It gives us great pleasure to introduce you to our Annual Review 2014/2015. Over the past few years our charity has gone through a significant period of change, both in how it organises itself internally and how it presents itself to the outside world. Our activities are present in every village, town and city in Scotland and are estimated to make a difference to one in five people living in Scotland.

Having been an established part of the environmental landscape for 50 years, our charity is unique in drawing together government, local authorities, businesses, community groups and individuals in a common cause. We campaign, act and educate on a range of local, national and global environmental issues to change behaviour and improve the quality of people’s lives and the places they care for.

We are leading the way on improving Scotland’s environment, tackling a spectrum of environmental issues from reducing the amount of litter on our streets to cutting the carbon emissions that threaten our planet. Through our unique range of activities, we aim to win the hearts and minds of Scotland’s people – our passion is to make Scotland a cleaner, greener and more sustainable place to live, work and visit.

During 2014/2015 we refreshed our vision, mission and strategic objectives and also started on the process of improving the way we measure our performance and impact based on the principles of social audit and accounting. This review summarises the detailed outputs from this process and these are illustrated through our mission statement and strategic objectives of People, Place and Policy. The data and information collated through the year is based on a rigorous process and is drawn from both quantitative and qualitative research.

Our work would not be possible without our supporters, funders, donors and partners. Their support is greatly appreciated. We would also like to thank our dedicated charity trustees, employees and volunteers for all their help and commitment.

We hope that this review gives you a snapshot of the difference that we are making as we strive to make Scotland cleaner, greener and more sustainable.
Engaging effectively

We strive to interact with the many and diverse people affected by, or interested in, our work. Over the past year we have worked hard to engage with a wide range of these stakeholders – particularly young people and other groups traditionally seen as ‘hard-to-reach’.

For example: More than a quarter of the 158 groups involved with, and receiving grants from, the Climate Challenge Fund during 2014/2015 came from Scottish Index of Multiple Depravation (SIMD) areas. Of these 44 groups, 16 involved black and ethnic minority communities.

Educating

Our extensive range of educational projects has continued to enhance awareness and understanding of sustainability issues and how these issues affect people’s lives on a local, national and global level.

For example: 78 schools from across the nation signed up to the Scotland Lights Up Malawi project, learning important lessons on energy, poverty, climate change, solar light, global citizenship and sustainability. Half of the teachers taking part in the project also embraced the opportunity to join an in-depth professional learning programme which gave them fresh insights into climate justice, renewable energy and campaign-building.

We engaged with over 500 community groups through our activities including the Community Grants Scheme and It’s Your Neighbourhood campaign.

Strengthening capacity

We have maintained a firm focus on giving individuals and communities the knowledge, skills and resources they need to be more effective in their efforts to create a cleaner, greener and more sustainable Scotland. By increasing this capacity to make a difference, we change people and places for the better.

For example: We organised conferences to help people learn new and better ways to help improve the environment and change people’s attitudes and behaviour. 73% of conference-goers said our events were ‘very good’, 100% of our partners rated our conferences as ‘very good’.

People

How we have engaged with the people of Scotland to make a positive change in behaviour and improve quality of life.

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Enabling and empowering

We work passionately to enable and empower people, inspiring them to take positive action to change the way they act and think to improve the quality of their lives and make their environment cleaner, greener and more sustainable.

For example: Over the 2014/2015 period we held 57 events to promote our Clean Up Scotland campaign, striving to make Scotland the cleanest country in Europe. Well over 2,000 people took part in these events, and their participation in the campaign added up to the equivalent of £500,000 of volunteer time.

Campaigning effectively

We continued to implement and develop campaigns, making sure they were focused on changing the way people think and act for the better and improving the quality of people’s lives.

For example: Over 2,800 tonnes of litter was collected across the country during 2014/2015’s Clean Up Scotland campaign, with 13,594 people pledging their support.

Celebrating success

We strive to celebrate success, both locally and nationally, to raise awareness and understanding of sustainability issues, promote best practice and share knowledge and experience with individuals, communities and groups.

For example: More than 130 certificates were awarded at a special seminar celebrating achievements across the Beautiful Scotland and It’s Your Neighbourhood campaigns.

More than 12,200 people were inspired to enjoy a One Planet Picnic, getting together informally to eat and learn about sustainable food.

Press articles about our Beautiful Scotland and It’s Your Neighbourhood campaigns had a monthly average reach of over 900,000 readers.

People

Keep Scotland Beautiful was extremely supportive and helpful in guiding us through the Climate Challenge Fund grant application and subsequent project activities. We were able to make significant improvements to our community buildings and engage with the many groups of all ages who use the buildings to help them become more aware of their carbon footprint and how they could reduce it.’

2014/2015 Grant Recipient

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More than 12,200 people were inspired to enjoy a One Planet Picnic, getting together informally to eat and learn about sustainable food.

Press articles about our Beautiful Scotland and It’s Your Neighbourhood campaigns had a monthly average reach of over 900,000 readers.
Places

How we have enhanced Scotland’s environment to create clean, safe, healthy and sustainable places.

Engaging and educating

We work hand-in-hand with communities, public bodies and other organisations to raise awareness and understanding of local, national and global sustainability issues, promoting positive action to change the way people think and act for the better and improve quality of life.

For example: Our Local Environmental Audit and Management System (LEAMS) acts as a useful benchmark, giving local authorities a clear, independent measure of cleanliness in their area.

Enabling and empowering

We offer advice and support to communities, public bodies and other organisations to help them create clean, safe, healthy and sustainable places.

For example: Through the Sustainable Scotland Network we have worked with over 250 individual members to help them demonstrate their commitment to reducing the impacts of climate change under the Climate Change (Scotland) Act 2009.

More than 700 community groups took part in our Clean Up Scotland campaign during 2014/2015, alongside 34 public bodies and 63 other organisations.

Our beach awards have been recognising Scotland’s beaches for over 20 years with 60 awards being made in 2014/2015.

We awarded 59 public parks with Green Flag status.
Facilitating networking
We nurture and support networking between communities, groups and individuals acting for a more sustainable future in their area, providing clear pathways for movement and communication between programmes and projects.

For example: The Climate Challenge Fund (CCF) Gathering had an overarching theme of “connecting” and brought together groups from across Scotland to take action on climate change.

More than 90 student teachers gained new insights into a range of sustainable education issues by taking part in our Enhanced Learning Student Conference.

We are identifying new ways to build area-based partnerships, bringing together different strands of our activities to create cleaner, greener and more sustainable places.

Encouraging place-making
We work with partners and stakeholders on an area basis to build stronger links to local Community Planning Partnerships and Single Outcome Agreements, helping to create sustainable communities.

For example: We supported Limekilns and Charlestown Floral Displays Group, involving the local community and school to improve their environment and raising awareness of sustainability issues. Activities included planting and maintaining floral displays, removing litter and organising regular beach cleans.

Developing new alliances
We are committed to building and maintaining relationships with organisations in the public, private and voluntary sectors who share our commitment to a cleaner, greener more sustainable Scotland.

For example: Our Clean Up Scotland campaign earned the backing of business supporters such as McDonald’s, the Scottish Grocers Federation, Coca Cola and the Scotch Whisky Association, along with a wide range of individuals, public bodies and community groups.

We engaged with and influenced over 1,500 organisations during 2014/2015 to help them make improvements to their local places.
Credibility
We strive to strengthen our credibility as having an independent voice on environmental issues, ensuring that we are consulted at an early stage by government and other bodies on policy development.

For example: We are one of the founder members of the European Litter Prevention Association which coordinates the work of the Clean Europe Network. The Network brings together Europe’s leading litter prevention organisations to share knowledge and transfer best practice.

Our Clean Up Scotland campaign earned the support of 28 MSPs, including First Minister Nicola Sturgeon.

Policy
How we have sought to shape and influence legislation, policy and practice to promote and support action across the public, private and voluntary sectors on local, national and global sustainability issues.

We worked with the Scottish Government and other key partners to shape and influence the development of legislation, policy and practice for Learning for Sustainability and Curriculum for Excellence.

Strategic engagement
We work with the Scottish Government and key partners to shape and influence the development of legislation, policy and practice on sustainability and wider issues.

For example: We are part of Learning for Sustainability Scotland – Scotland’s United Nations Recognised Regional Centre of Expertise on Education for Sustainable Development. As part of this network, we share knowledge and expertise to aid the global effort to boost education on sustainable development.
Policy

Policy development
We take a structured approach to policy development, making sure we have a clear and consistent voice on important policy issues.

For example: Following extensive research we formulated a new policy development process. This led to the development of a number of new policies including our first Climate Change Policy and responses to a number of consultations.

Expanding our horizons
We seek to extend our work at a national and local level to other relevant policy areas such as health, economy and justice.

For example: As part of the Beautiful Scotland campaign, we forged new ties with Business Improvement Districts (BIDs). More and more BIDs are entering the annual competition, fuelling local environmental improvements and community participation.

We ensured that the opinions of over 1,000 young people from across the country were heard in the major consultation designed to make Scotland a Good Food Nation.

Working collaboratively
We recognise that we cannot achieve our objectives in isolation and we strive to maintain effective relationships with communities and organisations across the public, private and voluntary sectors.

For example: Scottish soft drink manufacturers A.G. Barr supported the Clean Up Scotland campaign, spreading the message to their suppliers, organising a clean-up event in Cumbernauld and pledging to work with Keep Scotland Beautiful to reduce drinks packaging litter.

Following on from our work in the run-up to the Single Use Carrier Bag Charge legislation, we were able to use the proceeds collected from Tesco’s customers to award 200 small grants to communities the length and breadth of Scotland.
Our finances

As is well known, the funding environment for charities for the past number of years, particularly since 2007/2008, has been very difficult. However, we continue to be fortunate enough to be able to secure sufficient funding to be able to undertake our important charitable activities so that we continue to provide benefit to the public in Scotland.

Our income comes from a variety of sources, sometimes grants, sometimes income which we obtain by carrying out charitable activities for a customer and, importantly, sometimes from donations. Our charity trustees and employees are grateful to all who provide us with income, no matter how much or how little.

On the next page our finances are illustrated by showing our types of income and, most importantly, where we spend our funds on charitable activities. We are keen to maintain diverse sources of income as experience within charities suggests that this is more resilient to short-term fluctuations.

For clarification, the figures shown for both income and expenditure are exclusive of the income we receive from the Scottish Government for the Climate Challenge Fund grants which was circa £11 million in 2014/2015.

Where our income came from

Our income is shown in our audited accounts as per the Statement of Recommended Practice for charities. For 2014/2015 this breaks down as follows:

- Voluntary Income (grants and donations) 65%
- Income from Charitable Activities (invoiced) 35%

What we spent our money on

We organise all our charitable activities through three main themes and during 2014/2015 our expenditure occurred as follows:

- Local Environmental Quality £1,755,000
- Sustainability & Climate Change £756,000
- Sustainable Development Education £613,000
- Governance £61,000

Note: These figures have been extracted from the audited results for the year ending 31 March 2015, but are themselves unaudited. The figures are net of the Climate Challenge Fund grants. Keep Scotland Beautiful members are issued with a set of accounts prior to the AGM. A copy can be requested from the Company Secretary at our registered address.

Keep Scotland Beautiful gratefully acknowledges the support of the Scottish Government for Eco-Schools Scotland, the Sustainable Scotland Network and Scotland Lights Up Malawi. The Climate Challenge Fund is a Scottish Government programme, which Keep Scotland Beautiful is contracted to manage and administer on its behalf.
The future

During 2014/2015 we refreshed our vision, mission and strategic objectives. We also improved how we measured our performance and impact. This has given us a wealth of insight both for 2015/2016 and towards the future. Looking ahead to 2015/2016, we will continue to build on our achievements and focus on the following priorities within each of our strategic objectives:

People

■ Continue to further engage with communities who are considered ‘hard to reach’.
■ Continue to provide stakeholders with opportunities to develop their knowledge, skills and capacity.
■ Continue to improve and strengthen our programmes, campaigns and activities to empower people to take action at both a local and national level.
■ Increase the visibility of our campaigns, broaden our campaign work and seek to increase the number and types of groups that engage with our campaigns.
■ Continue to raise awareness of our celebratory events ensuring that we engage with a wide variety of stakeholders.

Place

■ Continue to promote our work with public bodies, communities and other organisations to raise awareness of local, national and global sustainability issues.
■ Continue to promote the work we undertake to support public bodies, communities and other organisations to foster positive action on the environment.
■ Continue to develop networks to provide clear pathways for movement between projects and programmes.
■ Identify opportunities to make better links between different strands of our work at a local level.

Policy

■ Ensure continued effective engagement with the Scottish Government and other public bodies on relevant legislation, policy and practice.
■ Continue to work collaboratively with other organisations in the public, private and voluntary sectors recognising the value of shared interests.
■ Deliver our Political Engagement Plan, focused on enhancing our credibility and establishing key partners across a wide range of policy areas.
■ Continue to develop a network of contacts across political parties, think tanks and other relevant organisations to ensure early engagement and influence by our charity in the development of policy.

During 2015/2016 we will continue to strive to achieve our vision. We recognise that we cannot achieve this in isolation and we look forward to continuing to work together with our partners, funders, supporters and volunteers in our commitment to realise a cleaner, greener and more sustainable Scotland.
Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people’s lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.

www.keepscotlandbeautiful.org