

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

SATURDAY



AAFR2SSI

A07

23/10/2021

#65

COMPANIES HOUSE

KEEP WALES TIDY

CONTENTS

	Page
Trustees' report	1 - 13
Statement of trustees' responsibilities	14
Independent auditor's report	15 - 18
Statement of financial activities	19
Balance sheet	20 - 21
Statement of cash flows	22
Notes to the financial statements	23 - 38

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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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".

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

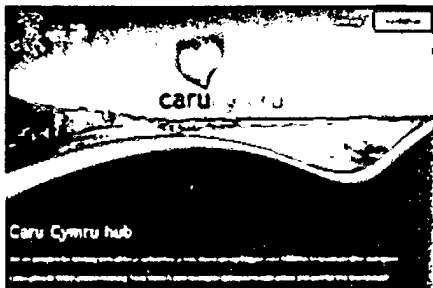
Funding commenced from October 2020 with the official launch taking place in March 2021.

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/carucymru
- 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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021



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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

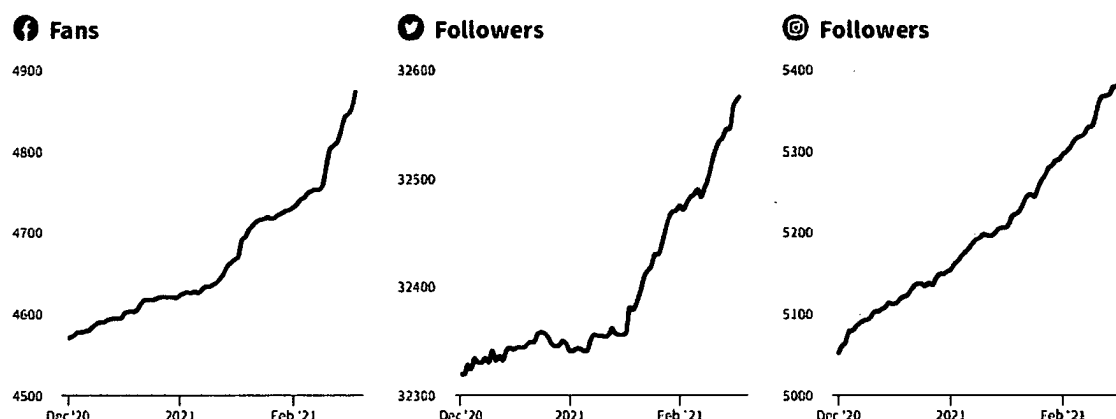
KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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:

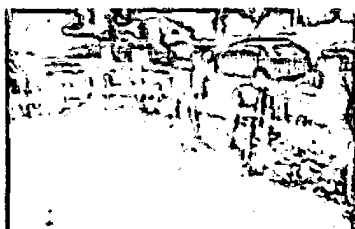
- Nantymoel, Bridgend
- The Playing Field, St Asaph Avenue, Kinmel Bay, Conwy
- Coed Bach Pendalar / Ysgol Pendalar, Gwynedd
- Pencoedtre, Gibbonsdown, Vale of Glamorgan
- Cardiff Bay

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.



KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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 face 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. The 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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 31 MARCH 2021**

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.

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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

KEEP WALES TIDY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

Investment Managers

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

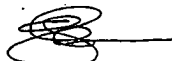
Key Management Personnel: Senior Management Team

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.

KEEP WALES TIDY

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.

KEEP WALES TIDY

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.

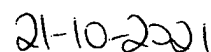
Use of our report

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 FCA DChA (Senior Statutory Auditor)
for and on behalf of Azets Audit Services

Chartered Accountants
Statutory Auditor



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

KEEP WALES TIDY

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

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

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes						
<u>Income and endowments from:</u>							
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
<u>Expenditure on:</u>							
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 £	£	2020 £	£
Fixed assets					
Tangible assets	12		-		255
Investments	13		1,262,510		955,215
			<u>1,262,510</u>		<u>955,470</u>
Current assets					
Debtors	15	794,169		174,499	
Cash at bank and in hand		506,105		1,127,238	
		<u>1,300,274</u>		<u>1,301,737</u>	
Creditors: amounts falling due within one year	16	(535,057)		(526,901)	
Net current assets			<u>765,217</u>		<u>774,836</u>
Total assets less current liabilities			<u>2,027,727</u>		<u>1,730,306</u>
Income funds					
Restricted funds	17		444,332		470,572
<u>Unrestricted funds</u>					
Designated funds	18	1,050,000		1,050,000	
General unrestricted funds		<u>533,395</u>		<u>209,734</u>	
			<u>1,583,395</u>		<u>1,259,734</u>
			<u>2,027,727</u>		<u>1,730,306</u>

KEEP WALES TIDY

BALANCE SHEET (CONTINUED)

AS AT 31 MARCH 2021

Notes	2021		2020	
	£	£	£	£

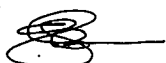
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2021, although an audit has been carried out under section 144 of the Charities Act 2011.

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.

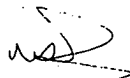
The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

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 £	£	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

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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).

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>3,779,991</u>	<u>3,231,802</u>
Analysis by fund		
Unrestricted funds	179,462	420,610
Restricted funds	3,600,529	2,811,192
	<u>3,779,991</u>	<u>3,231,802</u>
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
	<u>3,571,591</u>	<u>2,756,540</u>

5 Investments

	2021 £	2020 £
Income from listed investments	45,406	61,679
Deposit account interest	974	1,118
	<u>46,380</u>	<u>62,797</u>

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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	-	-	-
	<u>54,238</u>	<u>8,107</u>	<u>62,345</u>	<u>18,844</u>	<u>937</u>	<u>19,781</u>

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>3,467,886</u>	<u>2,949,799</u>
Share of support costs (see note 8)	393,221	397,141
Share of governance costs (see note 8)	4,125	5,506
	<u>3,865,232</u>	<u>3,352,446</u>
Analysis by fund		
Unrestricted funds	230,356	572,998
Restricted funds	3,634,876	2,779,448
	<u>3,865,232</u>	<u>3,352,446</u>
For the year ended 31 March 2020		
Unrestricted funds	572,998	
Restricted funds	2,779,448	
	<u>3,352,446</u>	

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>393,221</u>	<u>4,125</u>	<u>397,346</u>	<u>397,141</u>	<u>5,506</u>	<u>402,647</u>
Analysed between						
Charitable activities	<u>393,221</u>	<u>4,125</u>	<u>397,346</u>	<u>397,141</u>	<u>5,506</u>	<u>402,647</u>

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.

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>57</u>	<u>56</u>

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
	<u>1,904,563</u>	<u>1,884,656</u>

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	<u>2</u>	<u>1</u>

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	Unrestricted funds
	2021 £	2020 £
Revaluation of investments	<u>263,418</u>	<u>(220,655)</u>

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

15 Debtors

	2021	2020
	£	£
Amounts falling due within one year:		
Trade debtors	73,121	51,847
Other debtors	685,108	89,213
Prepayments and accrued income	35,940	33,439
	<u>794,169</u>	<u>174,499</u>

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
	<u>535,057</u>	<u>526,901</u>

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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)	-	-
	<u>437,775</u>	<u>2,812,246</u>	<u>(2,779,449)</u>	<u>470,572</u>	<u>3,608,636</u>	<u>(3,634,876)</u>	<u>-</u>	<u>444,332</u>

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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:

	Movement in funds		Movement in funds		
	Balance at 1 April 2019	Incoming resources	Balance at 1 April 2020	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
	<u>1,050,000</u>	<u>-</u>	<u>1,050,000</u>	<u>-</u>	<u>1,050,000</u>

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
	<u>1,622,057</u>	<u>405,670</u>	<u>2,027,727</u>	<u>1,259,734</u>	<u>470,572</u>	<u>1,730,306</u>

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
	<u>84,615</u>	<u>111,360</u>

KEEP WALES TIDY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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	<u>(623,636)</u>	<u>345,524</u>