
Green Key
Our aim for this year was to retain the 51 Green Key Awarded Sites on the programme, and then look to re-engage with the sector after a very challenging period for tourism and hospitality.

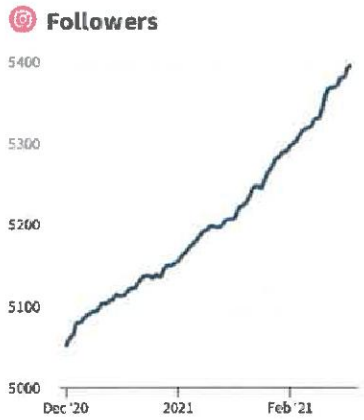
In February we embarked on a three-month trial to test market viability. We began sharing information again on the programme across social media. We have seen a steady increase in engagement, particularly on Instagram, a platform that hasn't been used a great deal to date. We also produced an introduction to Green Key video introduced by one of our trustees, Chris Jones.

Media Coverage
We have continued to strengthen our relationships with media, including BBC Wales and the Daily Mail. Broadcast coverage has included Pure West Radio, BBC Radio Cymru and BBC One Wales.

We have continued to create engaging and dynamic content for our digital feeds. The upward trend in social media followers and engagement has continued this year.







Long Forest
The current period of Heritage Lottery Funded activity for the Long Forest hedgerow project continues and the project has now been extended until December 2021. There have been three very busy, enjoyable and successful years.

The project has achieved a wide range of performance targets, including planting and hedge management in the correct season despite drought, flood, 'The Beast from the East' and Storms Ciara and Dennis!

To date, the Long Forest project has:

- Planted 119,711 trees as new hedges, to restore gappy hedgerows and to reconnect fragmented hedgerow networks.
- Improved 34,628 metres of hedgerow, with a further 113, 063 metres now under a regime of progressive improvement.
- Established 4 community tree nurseries which are raising young tree stock from locally-collected native seed – a sustainable method of helping future tree-planting schemes and protection against tree disease being introduced via imported stock.
- Involved more than 3,000 volunteers right across Wales spending 13,000 hours in practical hedge-related activities – many individuals and groups participating on a regular basis
- Provided 1,000 volunteers training on how to plant/care for/ restore hedgerows
- Provided 100 landowners across Wales formal training on hedgerow planting and management
- Developed an all-you-need-to-know **Hedgerow Information pack**; illustrated guides to planting & managing hedges and even ideas for related activities for community groups. This is still available, free to download from https://www.longforest.cymru/resources
- 48,000 metres of field, wayside and garden hedgerow across the length and breadth of Wales have now been surveyed using the **Long Forest app** developed in the first year of the project. We are still surveying our Welsh hedgerows and this work can continue after the project end.

Tiny Forests

A Tiny Forest is a dense, native woodland about the size of a tennis court. The idea is to replicate a natural woodland, using 25 different native trees.

During the year, work on 5 Tiny Forest sites was completed apart from the installation of interpretation boards which are with the designers.

The Tiny Forests have been very well received both by the general public and WG with many positive comments on Social Media and passers-by. We also received good publicity in the press and the Barry site was featured on ITV Wales's evening news.

The locations of the first five Tiny Forests in Wales are:

- Nantymoel, Bridgend
- The Playing Field, St Asaph Avenue, Kinmel Bay, Conwy
- Coed Bach Pendalar / Ysgol Pendalar, Gwynedd
- Pencoedtre, Gibbonsdown, Vale of Glamorgan
- Cardiff Bay

Each site has been carefully selected to provide maximum impact for nature and urban communities.

National Tree Project
As part of the National Forest for Wales ambition, we received funding from Welsh Government to plant 22 school forests (400 trees per site) in schools which were disengaged from the Eco-Schools programme and in areas lacking accessible green space.

The trees could be planted as one block, a few smaller sections or even as a hedge (up to max of 25% of trees), whichever best suited the grounds available. Unfortunately, due to Covid, the involvement of pupils was limited, but all 22 sites were successfully planted by the end of March.

Local Places For Nature
Local Places for Nature is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep'.

The fund aims to create, restore and enhance green spaces across Wales. Community and volunteer groups can apply for starter packages to create pollinator, fruit and herb or urban gardens. Community based organisations can apply for development packages to build a food growing or wildlife garden.

More than 500 green spaces across the country have been created, restored and enhanced due to this exciting project that reaches out to community groups and organisations of all shapes and sizes.

Local Environmental and Audit Management

No Surveys were carried out in 2020 due to the Covid pandemic and the need to furlough staff. We have, however, taken the opportunity to review the methodology and delivery.

Volunteers
Volunteers play a key role in the success of Keep Wales Tidy. Three types of volunteers have been identified:

1. Volunteers who assist the organisation with key tasks such as working in the office or assisting with surveys
2. Volunteers who assist with assessing Green Flag and other awards
3. Volunteers who contribute to the Caru Cymru project by undertaking work to improve Wales' environment

Keep Wales Tidy seeks to provide appropriate support for all volunteers and encourages them to contribute towards the development of the organisation. We would like to thank all our volunteers for their contribution to the success of Keep Wales Tidy.

Review of the Year

The difficulties experienced this year have led to Keep Wales Tidy emerging as a stronger and more resilient organisation with the team proving extraordinarily adept at adapting to the circumstances and still delivering the funder's desired outcomes.

We have faced and overcome major challenges despite much of our volunteer led work being greatly affected by the pandemic and the restrictions that were put in place. However, despite this, our team have continued to safely deliver, whenever and wherever possible.

We have continued to grow relationships with partners, funders and volunteers. Staff have been positive and passionate working together in a bold and responsible way displaying our values in all that they do.

We have delivered beyond expectation in respect of our Local Places for Nature project an initiative that gives community groups and organisations the chance to work with us to reverse nature's decline and to create, restore and enhance hundreds of habitats across Wales.

We have helped and supported Welsh Government deliver a national anti-littering campaign. This scheme will sit under our Caru Cymru banner. Caru Cymru is a programme we launched officially in March 2021 and which will run until June 2023. This initiative commits us to working with all local authority partners and others, to eradicate litter and waste. The vision is for Caru Cymru to be interwoven into life in Wales, so it becomes second nature for everyone to do the right thing; from taking litter home and cleaning up after your dog, to recycling 'on-the-go', reusing and repairing. Through everybody working together, we aim to create a clean and safe environment, build stronger, healthier communities and make a positive difference to our planet.

We recognise that people will always be at the heart of everything we do. Our purpose is to work with communities across Wales to value, protect and nurture our environment. We do this through programmes that aim to eradicate litter and waste, creating biodiverse green spaces, setting standards for environmental quality, and empowering young people to drive positive environmental change.

During covid we have adapted our ways of working to maintain our relationships with the people of Wales, enabling them to feel connected to us and our programmes even though we may not have been meeting them fact to face.

We have delivered an exceptional suite of online training and workshops for new Eco-Schools Co-ordinators and a highly praised Climate Change interactive session in the Welsh Government Virtual Climate Change Conference.

Despite it being a year where judging green spaces had to be approached differently, the Green Flag for parks awards had an incredible 97 full sites and 127 community green spaces awarded – an increase on 2019.

Financial review

The charity has been capable of delivering most of its programmes this year and so has continued to receive the majority of its funding.

Despite previous losses last year in the charity's investment, this year has seen a strong performance with a final valuation of £1,262,511 and an annual dividend of 4.9751p per share. The overall gain on the value of the portfolio was £263,418 contributing strongly to the overall surplus of £297,420.

The Keep Wales Tidy Board view the investment as long term and having experienced high losses and gains over the last two financial years fully understand the benefits and risks of holding such an investment. The charity has a strong balance sheet position with net assets of more £2m (including the £1.2m investment). The Board continues to monitor and discuss the investment and has regular updates from the investment house to ensure the Board is as fully aware of and understands movements in the value of the fund. he investment risk is noted on the charity's risk register and is reviewed regularly by the Board of Trustees. As well as regular communication with the investment relationship manager, the charity additionally meets annually with the fund manager and the head of business development.

The Board review and agree the reserves policy annually. A planned detailed review that was to take place in 2020/2021 by the former treasurer and two other audit committee members has not taken place but the audit committee have discussed and approved the current policy.

The Trustees opinion is that the charity is in a strong position with a wealth of talented and skilled staff and funding in place until 2023. The biggest risk identified on the charity's risk register is the longer- term funding post 2023 and this is something the Board of trustees along with the senior management team will address in the coming year. Reserves remain strong and the relationship with funders remains positive. Funding for the next financial year is at a very high level and the charity has invested in new staff and technologies to ensure it is in a good position for the future.

In 2021/22 we will build on this solid foundation ensuring we deliver on our commitments to our funders and develop new ideas and initiatives for future funding to ensure our position as one of the leading environmental charities in Wales is maintained.

Investment and Reserves Policy

The Board of Trustees consider the Reserves Policy for Keep Wales Tidy annually. The current policy is that the Company should build up an unrestricted reserve sufficient to fund three months working capital with any remaining unrestricted reserve to be used to cover ongoing company liabilities. The designated reserve for working capital at 31 March 2021 was £750,000.

The Trustees have also identified a requirement for a reserve to invest in areas where there is the potential to develop revenue earning activities and / or diversify income sources. The designated reserve for strategic business development at 31st March 2021 is £300,000.

Structure, governance and management

Governing document
Keep Wales Tidy is incorporated as a private company limited by guarantee and governed by a Memorandum and Articles of Association dated 1 June 2000, subsequently amended to allow for current governance arrangements by Special Resolutions of the Board of Trustees. The guarantee of each member is limited to £1. From 1972 to 31 May 2000, the Organisation operated as part of the Keep Britain Tidy Campaign. From 1 April 2000 to 23 September 2007, the organisation operated under the name of Environmental Campaigns Cymru. A special resolution changed the name to Keep Wales Tidy on 24 September 2007.

Recruitment and appointment of new trustees
The Articles of Association provide for between three and fourteen Trustees, who are the Directors of the Company. Trustees normally serve for a maximum term of three years but may be appointed to serve for one further term of not more than three years. Appointment is by election at the Annual General Meeting which takes place during September each year. Prior to inviting nominations, the Trustees review their skills to try to attract members with relevant experience and other skills to the Board. The Chair and Executive Officers are appointed by the Trustees from among their number. Each newly appointed Trustee completes a Declaration of Interest, which is reviewed annually thereafter. They are also requested to complete a skills audit.

Induction and training of new trustees
An induction day is held for new trustees, which includes the provision of a Trustee Induction Pack including the Memorandum and Articles of Association, Charity Commission leaflet CC3 (The Essential Trustee), a detailed description of the Structure, Organisation and Staffing of the Company; and details of the Company's Professional Advisors.

Among other items of guidance and instruction included in the induction pack are job descriptions in respect of officers and key staff, copies of the last two years Financial Statements, 2021-2025 Manifesto and 'Terms of Reference' for the various sub-committees.

Organisational structure
The Board convenes at least four times each year and holds an additional strategic planning/training day. The Trustees have delegated management of the organisation to the Chief Executive, who reports on performance against Strategic and Operational initiatives approved by the Trustees.

An Audit Committee consisting of the Chair of Audit, Treasurer, and other serving Trustees, meets four times a year to oversee risk management, internal and external audit procedures, and the general management practices of the organisation. Whilst the Chief Executive is invited to attend the meetings, the Committee remains independent of management.

The Chief Executive has responsibility for planning, developing and implementing the services and strategies for Keep Wales Tidy within clear policies and protocols set by the Trustees. She ensures that the appropriate staff team is recruited and supported to provide the skills and expertise needed to run a successful organisation and that the values of Keep Wales Tidy are observed.

In addition to her role at Keep Wales Tidy, the Chief Executive is also the president of FEE (The Foundation for Environmental Education) and this strategic view of the international programmes along with national knowledge enables the charity to achieve best practice.

The Business Services Director, who is also the Company Secretary, has operational responsibility for Finance and Human Resources and reports via the Treasurer and Audit Committee on the financial position of the organisation. Management accounts are prepared quarterly for the Board and the management team.

Risk management
On a bi-annual basis, the Trustees review an assessment of the risks to which the Charity is exposed, including Business, Financial, Operational, and Health & Safety risks. Procedures and reporting regimes have been introduced to manage and reduce identified potential risks. Trustees have agreed clear lines of delegation and authority to staff and have involved staff in the recognition of risk in all their activities.

The key risk identified for 2020/21 is future funding 2022 onwards and the lack of diversity in funding. The Board continue to review and update the risk register and all existing and potential new risks.

Covid-19 continues to be a significant risk operationally and with regard to staff well-being.

Reference and administrative details

Registered Company number
4011164 (England and Wales)

Registered Charity number
1082058

Registered office
33 - 35 Cathedral Road
CARDIFF
CF11 9HB

Trustees and Directors
Mr. Edward Evans - Chair
Mr David James King MBE- resigned 24 February 2021
Dr. Michelle Webber
Mr. Mathew Prosser
Mr. Stephen Williams
Mr. A Stumpf
Ms. L Babb
Mr. N Naish
Ms.K Zdzieblo
Mr. A Smith – resigned 1 February 2021
Mr. C Jones
Mr. M Woodfield

Company Secretary
Mrs. P McGrath

Auditors
Azets Audit Services
Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Bankers
Cooperative Bank Plc
PO Box 101
1 Balloon Street
Manchester
M60 4EP

Solicitors
Geldards LLP
Dumfries House
Dumfries Place
Cardiff
CF10 3ZF

Investment Managers
Edentree Investment Management
PO Box 3733
Royal Wotton Bassett
Swindon
SN4 4BG

Key Management Personnel: Senior Management Team

Chief Executive:	Lesley Jones
Business Services Director	Philippa McGrath
Operations Director	Louise Tambini
Marketing Director	Jo Golley

Auditor
In accordance with the company's articles, a resolution proposing that Azets Audit Services be reappointed as auditor of the company will be put at a General Meeting.

The trustees' report was approved by the Board of Trustees.

.....
E Evans
Trustee
Dated: 19/10/2021

KEEP WALES TIDY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2021

The trustees, who are also the directors of Keep Wales Tidy for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

KEEP WALES TIDY

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF KEEP WALES TIDY

Opinion

We have audited the financial statements of Keep Wales Tidy (the 'company') for the year ended 31 March 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF KEEP WALES TIDY

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF KEEP WALES TIDY

Extent to which the audit was considered capable of detecting irregularities, including fraud
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Use of our report
This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Sarah Case

Sarah Case FCA DChA (Senior Statutory Auditor)
for and on behalf of Azets Audit Services

21-10-2021

Chartered Accountants
Statutory Auditor

Ty Derw
Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Azets Audit Services is eligible for appointment as auditor of the company by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

KEEP WALES TIDY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Income and endowments from:							
Donations and legacies	3	10,518	-	10,518	37,576	116	37,692
Charitable activities	4	179,462	3,600,529	3,779,991	420,610	2,811,192	3,231,802
Investments	5	46,380	-	46,380	62,797	-	62,797
Other income	6	54,238	8,107	62,345	18,844	937	19,781
Total income		290,598	3,608,636	3,899,234	539,827	2,812,245	3,352,072
Expenditure on:							
Charitable activities	7	230,356	3,634,876	3,865,232	572,998	2,779,448	3,352,446
Net gains/(losses) on investments	11	263,418	-	263,418	(220,655)	-	(220,655)
Net movement in funds		323,660	(26,240)	297,420	(253,826)	32,797	(221,029)
Fund balances at 1 April 2020		1,259,735	470,572	1,730,307	1,513,560	437,775	1,951,335
Fund balances at 31 March 2021		1,583,395	444,332	2,027,727	1,259,734	470,572	1,730,306

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

KEEP WALES TIDY

BALANCE SHEET

AS AT 31 MARCH 2021

	Notes	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible assets	**12**		-		255
Investments	**13**		1,262,510		955,215
			1,262,510		955,470
Current assets					
Debtors	**15**	794,169		174,499	
Cash at bank and in hand		506,105		1,127,238	
		1,300,274		1,301,737	
Creditors: amounts falling due within one year	**16**	(535,057)		(526,901)	
Net current assets			765,217		774,836
Total assets less current liabilities			2,027,727		1,730,306
Income funds					
Restricted funds	**17**		444,332		470,572
Unrestricted funds					
Designated funds	**18**	1,050,000		1,050,000	
General unrestricted funds		533,395		209,734	
			1,583,395		1,259,734
			2,027,727		1,730,306

BALANCE SHEET (CONTINUED)

AS AT 31 MARCH 2021

	Notes	2021 £	£	2020 £	£

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2021, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 19/10/2021

.....
E Evans
Trustee

.....
M Prosser
Trustee

Company Registration No. 04011164

KEEP WALES TIDY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	2021 £	2021 £	2020 £	2020 £
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	23		(623,636)		345,524
Investing activities					
Purchase of investments		(43,877)		(64,237)	
Investment income received		46,380		62,797	
Net cash generated from/(used in) investing activities			2,503		(1,440)
Net cash used in financing activities			-		-
Net (decrease)/increase in cash and cash equivalents			(621,133)		344,084
Cash and cash equivalents at beginning of year			1,127,238		783,154
Cash and cash equivalents at end of year			506,105		1,127,238

1 Accounting policies

Charity information

Keep Wales Tidy is a private company limited by guarantee incorporated in England and Wales. The registered office is 33-35 Cathedral Road, CARDIFF, South Glamorgan, CF11 9HB, UK.

1.1 Accounting convention

The financial statements have been prepared in accordance with the company's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are expendable at the discretion of the trustees in furtherance of the objects of the charity; the fund comprises the accumulated surpluses and deficits of unrestricted income and expenditure.

Designated funds are unrestricted funds of the charity which have been set aside to fund particular future activities of the charity.

Restricted funds are those where the donor has imposed restrictions on the use of the funds that are binding. Income arising on restricted funds and expenditure incurred in respect of these funds are reflected through the Statement of Financial Activities.

Funds are transferred from restricted to unrestricted when the initial restrictions no longer apply. If any restricted fund falls into deficit, transfers are made from unrestricted reserves to cover the additional expenditure.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1 Accounting policies **(Continued)**

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant and only occurs when the performance related conditions are met. Capital grants are credited to the statement of financial activities as and when receivable and depreciation charged is offset against the grant income, in a restricted fund.

Earned income and project income is recognised when the service is provided.

Sponsorship income is recognised in the period to which the sponsorship takes place. Any amounts received in advance are deferred.

Interest on funds is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Certain expenditure is directly attributable to the specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of head count on each activity. Grants offered subject to conditions which have not been met at the year end are noted as a commitment but not accrued as expenditure.

Governance costs

Governance costs include the external audit costs and costs associated with the board meetings of the company, including trustees expenses.

Grants payable

These are payments made to third parties in the furtherance of our charitable objectives. The expenditure is recognised when the commitment is communicated to the recipient.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses. Individual items costing in excess of £1,000 are capitalised as fixed assets.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Other equipment	Straight line over 3 years

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1 Accounting policies **(Continued)**

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1 Accounting policies **(Continued)**

1.11 Taxation

As a registered charity, Keep Wales Tidy is entitled to the exemption from taxation in respect of income and capital gains received with sections 478-489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.14 Leases

Rentals payable under operating leases are charged to the income and expenditure account on a straight line basis over the term of the relevant lease.

1.15 Gifts in kind

Benefits in kind represent the value of goods and services provided free of charge to the company. These values are based on reasonable estimates and on information provided to us by the suppliers. The total value is presented in the financial statements as both an incoming and outgoing resource.

2 Critical accounting estimates and judgements

In the application of the company's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds	Restricted funds	Total
	2021	2020	2020	2020
	£	£	£	£
Donations and gifts	10,518	37,576	116	37,692

4 Charitable activities

	2021	2020
	£	£
Project income	31,000	95,801
Earned income	177,400	353,828
Sales of services by beneficiaries	-	25,633
Grants received	3,571,591	2,756,540
	3,779,991	3,231,802
Analysis by fund		
Unrestricted funds	179,462	420,610
Restricted funds	3,600,529	2,811,192
	3,779,991	3,231,802
Performance related grants		
Job Retention Scheme	224,008	-
WG - Eco Schools	420,000	391,125
WG - Core	-	1,839,876
WG Caru Cymru	659,240	-
WG Local Places for Nature inc Tiny Forest	1,947,820	-
Heritage Lottery Fund	30,516	173,083
Sport Wales	62,798	95,000
WG - Other	60,000	5,536
Green Flag for Parks	71,099	64,682
Other	96,110	187,238
	3,571,591	2,756,540

5 Investments

	2021	2020
	£	£
Income from listed investments	45,406	61,679
Deposit account interest	974	1,118
	46,380	62,797

6 Other income

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021	**2021**	**2021**	2020	2020	2020
	£	**£**	**£**	£	£	£
Single use carrier bag	44,770	8,107	52,877	18,844	937	19,781
Other income	9,468	-	9,468	-	-	-
	54,238	8,107	62,345	18,844	937	19,781

7 Charitable activities

	2021 £	2020 £
Staff costs	1,734,566	1,643,462
General project management	1,547,160	965,002
Publicity and promotion	77,779	80,060
Group support	14,359	23,658
Establishment costs	6,182	25,754
Meeting and conference	48	15,332
Training	452	16,638
Travel and subsistence	30,626	90,973
ICT costs	37,467	68,015
Legal and professional	19,232	19,499
Sundry/Irrecoverable VAT	15	1,406
	3,467,886	2,949,799
Share of support costs (see note 8)	393,221	397,141
Share of governance costs (see note 8)	4,125	5,506
	3,865,232	3,352,446
Analysis by fund		
Unrestricted funds	230,356	572,998
Restricted funds	3,634,876	2,779,448
	3,865,232	3,352,446
For the year ended 31 March 2020		
Unrestricted funds	572,998	
Restricted funds	2,779,448	
	3,352,446	

8 Support costs

	Support costs	Governance costs	2021	Support costs	Governance costs	2020
	£	£	£	£	£	£
Staff costs	199,835	-	199,835	241,194	-	241,194
Depreciation	255	-	255	3,951	-	3,951
General project management	933	-	933	4,007	-	4,007
Publicity and promotion	13,865	-	13,865	11,603	-	11,603
Establishment costs	54,884	-	54,884	38,891	-	38,891
Meeting and conference	504	-	504	506	-	506
Training	152	-	152	436	-	436
Travel and subsistence	212	-	212	2,814	-	2,814
Legal and professional	33,369	-	33,369	71,054	-	71,054
Irrecoverable VAT	27,975	-	27,975	22,685	-	22,685
ICT Costs	61,237	-	61,237	-	-	-
Audit fees	-	4,125	4,125	-	4,055	4,055
Trustees expenses	-	-	-	-	717	717
Board meeting costs	-	-	-	-	734	734
	393,221	4,125	397,346	397,141	5,506	402,647
Analysed between						
Charitable activities	393,221	4,125	397,346	397,141	5,506	402,647

Governance costs includes payments to the auditors of £4,125 (2020- £4,050) for audit fees.

9 Trustees

During the year 0 (2020: 4) trustees were reimbursed a total of £nil (2020: £717) for travel and subsistence costs.

10 Employees

Number of employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Direct charitable	50	47
Fundraising and publicity	1	3
Governance	2	2
Administration	4	4
	57	56

Employment costs	2021 £	2020 £
Wages and salaries	1,579,154	1,557,564
Social security costs	139,703	142,586
Other pension costs	185,706	184,506
	1,904,563	1,884,656

Key management personnel

During the year the total remuneration (including gross salary, employers national insurance contributions and employers pension contributions) totalled £235,343 (2020: £194,922) for 4 employees (2020: 3 employees).

The number of employees whose annual remuneration was £60,000 or more were:

	2021 Number	2020 Number
Between £60,000 and £70,000	2	1

Contributions totalling £13,871 (2020: £7,884) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

11 Net gains/(losses) on investments

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Revaluation of investments	263,418	(220,655)

12 Tangible fixed assets

	Other equipment
	£
Cost	
At 1 April 2020	111,802
At 31 March 2021	111,802
Depreciation and impairment	
At 1 April 2020	111,547
Depreciation charged in the year	255
At 31 March 2021	111,802
Carrying amount	
At 31 March 2020	255

13 Fixed asset investments

	Listed investments
	£
Cost or valuation	
At 1 April 2020	955,215
Additions	43,877
Valuation changes	263,418
At 31 March 2021	1,262,510
Carrying amount	
At 31 March 2021	1,262,510
At 31 March 2020	955,215

14 Financial instruments

	2021	2020
	£	£
Carrying amount of financial assets		
Debt instruments measured at amortised cost	758,229	141,060
Instruments measured at fair value through profit or loss	1,262,510	955,215
Carrying amount of financial liabilities		
Measured at amortised cost	495,527	490,505

15 Debtors

Amounts falling due within one year:	2021 £	2020 £
Trade debtors	73,121	51,847
Other debtors	685,108	89,213
Prepayments and accrued income	35,940	33,439
	794,169	174,499

16 Creditors: amounts falling due within one year

	2021 £	2020 £
Other taxation and social security	39,530	36,396
Trade creditors	79,584	56,791
Other creditors	23,217	22,407
Accruals and deferred income	392,726	411,307
	535,057	526,901

17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds				
	Balance at 1 April 2019	Incoming resources	Resources expended	Balance at 1 April 2020	Incoming resources	Resources expended	Transfers	Balance at 31 March 2021
	£	£	£	£	£	£	£	£
WG Core Grant - Community	-	1,839,876	(1,839,876)	-	-	-	-	-
Community Projects	74,561	272,151	(198,043)	148,669	185,731	(250,107)	-	84,293
Education (Eco-Schools)	-	391,125	(391,125)	-	420,000	(395,591)	-	24,409
Future Community Development	210,019	-	(743)	209,276	-	-	38,661	247,937
Long Forest All Wales	54,607	173,083	(210,573)	17,117	30,516	(43,299)	-	4,334
Investment and Banking (Previously Tidy Wales Award)	38,661	-	-	38,661	-	-	(38,661)	-
Green Flag for Parks	14,289	102,382	(101,422)	15,249	109,699	(103,483)	-	21,465
FEE Education Projects	45,638	33,629	(37,667)	41,600	31,622	(11,328)	-	61,894
WG Local Places for Nature inc Tiny Forest	-	-	-	-	1,947,820	(1,947,820)	-	-
Job Retention Scheme	-	-	-	-	224,008	(224,008)	-	-
WG Caru Cymru	-	-	-	-	659,240	(659,240)	-	-
	437,775	2,812,246	(2,779,449)	470,572	3,608,636	(3,634,876)	-	444,332

17 Restricted funds **(Continued)**

Community Funding (WG Caru Cymru)
Partnership initiative with all the local authorities of Wales to eradicate litter and waste.

Community Projects
Ongoing projects to improve the environment of Wales, through community involvement.

Education (Eco-Schools) funded by WG
To support sustainable development in schools.

Future Community Development
Investment to ensure continuation of community work.

Long Forest All Wales
Heritage Lottery Fund and Esmee Fairbairn Foundation funded project to encourage community engagement to safeguard Welsh hedgerows.

Investment and Banking
Investment in Edentree amity balanced fund.

17 Restricted funds **(Continued)**

Green Flag for Parks funded by WG
The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. The award scheme, run by Keep Wales Tidy in Wales is part funded by Welsh Government.

Foundation for Environmental Education (FEE) projects
Young Reporters for the Environment (YRE) giving young people a platform to research environmental issues and promote solutions through investigative reporting, photography, and video journalism.

Local Places for Nature
Local Places for Nature is part of a wider Welsh Government 'Local Places for Nature' fund, committed to creating, restoring and enhancing nature 'on your doorstep'.
The fund aims to create, restore and enhance green spaces across Wales. Community and volunteer groups can apply for starter packages to create pollinator, fruit and herb on urban gardens. Community based organisations can apply for development packages to build a growing or wildlife garden.

Job Retention Scheme
Government support towards furlough costs during the COVID 19 Pandemic.

18 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 April 2019	Movement in funds Incoming resources	Balance at 1 April 2020	Movement in funds Incoming resources	Balance at 31 March 2021
	£	£	£	£	£
Working capital reserves	750,000	-	750,000	-	750,000
Strategic development fund	300,000	-	300,000	-	300,000
	1,050,000	-	1,050,000	-	1,050,000

The designated working capital fund has been set up to ensure the charity always has access to three months working capital.

A strategic business development fund of £300k has been put in place to enable the charity to develop and make the most of new opportunities.

19 Analysis of net assets between funds

	Unrestricted funds 2021	Restricted funds 2021	Total 2021	Unrestricted funds 2020	Restricted funds 2020	Total 2020
	£	£	£	£	£	£
Fund balances at 31 March 2021 are represented by:						
Tangible assets	-	-	-	255	-	255
Investments	1,262,510	-	1,262,510	955,215	-	955,215
Current assets/ (liabilities)	359,547	405,670	765,217	304,264	470,572	774,836
	1,622,057	405,670	2,027,727	1,259,734	470,572	1,730,306

20 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2021	2020
	£	£
Within one year	30,896	30,141
Between two and five years	53,719	81,219
	84,615	111,360

21 Pension schemes

The company operates a defined contribution scheme with Scottish Widows and NEST. During the year contributions were made amounting to £185,706 (2020: £184,506). There were no amounts outstanding at the current or previous year end.

22 Related party transactions

Transactions with related parties

There were no related party transactions to note during the current or previous year.

23 Cash generated from operations

	2021	2020
	£	£
Surplus/(deficit) for the year	297,421	(221,029)
Adjustments for:		
Investment income recognised in statement of financial activities	(46,380)	(62,797)
Fair value gains and losses on investments	(263,418)	220,655
Depreciation and impairment of tangible fixed assets	255	4,210
Movements in working capital:		
(Increase)/decrease in debtors	(619,670)	92,466
Increase in creditors	8,156	312,019
Cash (absorbed by)/generated from operations	(623,636)	345,524