



**KEEP
BRITAIN
TIDY**

*Working together
for cleaner,
greener places*

Review of 2009 Looking ahead to 2010

Phil Barton

Chief Executive

8th December 2009

We inspire and equip everyone to work together for cleaner, greener and more attractive places

We Campaign

We Help

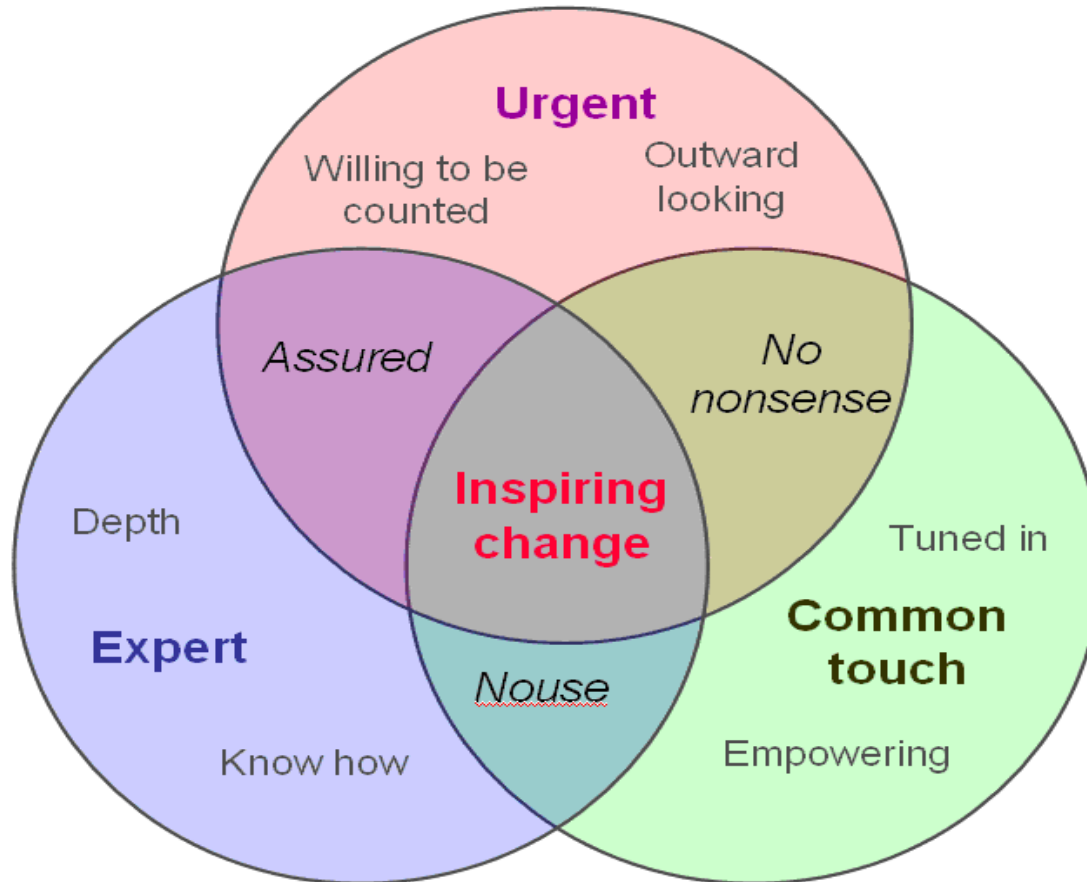
We Lead

We're passionate about cleaner, greener places

The logo for Keep Britain Tidy, featuring the text "KEEP BRITAIN TIDY" in white capital letters inside a green circle.

KEEP
BRITAIN
TIDY

Our brand personality



Keep Britain Tidy 21

Our set of values and their accompanying behaviours – a foundation and guide to what we do

- Excellence: professional, high standards, not compromising
Best possible result, meet deadlines
- Passion: inspiring others, commitment and drive
Encourage others, act quickly when appropriate
- Respect: working for everyone, in all places
Listen and appreciate other points of view, treat others with respect

Keep Britain Tidy 21 - Values and Behaviours

- At the Leading Edge: authoritative voice, setting new standards

Drive innovation, learn and develop

- Independence: impartial advice, constructive challenge

Stand up for what we believe in

- Collaboration: partnerships

Share ideas, trust and support others

- Accountable: honest, ethical, taking responsibility

Do what we say, admit mistakes

Some Highlights of the Year

- **January**
 - Green Flag Award
 - Fast Food Gutter Survey
- **February**
 - Development Strategy
 - Roadshows
- **March**
 - Changing Places (Olympic) launch
 - Brighton CSG Conference
- **April**
 - London Capital Clean-Up, Trafalgar Square



Some Highlights of the Year

- **May**
 - Blue Flag and QCA announcements
 - 120 delegates at car litter conference
- **June**
 - Rebrand as Keep Britain Tidy
 - Eco-Schools Show
 - Work begins on our Manifesto
- **July/August**
 - Car litter campaign
 - Celebrity ambassador – Kirstie Allsopp
 - Green Flag Awards
 - Rubber bands media story
 - DECC agreed funding for Eco-Schools

Some Highlights of the Year

- **September**
 - Big Tidy Up re-launched
 - DAPP started
 - Staff Conference
- **October**
 - Secured £75K of free advertising on Google links
 - RIEP £125K efficiency programme
- **November/ December**
 - Word on our Streets launched
 - Meeting with Ford Motors
 - APPG on the Manifesto
 - Ambassadors' Lunch
 - Alliance meeting at Wigan
 - Eco-Schools Conference
 - and several awards!

