



Flying the Flag for quality places

Keep Britain Tidy Award - recognising and rewarding our country's clean places



“The Award is a very powerful tool to promote to visitors and the public the passion we have for sustainability

**Zed Major, Facilities Manager,
Barbican Centre, London**

As the manager of two successful national awards for places - the Blue Flag Award for beaches and the Green Flag Award for parks and green spaces - Keep Britain Tidy has the brand, expertise and infrastructure to deliver an equally prestigious award for the public realm. This knowledge and experience is now being tailored to meet the needs of your organisation.

Benefits

- Stand out from the crowd
- Demonstrate a good corporate image
- Superior customer/visitor experience
- Improve the environmental quality of the site
- Expert recommendations and solutions
- Enhanced community, staff and stakeholder engagement

Is the Award for you?

There is no limit to the type of places the Award covers, including

- Shopping centres
- Business Improvement Districts
- Hospitals
- Business and leisure complexes
- Transport hubs
- Hotels

How does it work?

The Keep Britain Tidy Award is given to organisations that provide the highest level of cleanliness and environmental quality and consists of an assessment of all areas by experts from Keep Britain Tidy.

We will grade elements including litter, graffiti, staining, bin provision and cleansing regime, as well as how effectively your staff manage waste. We will also look at your communication of litter and waste messages to your customers and visitors.

How long does it last?

The Keep Britain Tidy Award is an annual accolade, with a pre-arranged assessment in year one and a mystery shop in the second year to ensure that you are still meeting the high standards the Award demands.



“A clean, litter-free environment is ranked as important by 89% of people but only 59% are satisfied with the cleanliness of their neighbourhood.”

Keep Britain Tidy -
National Perceptions Survey, 2014



“We’re thrilled to have been presented with a Keep Britain Tidy Award recognising the high standards we work to. It is a real testament to the hard work of all the team at the centre so I’m delighted that this has been recognised by Keep Britain Tidy.”

Michaela Moore, General Manager,
Bullring, Birmingham

We’re always available for a chat if you like to get in touch, please find a representative on the details below:

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Thank you.