

Annual Report for Rubbish Friends (Stratford upon Avon)
For the Year Ending 31st December 2024
Registered Charitable Incorporated Organisation No. 1181739

This is the sixth Annual Report for Rubbish Friends (Stratford upon Avon) after being awarded charitable status on 24th January 2019.

Rubbish Friends (Stratford upon Avon)'s charitable objects remain:

To promote for the public benefit the conservation, protection and improvement of the environment in Stratford upon Avon and the surrounding area, in particular by:

- (a) the promotion of practical measures and encouragement of partnerships to reduce litter and improve the general environment of the local area;
- (b) raising the public awareness and providing information in matters relating to the benefits of litter reduction.

Why It Matters - At Rubbish Friends, litter picking is only part of the story. Our focus is on **preventing pollution in the first place**:

- **Stopping litter before it starts:** Once waste is dropped, it can persist for decades. Preventing it from entering our streets, parks, and rivers is far more effective than clearing it up later.
- **Protecting wildlife and habitats:** Litter in Stratford's green spaces and along the Avon harms birds, fish, and other animals. Preventing rubbish from entering these habitats keeps them safe and waters healthy.
- **Reducing wasted resources:** Many of the items we collect — bottles, cans, packaging — could have been recycled. By encouraging proper disposal and reuse, we cut down on pollution and conserve resources.
- **Supporting community pride and wellbeing:** A clean environment makes Stratford feel safer, more welcoming, and better cared for. Prevention reduces the need for costly clean-ups and helps residents feel proud of their town.
- **Changing behaviours for long-term impact:** Education and awareness, particularly through schools and community projects, help build habits that reduce single-use plastics, promote recycling, and prevent littering in the first place.
- **Collective action for prevention:** Every pick raises awareness, sparks conversations, and shows what can be achieved. But our long-term goal is a future where litter picks are less necessary because waste is prevented at the source.

As a charity, Rubbish Friends can play a mentoring role — helping new groups to link up with Biffa/Stratford-on-Avon District Council, access grants, share equipment, provide training, and link into community-wide events.

Highlights of 2024

Alongside the SGGS and Stratford-upon-Avon High school picks we estimate that **approximately 300 bags of rubbish have been removed through volunteer power** across public spaces in our town.

- **Community Picks**
 - Four residential litter picks (Feb, Mar, Apr, Nov) with over 50 volunteers attending each event, removing a total of **72** bags
 - The Big Avon Clean-up in June partnered with SOAK, Severn Rivers Trust and Severn Trent removing **20** bags of rubbish plus assorted fly-tipped items
 - Four additional Business picks including 3 NFU Mutual teams and Valpak who collected a total of **75** bags

- Linked up Albany Road residents with Orbit to clear an alleyway of 500 cans, 50 bottles, two airbeds and more (about **14** bags)
- Five Duke of Edinburgh volunteers collected on average 11 bags of rubbish each – a total of **55** bags
- **The Rubbish Conference (“Talking Rubbish”) – February, Crowne Plaza**
Speakers included the Bishopton & Clopton Community Builder, Robin Ford, Crowne Plaza General Manager, SGGS Eco Committee, Severn Trent Green Power, and SDC. Round-tables involved Sustainability West Midlands, Valpak and Net Zero Stratford. The event drew strong attendance, especially young people and local groups, and seeded further place-based initiatives.
- **Great Big Green Week – Stratford College & Fast Fashion**
At Sustainable Shakespeare Day, students Daisy, Emily and Gabbie presented outfits made from repurposed materials. Local charities and businesses hosted stalls on recycling, repair cafés, waterway protection and green living. Rubbish Friends highlighted the long-term impact of litter on landfills and ecosystems. The collaboration showed the power of combining creative arts, sustainability education, and activism, while giving students valuable experience and created wider partnerships in the community.
- **Rubbish Roadshow + Mass Clean**
Hosted at Stratford High School, the Roadshow featured Pecha Kucha talks from local changemakers on embedding sustainability into work and community life. It was followed by a Mass Clean, where students and staff litter-picked routes to school and pledged continued action with 120 students collecting **30 bags** rubbish.
- **Stratford Girls’ Grammar School – Enrichment Week Litter Pick**
Year 8 students collected **112 lbs** of litter, of which 78 lbs were recyclable, across two afternoons. This hands-on project promoted recycling awareness and environmental responsibility and will continue in future years.
- **Keep Britain Tidy – Litter Heroes Ambassadors**
Rubbish Friends became Ambassadors, gaining resources, media opportunities, and support to inspire others, lead action, and promote national campaigns locally.

Thanks to hosts including Stratford Climate Hub, Friends of Shakespeare Line and Venture House. Groups reported not just amounts collected but also where and what was found, helping shape solutions to this preventable pollution.

Valued member, Clare Hassall, is stepping down as a trustee to focus on other local priorities. We thank her for her support through the years and hope to see her again as an experienced volunteer at future community picks.

Partnerships and Support

We are grateful for ongoing partnerships with:

- Crowne Plaza Stratford – hosting the Rubbish Conference and our November pick.
- Biffa – assisting with waste collection.
- Stratford-on-Avon District Council – equipment storage.
- Shakespeare Lions – funding our insurance.
- NFU Mutual – regular clean-ups and a Christmas donation.

Thanks also to all volunteers, supporters, donors, and partners whose in-kind contributions make much of our work possible.

Claudine Pearson

On behalf of the Board of Trustees

22 October 2025

Profit and Loss

Rubbish Friends - Charity - 1181739
For the year ended 31 December 2024

Account2024

Turnover

Donations - cash	1.031,14
Total Turnover	1.031,14

Donations - cash

19 Jan 2024	Receive Money	Cash	31.14
5 apr. 2024	Receive Money	Lions	250.00
24 dec. 2024	Receive Money	NFU Mutual	750.00

Gross Profit1.031,14

Administrative Costs

Advertising & Marketing	86,38
-------------------------	-------

Advertising & Marketing

	16 sept. 2024	Spend Money	123 Domain renewal	14.39
	16 sept. 2024	Spend Money	Eco web hosting	71.99
Insurance	258,39			

Legal Expenses	18,00
----------------	-------

Legal Expenses

	16 sept. 2024	Spend Money	Claudine - DBS check	18.00
--	---------------	-------------	----------------------	-------

Printing & Stationery	45,00
-----------------------	-------

Printing & Stationery

	16 sept. 2024	Spend Money	RF Conference materials	45.00
--	---------------	-------------	-------------------------	-------

Total Administrative Costs407,77

Operating Profit623,37

Profit on Ordinary Activities I623,37

Profit after Taxation623,37

