



IMPACT REPORT

Cleaning Up the UK, Together.



OUR IMPACT:

In 2025, CleanupUK achieved:



4,311

total number of people engaged in litter-picking
(+1,555 from 2024)

8,959+

sets of litter-picking kit used
(+3,963 from 2024)

16,390+

bags of litter collected
(+9,270 from 2024)

124,454 KG

of litter removed from local environments
(+66,994kg from 2024)

21,953KG

CO₂e saved
(+10,953kg from 2024)

2,416+

new volunteers engaged
(+1,024 from 2024)

1,444

corporate volunteers
(+512 from 2024)

A huge thank you to every volunteer, champion, and corporate supporter who helped create cleaner, greener, and safer communities.

WHY WE'RE HERE

Litter-picking is more than cleaning our neighbourhoods. It's a practical way for people to take action for the environment, build pride in place and connect with others in their community.



Environment



Community



Wellbeing

OUR PURPOSE



To connect communities through litter-picking and environmental action to create cleaner and happier places to live.

OUR VISION



A world where local communities are litter-free and people feel proud, connected and happy to care for the places where they live.

OUR MISSION



To work with local people, where the need is greatest, to roll up our sleeves and make lasting environmental and social impact through litter-picking.

OUR APPROACH

Making environmental action easy, social and fun



Supporting local CleanupUK Hubs to engage people in regular litter-picking

WELLBEING

Empowering communities to feel pride in their area

HOW CLEANUPUK CREATES IMPACT

COMMUNITY



Providing litter-picking equipment and resources for volunteers

Working with local partners, including local authorities, to address litter issues at source

ENVIRONMENT

Sharing accessible information about the impact of litter on impact on nature and wildlife



OUR APPROACH

ENVIRONMENT

We support people to take practical environmental action in their local area to:

- Improve their understanding of how litter harms nature and wildlife
- Understand the link between everyday actions and environmental outcomes
- Feel motivated and empowered to take positive environmental action

This contributes to:

- Tackling the biodiversity and climate crisis
- Cleaner habitats for wildlife
- Reduced harm to local ecosystems and waterways
- Greater care for the natural environment at a community level

WELLBEING

We support local people to create cleaner and happier places to live by helping people to:

- Take part in purposeful, outdoor activity that feels achievable and rewarding
- Feel a sense of accomplishment by creating visible, positive change
- Connect with others through shared action, reducing feelings of isolation

This contributes to:

- Improved mental wellbeing and reduced stress
- Increased confidence and sense of purpose
- A stronger emotional connection to local places and people
- Reduced feelings of loneliness and isolation

COMMUNITY

We help people feel pride, ownership and connection in their communities by helping people to:

- Feel proud of cleaner, healthier public spaces
- Build relationships through shared, positive activity
- Feel more connected and less isolated in their local area

This contributes to:

- Stronger community bonds
- Reduced feelings of loneliness and isolation
- Public spaces that feel safer, friendlier and more welcoming

HIGHLIGHTS: COMMUNITY

Cleaner places, powered by local people

Case Study: Revitalising Ball Hill Through Community Action

Coventry's Ball Hill was once a busy local centre, but years of change and the impact of the Covid-19 pandemic led to rising litter, fly-tipping, and a decline in community pride.

In 2022, local residents formed Destination Ball Hill (DBH), supported by Grapevine, to take practical action and restore the area. DBH identified poorly managed commercial bins as a major source of litter and focused on simple, community-led solutions.

In summer 2024, Ball Hill became a Cleanup Hub, with local partners storing litter-picking equipment for public use. The group also runs monthly clean-ups and introduced handmade cigarette butt bins made from recycled materials.

Working closely with residents, businesses, and the council, DBH has helped secure better enforcement, additional street cameras, and improved bin management. Many local traders now actively help keep the area clean.

In 12 months, volunteers removed over 272 bags of litter and helped rebuild a sense of shared responsibility. Destination Ball Hill shows how resident-led action and strong partnerships can create lasting environmental and social change.

This case study demonstrates how CleanupUK Hubs empower communities to take ownership of their local environment by shared resources, and a focal point for sustained, community action.



IMPACT

2,416+

new volunteers engaged

4,311

total volunteers

98

number of CleanupUK Hubs

"I've made friends I didn't know before. It really feels like we're making a bigger impact together."

-Sue, Volunteer

VOICES FROM OUR VOLUNTEERS: COMMUNITY

We asked our volunteers....

"100%. People are from all walks of life. Religion, ethnicity, sex, orientation, sociable and shy. I have met some great friends I would never have met."



"More of the local community have shown an interest in litter-picking. It's also a wonderful team building exercise."



"Certain problem areas have really become a lot cleaner. Which I feel is from residents seeing us out and about each week. So, they have become more mindful."

"Working in a group is great fun and a good way to make friends. Meeting people along the way, getting thanked makes you feel proud that you're making a difference"

As a result of litter picking, do you think that people feel more connected to their community?

Have you noticed any changes in your community since litter-picking with your CleanupUK Hub?

"Stronger sense of community and also people are aware of being able to report fly tipping or when public bins are overflowing"

"Litter-picking creates a sense of shared responsibility. When people come together to care for a space, even just for an hour, it breaks down barriers. Strangers become neighbours, and neighbours become teammates. It's not just about picking up rubbish, it's about showing up, being visible, and starting conversations that wouldn't have happened otherwise. You feel part of something, and you start to notice others doing their bit too, saying hello, picking up a stray can, thanking each other. It builds pride, respect, and a quiet sense of belonging."

HIGHLIGHTS: ENVIRONMENT

From litter-picking to environmental action



“Each litter-pick demonstrated positive carbon savings, ranging from 0.17 kg to 1.25 kg of CO₂e per bag of litter collected.”

– Professor Alistair Munro

Corporate Partnership: Cleanup with BNP Paribas, Finsbury Park, North London

CleanupUK partnered with BNP Paribas to deliver a litter-pick in Finsbury Park. A total of 26 volunteers participated, collecting 72 bags of litter from the site. This activity contributed to a cleaner, safer public space.

“Volunteers left the park looking stunning!”

– Park Ranger

Pilot Study: Quantifying Carbon Savings through Litter Picking

CleanupUK completed the pilot phase of a study into the carbon-saving benefits of litter-picking in collaboration with Professor Alistair Munro, Professor of Economics at the National Graduate Institute for Policy Studies in Tokyo. Data was collected across four litter-picks, recording volunteer travel methods, the weight of litter collected, and litter composition. Each event demonstrated positive carbon savings, ranging from 0.17 kg to 1.25 kg of CO₂e per bag collected, reflecting variations in bag weight and material type. This pilot enabled CleanupUK to estimate carbon savings across all future litterpicks and strengthened understanding of the wider environmental benefits of volunteer-led CleanupUK activity.

IMPACT

124,454 KG

of litter removed

16,390+

bags of litter collected

21,953KG

CO₂e saved

Team Clean



VOICES FROM OUR VOLUNTEERS: ENVIRONMENT

We asked our volunteers....

"Yes, as it stops litter entering our waterways which affects the water we drink as well as the animals that are living there."

"Yes, making people think more about recycling and not buying stuff!"

"When small animals roam around, they are not eating harmful objects like plastic and metal or getting tangled up by wire or plastic objects"

Do you think that litter-picking improves the global environment?

"Yes, everything is linked in the grand scheme of things. Even picking inland prevents litter entering the sea eventually"

"Every little helps. If every town litter picked our country would be cleaner for our wildlife and environment. "

"We all make a difference in our own small areas, but all those small groups make a big movement for change."

HIGHLIGHTS: WELLBEING

Litter-picking brings people together and improves mental and physical wellbeing.

Case Study: Wellbeing Through Inclusive Community Action

Mary Grint, a resident in her 80s with mobility and health challenges, illustrates how CleanupUK's inclusive programmes support mental wellbeing alongside environmental impact. Through the Local Area Guardian Litter-Picking Project, Mary adopted a beachfront memorial garden in Tendring in North East Essex close to her home, enabling her to volunteer at a pace and location that suited her needs.

With support from her son, Andy, Mary now litter-picks weekly from her wheelchair, regularly removing significant amounts of litter. The activity has helped her remain physically active, improve upper-body strength, and spend more time outdoors, while also **providing a strong sense of purpose, pride, and enjoyment**, as well as **helping to improve the mental health** of her son at a difficult time.

The project has encouraged wider community connection, with members of the public stopping to engage and occasionally join in. Mary has since expanded her involvement by joining a weekly town centre litter-pick organised by a CleanupUK Hub.

This case study demonstrates how CleanupUK's flexible, accessible initiatives improve wellbeing, reduce isolation, and enable meaningful participation for people of all ages and abilities.



IMPACT

86%

said that litter-picking with a CleanupUK Hub has had a positive impact on them personally

92%

agreed that litter-picking helps them to feel more connected to their community

75%

said litter-picking makes them feel positive about their neighbourhood and their own wellbeing

"Litter-picking helped my mental health at a time when life was difficult."

- Andy, Mary's son



VOICES FROM OUR VOLUNTEERS: WELLBEING

We asked our volunteers....

"Makes me feel good, mentally and physically."

"I have made new friends, and I love what I do, and it makes me forget any problems I have, it also helps my anxiety."

"I find litter-picking the beaches very therapeutic. To be outside, embracing nature and to be near such a beautiful coastline is revitalising. It reduces my blood pressure, far more than if I just took a walk there. When litter-picking, I'm helping preserve its beauty, returning the favour to the universe by cleaning it up, and acknowledging that we all have an important part to play in protecting this planet."

What impact, if any, has litter-picking with the CleanupUK hub had on you personally?

"It has made me feel better about myself with a sense of purpose, something I'd not expected. I'm genuinely happier when I'm out in the fresh air and probably healthier because of litter picking."

"I have made lifelong friends, met neighbours and have generally felt better mentally for doing such a positive thing."

"I feel I'm more connected to the local community, I always look forward to meeting like-minded people. I also feel I have a real input, giving me value, self-worth and confidence."



PARTNERSHIPS

Together, we can create cleaner places and stronger communities.

Thanks to the incredible support of our corporate partners, **1,444 corporate volunteers** joined CleanupUK activities this year, collecting 1,912 bags of litter and helping drive real environmental change.

With the backing of 10 corporate supporters, these efforts contributed to **total CO₂ savings of 21,953 kg CO₂e** and helped remove **124,454 kg of waste** through combined corporate and community action. Together, we're making a measurable difference.

Special thanks to our partners:

**Barratt Redrow Cleanup
AXA Week for Good**

BNP Paribas Community Impact Festival



"We have all thoroughly enjoyed working and litter-picking with our delightful corporate partners in 2025. Apart from working hard and clearing 1,912 bags of litter, you have all been wonderful to work with and you have given generously to CleanupUK as part of your partnership to help us to bolster our work in areas of disadvantage. I sincerely hope that you will all join us again in 2026 and beyond, to make our local areas cleaner and more inviting. Thank you all!"

- George Monck, Chief Executive at CleanupUK