



**SURFERS
AGAINST
SEWAGE**

2017

**Annual Report
& Accounts**

Company registered number: 02920815
Charity registered number: 1145877

Surfers Against Sewage Ltd

Charity Information

Trustees:

B Hewitt – Chairman

L Kazan-Pinfield

A Wade

C H Hides

L Davies

P A Crane

J Khoo

H Koldeway

Chief Executive Officer & Secretary

H Tagholm

Auditors

Crane & Johnston C&J Ltd

30/32 Trebarwith Crescent

Newquay

Cornwall

TR7 1DX

Bankers

Lloyds Bank PLC

Truro

Cornwall

Solicitors

Stephens Scown

Osprey House

Malpas Rd

Truro

TR1 1UT

Registered Office & Business Address

Unit 2

Wheal Kitty Workshops

St. Agnes

Cornwall

Company Registered number: 02920815

Charity registered number: 1145877

Structure, Governance and Management

Surfers Against Sewage (SAS) is a charitable company limited by guarantee, incorporated on 20th April 1994, and registered as a charity on 13th February 2012. It is governed by Articles of Association, having been amended by special resolution by Trustees registered at Companies House on 4th January 2012. In the event of the company being wound up the members are required to contribute an amount not exceeding £1.

Recruitment and Appointment of Trustees

The management of the Charity is vested in the Trustees who, elected by the membership, act in a voluntary capacity. The number of Trustees must always be the same as the number of Members. Members are individuals whose names are recorded as company members in the Charity's statutory registers.

A wide range of professional skills is represented amongst the Trustees including charitable, conservation, environmental consultancy, journalism, communications and legal expertise. SAS Board of Trustees conducts regular discussions of any skills gaps and how these might be filled. New Trustees are sought by existing Members approaching individuals to offer themselves for election.

There are 9 Trustees in post as at 31st December 2017.

Trustee Induction & Training

Trustees are directed to useful information on their duties and responsibilities through the Charity Commission website. They also receive SAS's Articles of Association, the latest financial statements and relevant materials including Pipeline magazine. Many Trustees also have regular contact with the executive team at SAS to help them in their duties and interaction with SAS.



Surfers Against Sewage

Unit 2, Wheal Kitty Workshops, St. Agnes, TR5 0RD
Email: info@sas.org.uk
Telephone: 01872 553001

Website – www.sas.org.uk

Facebook – www.facebook.com/SurfersAgainstSewage

Twitter - [@sascampaigns](https://twitter.com/sascampaigns)

Instagram – www.instagram.com/surfersagainstsewage

Contents

page 5-6 **Surfers Against Sewage objectives**

page 7 **Highlights from our work in 2017**

pages 8-25 **Our work & achievements in 2017**

pages 26-29 **Future plans**

page 30 **Fundraising overview from 2017 & future plans**

pages 31-35 **Financial Review**

pages 36-46 **Notes to the Accounts**

page 47-48 **Independent Auditors Report**

page 49 **Acknowledgements**

Surfers Against Sewage (SAS) is a national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect oceans, beaches, waves and wildlife.

SAS projects target coastal environmental issues including marine plastic pollution, water quality, climate change and coastal development.

We aim to create measurable improvements in the state of our oceans, waves and beaches through changes in public behavior, government policy and industry practices.



The charity's objectives are:

To undertake and promote for the benefit of the public the conservation, protection, improvement and ecologically sustainable management of the marine environment including associated land, shoreline and structures.

To advance the education of the public in the conservation, protection, improvement and ecologically sustainable management of the marine environment including associated land, shoreline and structures.

To Achieve our aims SAS:

- Influences governments on key issues affecting oceans, beaches and recreational water users and policies needed to deliver a cleaner and safer marine environment
- Creates volunteering opportunities for individuals and communities to be involved with activities to safeguard our seas, coastlines and beaches
- Educates communities on the achievable, sustainable solutions, which can help protect our waves, oceans and beaches
- Challenges industry to adopt better standards to protect our coastal environment
- Promotes scientific, economic and health evidence to support calls for a cleaner and safer marine environment
- Informs the general public about issues affecting UK waves, oceans and beaches, and those that use them

Statement of Public Benefit:

The Trustees confirm that they have complied with the guidance issued by the Charity Commission concerning public benefit in relation to the activities Surfers Against Sewage undertakes.

The work of SAS ensures a safer environment for all those who visit the UK's coastline. It's work has been a significant factor in improving the cleanliness of coastal and marine environment, which ensures that they are better protected for the benefit of current and future generations. The education programme run by SAS, associated volunteering initiatives and the research and campaigns it undertakes and publishes are a valuable source of information for the public. The charity's mission statement reflects the overarching aim of all SAS activities as being for the public benefit.

Our Achievements in 2017:

INSPIRED AND EDUCATED

12,179 STUDENTS AT SCHOOLS

2,867

POLLUTION RISK FORECAST WARNINGS ISSUED

1,605

SEWAGE SPILLS TRACKED AND REPORTED

353,329

SAFER SEAS SERVICE WATER QUALITY ALERTS ISSUED IN 2017



34,779 BEACH CLEAN VOLUNTEERS

NATIONWIDE



1,393 LARGE SCALE BEACH CLEANS ORGANISED



29,108 SINGLE USE PLASTIC BOTTLES REMOVED & RECYCLED



97,200 kg OF PLASTIC REMOVED FROM BEACHES

270,000

SIGNATURES DELIVERED TO DOWNING STREET CALLING FOR A UK WIDE DEPOSIT RETURN SYSTEM FOR PLASTIC BOTTLES

73% OF PUBLIC SUPPORT A DEPOSIT RETURN SYSTEM FOR PLASTIC BOTTLES



SCOTTISH DEPOSIT RETURN SYSTEM FOR PLASTIC DRINKS BOTTLES CONFIRMED!

127,000 VOLUNTEER HOURS CONTRIBUTED to Beaches



90 LOCATIONS WORKING TOWARDS PLASTIC FREE COMMUNITY STATUS

LAUNCHED OUR #PLASTICFREECOASTLINES CAMPAIGN

21 MEMBERS OF PARLIAMENT AS PART OF OUR ALL PARTY PARLIAMENTARY GROUP

MICHAEL GOVE MP, SECRETARY OF STATE FOR THE ENVIRONMENT SAID OF PLASTIC FREE COMMUNITIES:

"IT IS CAMPAIGNS LIKE THIS, AND ENVIRONMENTAL ORGANISATIONS LIKE SURFERS AGAINST SEWAGE AND ITS AWARDING OF PLASTIC FREE COASTLINES STATUS, THAT SPREAD AN IDEALISM AND COMMITMENT TO HALT AND REVERSE THE TRENDS AND FORCES HARMING OUR PLANET. THEY SHOW US THAT WHERE THERE'S A WILL THERE'S A WAY TO IMPROVE THE ENVIRONMENT FOR THE NEXT GENERATION."

VOLUNTEERING EFFORTS WORTH APPROXIMATELY £1,126,260 to the UK environment

Beach Cleans & Community Outreach



The year saw another dramatic increase in the number of beach cleans delivered and record growth in volunteer participation at plastic clean-up activities around the UK. Our beach clean community is now firmly established as one of the largest networks of coastal volunteers in the UK, with flagship mobilisations at the **Big Spring Beach Clean** and the **Autumn Beach Clean Series**.

We continue to deliver more large-scale, highly-inclusive, community beach cleans than any other charity in the UK. Thanks to our unique, fun and inclusive organisation, volunteers come from an **increasingly diverse demographic**. Our community beach cleans appeal to all ages and we have welcomed participants from 5 to 91 years old.

Our volunteers are not exclusively based on the coastline, with many active with us from cities, towns and locations further inland.



We would like to thank all of our volunteers who make such a significant contribution to protecting our oceans through fun and engaging direct action to tackle plastic pollution. Together, they contributed **127,000 hours of volunteering time** to the coastline worth approximately **£1.12 million** to the ongoing protection of our beaches. Our volunteers were also able to recover and recycle almost **30,000 single-use plastic bottles** from our coastline.

The Big Spring Beach Clean and the Autumn Beach Clean Series are now two of the biggest community beach clean events in the UK. These are complemented by other year-round beach clean projects.

We also introduced the **#MiniBeachClean** to encourage our supporters to actively tackle plastic pollution by encouraging them to safely pick up plastic whenever they visit the beach.

KEY STATISTICS

34,779 Beach clean volunteers

1,393 Beach cleans organised

127,000 Volunteer hours contributed, worth approximately £1,126,260

97.2 Tonnes of plastic pollution removed from our beaches

29,108 Single use plastic bottles recycled

Political & Government Involvement at our Beach Cleans:

Environment Minister Dr Therese Coffey, Natalie Bennett from the Green Party and Tynemouth's Young Persons Mayor, Oscar Daniels along with over 20 MPs, MSPs, Mayors and local councillors participated nationwide.



Plastic Pollution: Wasteland Campaign

Our strategic focus on marine plastic pollution created an unprecedented level of opportunity and impact for us in 2017.

To reinforce this strategic decision, we launched a major new campaign, [Wasteland](#), highlighting the global threat of single-use plastics and throwaway plastic culture. As part of this, we produced a powerful new campaign film with **Oscar-nominated actress Imelda Staunton** providing a chilling voice-over across footage and animations, showing the emergence of the fictional super power, Wasteland. Whilst this is a creative interpretation, the reality is no less stark for all of our oceans.

To highlight the scale of the threat, we also commissioned the installation of the SAS Wasteland Warship, a curation of thousands of plastic bottles collected from beaches around the UK into a gigantic warship. The 30ft structure was installed in front of Cornwall's iconic St Michael's Mount to represent the nation's greatest threat to environmental security – single-use plastic.



Plastic Free Coastlines & Communities

PLASTIC FREE COMMUNITY SURFERS AGAINST SEWAGE

We launched **Plastic Free Coastlines & Communities**, a unique holistic framework uniting individuals, local businesses, local government, schools and community groups to work together to reduce their collective plastic footprint. The Plastic Free Community Toolkit enabled communities to take on the challenge of reducing their reliance on single-use plastics and become one of the first ever Plastic Free Communities. Inspired by the **Fairtrade** movement, the campaign was designed to empower local councils, community organisations, educational institutions, restaurants, cafes and similar local amenities to eliminate single-use plastics together and complete a 5-step plan to be awarded the coveted Plastic Free Coastlines & Community status.



This campaign and community movement was specifically designed to be accessible to everyone and support a new wave of activism within our villages, towns and cities to reduce single-use plastic consumption. We set out with an aim of engaging 125 communities with the programme by 2020. By the end of the year we already had 90 locations working towards the status.

Penzance in Cornwall became the first Plastic Free Community in the world after successfully completing the Five Objective Guidelines in the SAS toolkit. It proudly gained the accolade of the first SAS approved location following a resolution of a town council motion in December to support efforts for Plastic Free Coastlines.

Michael Gove MP, Secretary of State for the Environment, said of the initiative:

"It is campaigns like this, and environmental organisations like Surfers Against Sewage and it's awarding of Plastic Free Coastlines status, that spread an idealism and commitment to halt and reverse the trends and forces harming our planet. They show us that where there's a will there's a way to improve the environment for the next generation."

Westminster & Holyrood: Plastic Pollution Campaigning

Scottish - Deposit Return System Success

We are an active member of the Have You Got The Bottle Coalition (<http://www.haveyogotthebottle.org.uk/>), which brings together a range of organisations united to deliver the commitment for a Deposit Return System in Scotland.

In late 2017, our campaigns helped secure the Scottish Government's commitment to introduce a deposit return system (DRS) for beverage containers. Once in place, a well-designed system could help eliminate up to 39 million cans and bottles that currently pollute Scottish communities and coastlines annually. This commitment positioned Scotland as the leading country in the UK addressing recycling and protecting our oceans from plastic pollution.

Zero Waste Scotland will complete their systems design consultation in 2018 to create the most effective Deposit Return System for Scotland, which should then be introduced in 2019. This decision further supported our calls for a comprehensive Deposit Return System for the whole of the UK.

English - Deposit Return Systems

We continued to be at the forefront of campaigning for a Deposit Return System for England. This system would add a small deposit on plastic bottles and drinks cans, similar to existing systems in other countries that dramatically increase return and recycling rates. In the UK we use a staggering 38.5 million single-use plastic bottles and a further 58 million cans every day. Only half of these are recycled, so it's no surprise that many of these end up on our beaches and in our oceans.

In 2017, over **270,000 supporters** signed our **Message In A Bottle** petition calling for a Deposit Return System for beverage containers in England (www.sas.org.uk/news/pressure-for-deposit-returns-grows-as-270000-signatures-delivered-to-downing-street/) which we delivered to 10 Downing Street in September with our campaign partners **38 Degrees** and the chair of our **All Party Parliamentary Group, Steve Double MP**. This was the largest petition on the issue in the country. Following the submission of the petition, we convened a meeting at 10 Downing Street to discuss the growing economic and environmental evidence to introduce a comprehensive deposit return system on bottles and cans and the massive public support to do so.





We also engaged regularly on this campaign with the Environment **Minister Therese Coffey MP**. We presented oral and written evidence to the **Environmental Audit Committee**, gave evidence to the **London Assembly Environment Committee** and provided **Defra** with detailed evidence in their consultation on Deposit Return Systems. We also took this campaign issue with us to the Our Oceans Conference in Malta and the UN Oceans Conference in New York.

We were also delighted that industry leaders including Iceland and the Co-op supermarkets added their support for a comprehensive Deposit Return System for England & the UK.

Our campaigning in 2017 brought us to the cusp of huge change on plastic bottle pollution.



Environmental Audit Committee – Inquiry into plastic bottles pollution, deposit return systems and refills.

We were delighted to represent our supporters in front of the Environmental Audit Committee (EAC), presenting expert evidence to a panel of cross-party Members of Parliament. The EAC gathered evidence and scrutinised the best solutions to solving the plastic pollution crisis caused by the huge volume of single-use plastic bottles and coffee cups escaping into the environment every single day.

We welcomed the subsequent publication of the Environmental Audit Committee's (EAC) report 'Plastic bottles: Turning Back the Plastic Tide' laying out the findings and recommendations from their inquiry into plastic bottle pollution in our oceans and wider environment.

The EAC responded to the evidence presented by various cross-sectorial experts. We were delighted that their findings concluded with a recommendation that the **'Government introduces a legislated Deposit Return Scheme for all PET plastic drinks bottles.'** This was another fantastic result for our ongoing campaign, taking us another significant step towards a UK-wide deposit return system. This also provided a very powerful precursor as the Government prepared to assess the same evidence on deposit return systems as part of the National Litter Strategy – Voluntary & Economic Incentives Working Group.



All Party Parliamentary Group

Our All Party Parliamentary Group (APPG), the only such group in Westminster to be focused on marine conservation, continued to provide an important platform to raise serious environmental threats and marine conservation campaigns directly with politicians and senior civil servants. This highly collaborative group brings together MPs, Ministers, environmental charities & NGOs, businesses, regulators, funders and the media to identify and discuss cross-sectorial solutions to protect our coastal environment from plastic pollution, sewage and diffuse pollution, habitat destruction and more. In November we were thrilled to welcome and engage government Ministers, Members of Parliament, industry leaders, environmentalists, NGOs and activists at our Plastic Free Coastlines reception in Parliament to highlight plastic pollution and the growing support for a UK-wide deposit return system (DRS).

Environment Minister **Therese Coffey MP** spoke at the Plastic Free Coastlines event to update us on the government's progress towards DRS. She has recently visited Norway to witness a successful Deposit Return System in action as a result of our campaign, which will help inform how the UK can replicate & introduce a successful system. Our **Message In A Bottle** petition was one of the driving forces to engage the government, industry and the public on the issue of plastic bottle pollution. We were referenced in official Parliamentary business 8 times during 2017.



Caroline Lucas, MP



Geraint Davies, MP



Thérèse Coffey MP, Hugo Tagholm, CEO SAS, & Steve Double, MP

Regional Reps

We grew our team of community leaders nationwide, expanding our team to **135 Regional Reps**. This highly trained group of environmental volunteers represents and mobilises communities to protect the coastline around the UK. This means that we cover 135 diverse coastal and inland locations throughout the UK.

We provided 3 training events for our volunteers in 2017 to provide the team with the support, resources, tools and advice for them to deliver local and national environmental campaigns in their respective areas. Regional Reps continued to be highly involved with leading beach cleans, education events, communicating with local politicians and propagating our priority campaigns including Plastic Free Communities and the national call for a Deposit Return System.



Education

We significantly increased the level, range and sophistication of our education work in 2017. Through our education programmes we aim to equip, empower and inspire the next generation of ocean and inland marine and environmental conservationists. We now have 4 different programmes to work with a variety of different school groups; these include *Plastic Free Schools*, *Seas For Life*, *Be The Change* and *Ocean Schools*.

Plastic Free Schools

We developed a new programme with schools across the UK to eradicate the unnecessary use of single-use plastic from their grounds. Plastic Free Schools is a 'rule breaking', change making education programme designed to empower pupils to create positive and lasting environmental change their school. The programme is an investigative, action-packed vision for stopping plastic pollution at source. It challenges pupils to not only tackle unnecessary single-use plastics in their school but inspire Industry and Government to make positive strategic steps in the same direction. www.sas.org.uk/plastic-free-schools/



Ocean Schools

Ocean Schools enabled us to provide outdoor educational experiences to over 1,300 pupils in the summer of 2017. Not everyone is lucky enough to know how amazing our beaches, waves and marine ecosystems are. Sharing this beauty with children across the South West is vital to inspire and equip the next generation to become ocean guardians. www.sas.org.uk/our-work/education/sas-x-parley-ocean-school/



Be The Change

This programme visited North Devon, Birmingham, Newcastle & Bristol, taking our messages to new urban areas and audiences to inspire ocean optimism and learning everywhere. www.sas.org.uk/be-the-change-online/

KEY STATISTICS

Visited **132** schools

Spoken to **12,179** pupils

60 Plastic Free School packs with a further...

90 schools on the waiting list!

Inspired the creation of **20** school “Anti Litter Action” Plans

TEACHER FEEDBACK

“Thank You for today. The Children have been really inspired and you have had a real impact on them” - Claire Blackford, Teacher, Bishop Road Primary School

“Thornton children have been really inspired and have had their eyes-opened to the severity of littering - as well as the positive impact we can all have on improving the situation.” - Krishna Ghandi, Year 5 Teacher, Thornton Primary School

STUDENT FEEDBACK

“I liked the fact that we were involved in the conversations rather than just being talked to” - Leah

“I liked when we found out the facts about how long crisp packets and plastic bottles take to break down (the really old crisp packet!)” - Reece

“I liked the part in the conversations where we found out about the damage done to the environment by litter – I think it will stop most of us dropping litter” - Callum

Beach Clean Boxes

Beach Clean Boxes are specialist beach protection kits available for the whole community to use. Managed by our network of highly trained Regional Reps and schools, Beach Clean Boxes are now available at 150 coastal locations across the UK for communities to coordinate group beach cleans, plan local marine conservation campaigns and record the results in what will help map action and progress at each beach.

Our Beach Clean Boxes have been a huge success helping communities across the UK to organise 417 beach cleans in 2017. They have proved especially useful for our volunteers to take along to coastal events.



Thérèse Coffey attending an SAS Beach Clean with CEO Hugo Tagholm



We also launched a new pilot programme of **Schools Beach Clean Boxes & #MiniBeachClean Bins.**

Schools Beach Clean Boxes

These are a more radical version of our hugely successful community Beach Clean Boxes. From buckets to giant test tubes and special 'Graptor' litter pickers to Plastic Free Schools campaign kits they contain the tools, information and inspiration to enable youngsters to take action to protect their favourite beaches in their own way.



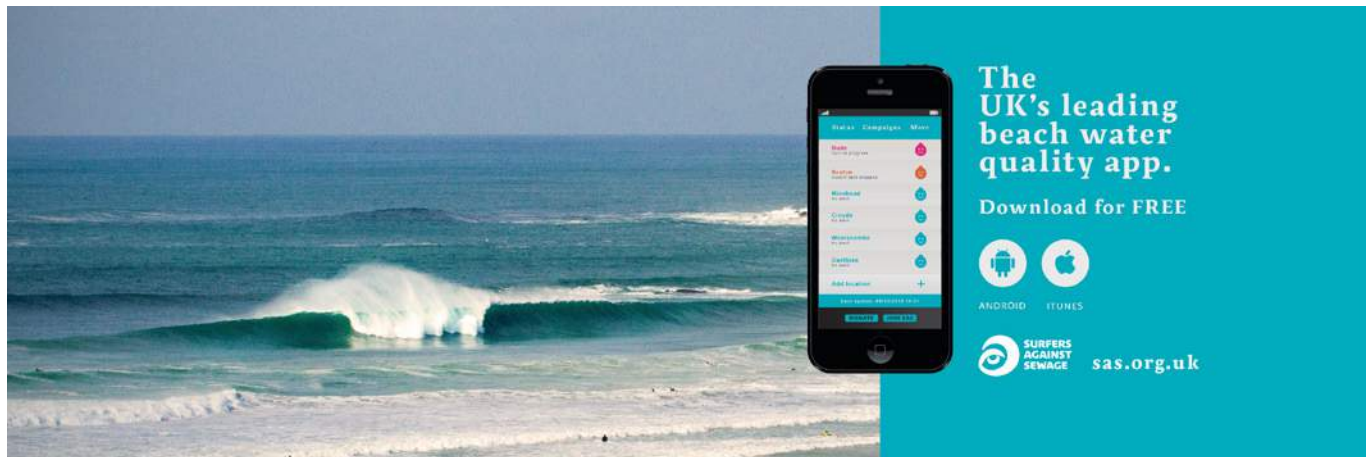
#MiniBeachClean Bins

Brand new, big, and bold these 360 litre volume wheelie bins are far more than just a bin. Located at the beach and managed by SAS's Regional Reps they provide the information, inspiration, guidance and equipment for beach goers to do their own #MiniBeachCleans at any time.



Water Quality

Our Safer Seas Service continued to be the only national free real-time water quality app and continued to provide vital environmental & safety information to the public. The app is free to download or to access via an online interactive map. Seven coastal water companies provide free Combined Sewer Overflow (CSO) data during the bathing season, with Wessex Water, Welsh Water, Yorkshire Water and Northumbrian Water providing data year round. The Environment Agency provides simplified Pollution Risk Forecasts at 155 sites across England to predict impacts from diffuse pollution.



We are currently developing a new phase for the Safer Seas Service to expand reach, usability and function.

330 Beaches covered by our Safer Seas Service App

20,000 Registered users

353,329 Reduced water quality alerts issued in 2017

1605 CSO Alerts

2867 Pollution Risk Forecast warnings issued

Advocacy & Influence

Our marine conservation All Party Parliamentary Group (APPG), involving 21 Members of Parliament, continued to provide SAS with an essential platform to raise serious environmental threats and marine conservation issues directly with politicians and senior civil servants. In 2017, this included focused discussions on water quality and marine plastic pollution.

We continue to build the APPG as a highly collaborative platform.

Ocean plastic pollution was a key area of interest for APPG members, with strong support for developing discussions on Deposit Return Systems and exploring measures and policy that could prevent plastic from entering the environment. This supported our advocacy in this area through the Defra consultation and the Environmental Audit Committee. The Chair of our All Party Parliamentary Group, Steve Double MP, was particularly supportive on our work on these campaigns.

We also took this agenda with us to the Our Oceans Conference in Malta, the UN Oceans Conference in New York and various meetings in Brussels with the **#BreakFreeFromPlastic** Coalition.



THE
OCEAN
CONFERENCE
UNITED NATIONS, NEW YORK, 5-9 JUNE 2017

We continued to contribute our expertise to the Government's developing National Litter Strategy, joining cross-sectorial meetings.

We continued to develop our global relationships through the planning of the Global Wave Conference held in California in March 2017.

Media, Social Media & Marketing

We continued to engage and educate the public through our website, the media and through our social media channels. Despite being a small team and not having a dedicated press officer we still manage to reach millions of people with our work, enhancing our impact at every level.

2017 saw plastic pollution come to the forefront of the news agenda and we received unprecedented coverage of our work which featured in **The Guardian, The Times, The Daily Mail, The Telegraph and hundreds of smaller regional newspapers**. We have also appeared on every major UK TV network and many international broadcast outlets. This coverage is helping us to build our community of volunteers, educate people on the issue and persuade business & political stakeholders to adopt policies to better protect the marine environment.

It would be remiss not to include reference to the BBC Blue Planet II programme which raised the public's awareness of plastic pollution to a new level in the autumn of 2017.

We have updated our website in 2017, www.sas.org.uk making it easier for people to become engaged with our work.

We now reach over 300,000 people through our social media networks including Facebook, Twitter and Instagram.

In 2017, we continued to produce & distribute our membership magazine, Pipeline, covering project updates and other exclusive information for SAS members. This is the main method of reporting progress to all stakeholders alongside the charity's extensive digital and media reach.

The collage features several key digital marketing elements:

- Twitter Profile:** A screenshot of the @sascampaigns Twitter profile, showing 3,220 posts, 64.8k followers, and 2,444 following. The bio describes the charity's mission to protect oceans, beaches, waves, and wildlife.
- Facebook Profile:** A screenshot of the SurfersAgainstSewage Facebook page, showing 7,128 following and 39.2K followers. The bio states the charity's focus on marine conservation and campaigns like #PlasticFreeCoastlines.
- Website Screenshot:** A view of the website's navigation menu and a featured article titled "Plastic Pollution" with the headline "Plastic pollution is the 'new sewage'. Tackling it is our number one priority."
- Campaign Poster:** A large graphic for the "AUTUMN BEACH & RIVER CLEAN" event, scheduled for 20-28 OCT 2018, featuring the SAS logo and a map of the UK.

Organisational

We recruited three new Trustees on our Board.

- Dr Heather Koldewey is a marine biologist and environmentalist. She is currently the Section Head of Global Programmes at the Zoological Society of London.
- Jon Khoo is Innovation Partner at Interface with a focus on sustainability, inclusive business and entrepreneurship.
- Ben Suffell is the founder and managing director of QTS Fundraising. He is also a founding member of The Olive Network, a fledgling online community, designed to engage people across the globe and to curate humanitarianism by encouraging charities, NGO's and individuals to collaborate.

We are a small team that continues to have a big impact in our area of work thanks to the incredible community of volunteers that we work with. Our philosophy is to give community the tools, knowledge & passion needed to protect the marine environment.



Dr Heather Koldewey

our Aims for 2018



LAUNCH PLASTIC FREE PARLIMENT TO ENCOURAGE CIVIC PARTICIPATION AND CITIZEN LOBBYING, TO BUILD A MOVEMENT CALLING FOR MPS TO REDUCE AND REMOVE AVOIDABLE SINGLE-USE PLASTICS IN WESTMINSTER.

ENGAGE A NATIONWIDE NETWORK OF PLASTIC FREE COMMUNITIES TO CHALLENGE SINGLE-USE PLASTIC & REDUCE PLASTIC CONSUMPTION

AMPLIFY OUR CALL FOR A

50% REDUCTION in UK BEACH LITTER & PLASTIC POLLUTION by 2022

we will EXPAND OUR NETWORK of SAS REGIONAL REPS TO 175 INDIVIDUALS LEADING STRONG & ENGAGED COMMUNITIES

PROVIDE REAL TIME WATER QUALITY INFORMATION FOR RIVERS

CONTINUE TO DEVELOP & DIVERSIFY OUR BEACH CLEAN COMMUNITY MOVEMENT to INVOLVE up to **50,000 VOLUNTEERS**

EXPAND OUR BEACH CLEAN BOX COMMUNITY RESOURCE NETWORK to

250 LOCATIONS

WE WILL DELIVER A MINIMUM of **100,000** VOLUNTEER HOURS to PROTECT UK BEACHES

Future Activity & Plans for 2018



In 2017 we started to deliver strongly against our new 5 year strategic plan that was developed and implemented in consultation with Surfers Against Sewage staff, trustees, regional reps, members and experienced external facilitators. We will continue to implement this strategic plan, which will again focus on plastic pollution as our priority issue in 2018.

Our Plastic Free Coastlines vision and strategy will continue to be central to work in 2018. We plan to continue to build one of the most authentic, inclusive and engaged community of citizens campaigning for our oceans in the UK, with plastic pollution as their core issue of engagement and activation.

This will include expanding our beach clean community to continue to remove even more plastic pollution from our coastline, monitor & record plastic pollution, and recycle useable waste. All plastic pollution removed from our beaches is a victory for the environment.

However, we will also prioritise dramatically expanding new Plastic Free Communities to stop plastic pollution further upstream, reducing the amount of single-use plastics individuals, businesses, local governments and other stakeholders consume. Reducing the plastic burden on the planet is of critical importance and we will follow waste hierarchy to firstly advocate reducing consumption of single-use plastics, then reuse and replace plastics, and finally campaign for more effective domestic recycling of plastics.

We will continue to campaign for a comprehensive Deposit Return System for the UK, using our successful campaign in Scotland to help encourage a commitment from Westminster to create a unified system. We will continue to push the *Message In A Bottle* petition as part of this campaign. This is already one of the biggest plastic pollution petitions ever created in the UK.

We will also work with our All Party Parliamentary Group to explore new opportunities for policy and legislative changes that can help reduce plastic pollution and create a circular economy. This will include participating in relevant meetings, consultations and conferences that focus on strategies designed to eliminate unnecessary plastics.

Our community outreach will continue to expand and we hope to engage a diverse and inclusive group of citizens through our education initiatives, community beach cleans and litter picks, campaign activities and long term volunteering programmes.

We will also continue to campaign on water quality, human health and wellbeing, climate change and marine protected areas where resources are available or specific projects arise.

Plastic Pollution

- Engage a nationwide network of Plastic Free Communities to challenge single-use plastic and reduce plastic consumption.
- Continue to develop and diversify our beach clean community movement to involve up to 50,000 volunteers in 2018
- Expand our Beach Clean Box community resource network to 250 locations
- Recruit, train and resource a further 50 Regional Reps nationwide, whilst continuing to develop, support, resource and activate the existing network.
- Deliver up to 1,500 significant organized community beach cleans nationwide, including through our Big Spring Beach Clean and Autumn Beach Clean Series.
- Provide the support and materials for our supporters to organise their own beach cleans year-round including small scale individual cleans through the #MiniBeachClean initiative.
- Launch Plastic Free Parliament to encourage civic participation and citizen lobbying, to build a movement calling for MPs to reduce and remove avoidable single-use plastics in Westminster.
- Continue to build our community movement calling for deposit return systems through the **Message In A Bottle** petition and engage with all relevant consultations & meetings to secure Government policy to implement a UK-wide system.
- Continue to grow our single-use plastic advocacy and influence through the All Party Parliamentary Group, the National Litter Strategy Committees, the Break Free From Plastic Movement and other forum.
- Investigate opportunities to extend our research and primary evidence around plastic, oceans and human health.
- Engage more citizen scientists - monitoring levels and types of plastic pollution as part of SAS community beach cleans to contribute to identifying industry solutions and supporting calls for new government policy and legislation.
- Amplify our call for a 50% reduction of UK beach litter and plastic pollution by 2022 and building the road map of activity to help achieve this.
- Collaborate on new marine litter initiatives to prevent the flow of plastic to the marine environment, focusing on the circular economy and seeing marine plastic pollution as a resource rather than waste.
- Raising the profile of SAS plastic pollution activities amongst politicians, specifically through our All Party Parliamentary Group, and aim to better influence and inform government to tackle the marine litter crisis through policies and tangible action.
- Participate in key marine litter strategy meetings (political, academic and industry) at UK and international level to influence government and industry policy on marine plastic pollution.
- Encouraging business to reduce packaging, increase messaging to reduce littering, select less harmful packaging options and support grassroots environmental activities protecting waves, oceans and beaches.
- Campaign to ensure that the UK's plastic pollution ambitions & policies are as robust, or more robust than Europe's after Brexit

Water Quality

- Promote the positive progress our campaigns have helped deliver in improving water quality nationwide and the importance of maintaining these standards once the UK leaves the EU (Brexit). The last 25 years has seen a dramatic improvement in coastal water quality thanks to highly effective EU legislation (Urban Waste Water Treatment Directive, Water Framework Directive, Bathing Water Directive) and some strong campaigning from organisations including SAS. In 2017, 98.4% of England's bathing waters passed the minimum standards, compared to only 27% in 1990.
- Continue to provide free national real-time water quality alerts through the Safer Seas Service.
- Expand the Safer Seas Service to protect recreational water users at even more popular beaches, surf spots and safe inland bathing zones nationwide.
- Continue to engage water companies and the UK government on water quality issues and participate in meetings where necessary and constructive.
- We will continue to raise awareness of the need to protect and continually strive to improve water quality where needed, particularly in the wake of Brexit, which may threaten to reverse some of the progress we have helped deliver in the last 25 years.
- We will build new discussions with water companies to ensure the Safer Seas Service can become a sustainable and increasingly impactful project over the next five years to cover all UK bathing waters and some inland sites where safe and achievable. We will continue to build the evidence base, both health-related and environmental, on water quality campaigns and initiatives.

Protect Our Waves / Marine Protected Areas

- Working with other leading global NGO's we will develop plans for the Global Wave Conference 2018.
- We will expand our work on Marine Protected Areas through the Protect Our Waves APPG in discussion and collaboration with partner NGOs and charities.
- We will seek funding to further develop our APPG and open up the group to other NGOs and charities where possible to increase impact.
- We will increase the evidence base, both economic and environmental, to support the promotion and protection of UK surf spots and coastal recreational zones.

Community Engagement, Outreach & Volunteering

- We will expand our network of SAS Regional Reps to 175 individuals leading strong and engaged communities.
- We will deliver a minimum of 100,000 volunteer hours to protect UK beaches.
- We will train, resource and mobilise the Regional Reps to help us deliver projects nationwide.
- We will create volunteering roles to help support plastic pollution campaigns, citizen science initiatives and health studies.
- We will continue to attract a high level of media profile for the charity and its issues.
- We will develop a new high profile flagship advertising campaign through the pro-bono support of M&C Saatchi to support ongoing environmental initiatives nationwide.
- We will redevelop our supporter management systems and website, to maximise opportunities for campaign engagement, volunteering, membership recruitment, fundraising, merchandise sales and other areas important to SAS's on-going charitable mission and impact.

Fundraising

Overview:

SAS has seen sustained growth across all income streams since 2012. The diverse range of income streams ensures we are not overly reliant on any one source of funds. We have recognised the need to ensure the growth of unrestricted income streams and will continue to invest in these as well as developing a strategy around Legacy giving.

Membership / Regular giving:

Income from SAS's regular and one off donors continues to grow with sustained growth since 2014. In 2017 we invested in our online giving mechanisms resulting in significant growth of 41%. In 2018 we will further invest in recruiting regular donors with a Face to Face recruitment campaign.

Business membership scheme:

Our 250 Club continues to grow steadily providing valuable unrestricted income. In 2017 we held our first 250 Club event with great feedback from members. We will continue to connect with our supporters through an annual event.

Community & Events Fundraising:

Community & Events fundraising income grew by 47% in 2017 reflecting a growing interest and involvement with communities throughout the UK in our project work. We aim to grow this income stream significantly in the coming years.

Merchandise sales:

Sales from SAS merchandise continued to grow with a 23% increase in 2017. The development of a retail space at our office in Wheal Kitty has ensured offline as well as online income.

Trusts & Grants:

Trusts & foundations continue to provide valuable income for specific project work as well as a small number of unrestricted grants towards our core work. A clear organisational strategy with clearly defined projects has helped to secure significant grants towards our projects. Moving forward we will focus on securing multiyear grants to ensure continuity of delivery for the Projects & Campaigns team and the ability to better budget and plan for coming years.

Systems & processes:

2017 saw us start the procurement and gradual implementation of a new CRM database provided by Harlequin software. We anticipate completing the installation in 2018. We invested in updating our website making it easier for the public to access our work and locate community events organised by our volunteers.

General Data Protection Regulation:

We have conducted an audit of all personal data we hold and procedures for processing data. We have invested in training courses for individuals throughout the organisation to ensure everyone is aware of their responsibilities regarding the upcoming GDPR changes to legislation in May 2018.

Financial Review

During the year the Charity raised £1,171,687 from general public, government agencies, corporate and charitable trust donations and corporate sponsorship to carry out the programmes and projects mentioned in the above report. £946,264 was expended during the current year.

As shown in the restricted funds column in the Statement of Financial Activities, £602,697 of income was restricted for specific projects and the expenditure on those projects was £518,418. SAS is dependent upon securing unrestricted funding, the major source of this being membership subscriptions.

£427,846 was raised with no restrictions through fund-raising activities and donations. Unrestricted charitable expenditure of £436,590 was used to deliver unrestricted projects as detailed in note 13 to the financial statements.

Our thanks to all who gave their time and money to SAS during the year.

Investment Policy

The investment policy is to hold investments in low risk interest bearing cash deposits, having regard to both the liquidity requirements of the charity and the interest rates available.

Reserves Policy

The reserves are required to meet the working capital requirements of the charity and to allow continued funding of a project in the event of funding not being immediately available, until further funding can be sourced.

The Trustees aim to hold general reserves, excluding those represented by fixed assets and specific designated funds, sufficient to cover three months' operating costs. Income and expenditure streams are forecast through annual budgets and carefully monitored through monthly management accounts. Budgeted expenditure for 2018 is around £1,000,000, because of this increase in expenditure and the continued growth of the charity, the Trustees believe that Charity reserves of £272,243 need to be increased to £300,000 by 2020.

Risk Management

The Trustees' have conducted a review of the major risks to which the charitable company is exposed. A risk register has been established to mitigate the risks the charitable company faces. Internal control risks are minimised by the implementation of procedures for authorization of all transactions and projects. Procedures are in place to ensure compliance with health and safety of staff, volunteers, clients and visitors to the charitable company. These procedures are periodically reviewed to ensure that they continue to meet the needs of the charitable company.

Trustees' Responsibilities

in relation to the financial statements.

The charity trustees (who are also the directors of the Charitable Company for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing the financial statements, the trustees are required to:

- Select suitable accounting policies and the apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

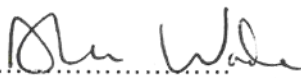
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors:

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- The trustees, having made enquiries of fellow directors and the auditors that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

By order of the board of trustees

Signed: 

Name: Alexander Wade

Date: 19/10/18

Surfers Against Sewage Ltd
Statement of Financial Activities
For the year ending 31 December 2017

	Notes	Unrestricted funds	Restricted funds	Total funds 2017	Total funds 2016
Income from:		£	£	£	£
Donations and legacies	3	317,729	233,217	550,946	535,090
Charitable activities	4	98,640	369,480	468,120	309,845
Other trading activities	5	149,212	-	149,212	163,200
Other		3,408	-	3,408	1,721
Total Income		568,989	602,697	1,171,687	1,009,856
Expenditure on:					
Raising funds		(78,765)	-	(78,765)	(54,544)
Charitable activities	6	(349,082)	(518,418)	(867,499)	(894,862)
Total Expenditure		(427,846)	(518,418)	(946,264)	(949,406)
Net income/(expenditure) and net movement in funds		141,143	84,280	225,423	60,450
Reconciliation of funds:					
Total funds brought forward		239,850	35,727	275,577	215,127
Total funds carried forward	13	380,993	120,007	501,000	275,577

All gains and losses recognised in the year are included in the Statement of Financial Activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under Companies Act 2006.

The notes on pages 36 to 46 form part of these financial statements.

Surfers Against Sewage Ltd
Balance Sheet
As of 31 December 2017

	Notes	Total funds	Prior Year Funds
Fixed assets:		£	£
Intangible assets	8	12,369	-
Tangible assets	9	19,271	20,550
Total fixed assets		31,640	20,550
Current assets:			
Stocks		14,569	12,682
Debtors	10	28,964	23,790
Cash at bank and in hand		560,352	261,733
Total current assets		603,885	298,205
Liabilities:			
Creditors: amount falling due within one year	11	(34,525)	(43,178)
Deferred income	11	(100,000)	-
Net current assets or liabilities		469,360	255,027
Total net assets or liabilities		501,000	275,577
Funds:			
General Reserves		272,243	239,850
Designated funds		108,750	-
Total unrestricted funds		380,993	239,850
Restricted funds		120,007	35,727
Total charity funds	13	501,000	275,577

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

The notes on pages 36 to 46 form part of these financial statements.

Signed: *Alex Wade*
Name: Alexander Wade
Approved by the board on: 19/10/18
.....

Surfers Against Sewage Ltd
Statement of Cash Flow
For the year ending 31st December 2017

	Total Funds	Prior Year Funds
Cash flows from operating activities:	£	£
Net income/(expenditure) for the reporting period	225,423	60,382
Adjustments for:		
Depreciation charges	8,926	12,054
Amortisation of goodwill	4,241	1,750
(Increase)/decrease in stocks	(1,887)	4,106
(Increase)/decrease in debtors	(5,174)	61,306
Increase/(decrease) in creditors	(8,653)	10,569
Increase/(decrease) in deferred income	100,000	-
Net cash provided by (used in) operating activities	322,875	150,167
Cash flows from investing activities:		
Dividends, interest and rents from investments	-	58
Purchase of property, plant and equipment	(24,255)	(7,060)
Net cash provided by (used in) investing activities	(24,255)	(7,002)
Net increase / (decrease) in cash	298,620	143,165
Change in cash and cash equivalents in the reporting period		
Cash and cash equivalents at the beginning of the reporting period	261,732	118,567
Cash and cash equivalents at the end of the reporting period	560,352	261,732
Consisting of:		
Cash at bank and in hand	560,352	261,732

The notes on pages 36 to 46 form part of these financial statements.

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

1. Accounting Policies

Basis of Preparation

The accounts of the charitable company, which is a public benefit entity under FRS 102, have been prepared under the historical cost convention in accordance with the Financial Reporting Standard Applicable in the UK (FRS 102), the 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 (FRS 102) (Charities SORP (FRS 102)), the Charities Act 2011 and the Companies Act 2006.

Income

Donations are recognised as incoming resources when receivable, except insofar as they are incapable of financial measurement. This includes donated services which have been shown at their estimated market value. Merchandise sales, raffle ticket sales, subscriptions from members and other income are recognised when received. Investment income is included when receivable. Grants and sponsorship, including grants for the purchase of fixed assets, are recognised in full in the Statement of Financial Activities in the year which they are receivable.

Expenditure

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of partial VAT which cannot be recovered.

Cost of generating funds comprise of direct fundraising costs and the purchase of merchandise for resale and any surplus is used by the charity to meet its aims and objectives.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them. A breakdown is shown within note 6.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees.

All costs are allocated between the expenditure categories of the Statement of Financial Activity on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis, e.g. estimated wages as set out in note 6.

Accumulated funds

Unrestricted funds are incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Designated funds are unrestricted funds that the Trustees have set aside to be used for a particular future project or commitment. The purposes of the designated funds are set out in the notes to the accounts.

Restricted funds are subject to specific conditions by donors and grant making bodies as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Depreciation / amortisation

Depreciation / amortisation had been provided at the following rates in order to write off the assets over their estimated useful lives.

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

Individual fixed assets costing £250 or more are capitalised at cost.

Leasehold improvements	Equally over the period of the lease.
Fixtures, fittings & equipment	25% straight line on cost
Computer Equipment	33% reducing balance
Vehicles	25% reducing balance
Website & Database	33.33% straight line on cost

Stocks

Stock is valued at the lower of cost and net realisable value

Foreign Currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the Statement of Financial Activities.

Financial Instruments

The charitable company only had financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measure at their settlement value.

Leasing and Hire purchase commitments

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the Statement of Financial Activities over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

Termination Payments

Termination payments are recognised within the financial statements as soon as a legal or constructive obligation exists.

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

2. Operating surplus / deficit

	2017	2016
This is stated after charging:	£	£
Depreciation of owned fixed assets	8,926	12,054
Amortisation of intangible assets	4,241	1,750
Auditors' remuneration	6,000	6,000

3. Income from donations and legacies

	Unrestricted funds	Restricted funds	Total funds 2017
Income source:	£	£	£
Corporate	42,363	229,000	271,363
Membership subscriptions	215,360	-	215,360
Community	50,389	4,217	54,606
Individuals	9,617	-	9,617
Total	317,729	233,217	550,946

4. Income from charitable activities

	Unrestricted funds	Restricted funds	Total funds 2017
Income source:	£	£	£
Charitable trusts & foundations	98,640	249,480	348,120
Corporate partnerships	-	120,000	120,000
Total	98,640	369,480	468,120

5. Income from trading activities

	Unrestricted funds	Restricted funds	Total funds 2017
Income source:	£	£	£
Merchandise sales	128,520	-	128,520
Fundraising events	20,692	-	20,692
Total	149,212	-	149,212

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

6. Expenditure on charitable activities

	Campaign & Project Delivery	Support Staff Costs	Support & Governance Costs	Total
Programme:	£	£	£	£
Education	62,764	13,763	15,424	91,950
Community	224,025	49,123	55,051	328,200
Community - Plastic Free Communities	188,660	41,368	46,361	276,389
Advocacy and Campaigns	116,695	25,588	28,676	170,960
Total	592,144	129,843	145,512	867,499
Basis of apportionment	Direct & staff time	Staff time	Apportioned by direct cost %	

7. Analysis of staff costs

The average monthly head count was 12 staff (2016: 11 staff) and the average monthly number of full-time equivalent employees (including casual and part-time staff) during the year was 10.98 staff (2016: 11 staff).

The cost of employing these staff was:

	2017	2016
Cost breakdown:	£	£
Wages and salaries	308,498	293,822
Social security costs	29,316	26,139
Termination payment	32,000	-
Defined contribution pension costs	1,997	-
Training and recruitment	4,910	1,029
Total	376,721	320,990

The obligation in connection to the termination payment has been fully fulfilled within the year ending 31 December 2017. The termination payment was due to a merging of the Campaigns & Project delivery team

Key Management Personnel

The key management personnel of the Charitable Company is the Chief Executive Officer (CEO) and his employee benefits for the year were £63,709. The CEO was the only member of staff whose employee benefits exceeded £60,000 within the year.

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

8. Intangible Fixed Assets

	Website Development	Database Development	Total
	£	£	£
Cost at 1 January 2017	9,000	-	9,000
Additions	9,500	7,110	16,610
Disposals	(9,000)	-	(9,000)
At 31st December 2017	9,500	7,110	16,610
Amortisation at 1 January 2017	9,000	-	9,000
Disposals	(9,000)	-	(9,000)
Provided during the year	2,090	2,151	4,241
At 31st December 2017	2,090	2,151	4,241
Net book value at 1 January 2017	-	-	-
Net book value at 31 December 2017	7,410	4,959	12,369

9. Fixed Tangible Assets

	Leasehold Improvements	Fixtures, fittings and equipment	Vehicles	Total
	£	£		£
Cost at 1 January 2017	18,333	89,715	13,912	121,960
Additions	1,234	6,411	-	7,645
Disposals	(17,734)	(33,130)	-	(50,864)
At 31st December 2017	1,833	62,997	13,912	78,742
Depreciation at 1 January 2017	17,950	75,172	8,288	101,410
Disposals	(17,734)	(33,130)	-	(50,864)
Provided during the year	106	7,414	1,406	8,926
At 31st December 2017	322	49,456	9,694	59,472
Net book value at 1 January 2017	383	14,543	5,624	20,550
Net book value at 31 December 2017	1,511	13,541	4,218	19,270

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

10. Debtors

	2017	2016
	£	£
Trade debtors	22,316	12,836
Other debtors	6,648	9,041
Prepayments	-	1,913
Total	28,964	23,790

11. Creditors: amounts falling due within one year

	2017	2016
	£	£
Trade Creditors	10,096	16,814
Other taxes, social security and pension costs	13,750	5,495
Other creditors	10,680	20,869
Total	34,525	43,178

	2017	2016
	£	£
Deferred income:		
People's Postcode Lottery Grant	100,000	-

12. Other financial commitments

At the year end the company had annual commitments under non-cancellable operating leases as set out below:

Leases	2017	2016
Expiring within:	£	£
1-5 years	23,028	12,881

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

13. Movement in Funds

	Opening balance	Income	Expenditure	Transfers	Closing Balance
Restricted Funds:	£	£	£	£	£
Education Programme					
Be The Change	11,000	52,000	24,603	-	38,397
Plastic Free Schools	-	44,717	23,532	-	21,185
Ocean School	-	18,642	14,629	-	4,012
Community Programme					
Beach Clean Series	-	148,237	145,109	-	3,127
Plastic Free Communities	-	125,000	125,000	-	-
Events	-	100,000	100,000	-	-
Reps Programme	24,727	35,102	32,983	-	26,846
Beach Clean Boxes	-	29,000	24,014	-	4,986
Advocacy & Campaigns					
Plastic Free Parliament	-	30,000	10,127	-	19,873
APPG	-	20,000	18,421	-	1,579
Total Restricted Funds	35,727	602,697	518,418	-	120,007
Unrestricted Funds:					
Community Programme					
Plastic Free Communities	-	-	63,660	100,360	36,700
Safer Seas	-	-	7,568	7,568	-
Events	-	-	7,848	7,848	-
Advocacy & Campaigns					
Advocacy & Awareness	-	-	47,249	47,249	-
Message in a Bottle	-	-	37,873	37,873	-
Surf Activists	-	-	3,026	3,026	-
Development Programme					
Science & Research	-	-	-	20,000	20,000
Capacity Building	-	-	-	47,050	47,050
GDPR	-	-	-	5,000	5,000
Total Designated Funds	-	-	167,222	275,972	108,750
General Reserves	239,850	568,989	260,624	(275,972)	272,243
Total Unrestricted Funds	239,850	568,989	427,846	-	380,993
Total Funds	275,577	1,171,687	946,264	-	501,000

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

Restricted Funds

Education Programme

Be The Change is an education programme and award scheme. Free for schools, Be The Change highlights the importance of clean, happy community spaces & schools, and informs, inspires and empowers young people and the communities they represent to find positive solutions to the current litter crisis. In 2017 we were able to deliver a nationwide tour.

Plastic Free Schools focuses on tackling society's over reliance on single-use plastic, encouraging students up to the age of 16 to take direct positive action to reduce their school's single-use plastic footprint. The programme invites schools and students to join the Single-Use Plastic Resistance movement, encouraging the rejection of single-use plastic bottles, straws, cutlery and other easy to eliminate items and advocating more recycling, and other systems (such as Deposit Return Systems) to protect our environment from the growing tide of plastic pollution. We engage students with creating solutions, campaigning to call for systems change and challenging established thinking to trap plastic in the recycling economy rather than the environment, or remove it completely.

Ocean School is an immersive hands-on education programme designed by SAS to raise student's awareness of the plastic pollution problem in the places they love, and ask for their help to protect it. Ocean School provides students with the opportunity to explore, investigate and respond to the marine environment empowering them to embrace the vital part they play in protecting the places they love.

Community Programme

Beach Clean Series are made up of the Big Spring Beach Clean, Autumn Beach Clean Series & #Minibeachcleans. Together they are the cornerstone of our beach clean programmes and thanks to our incredible network of volunteers they have developed them into the biggest beach clean programme in Europe.

Plastic Free Communities is the UK's first and biggest grass-roots network aimed at eliminating the use of avoidable single-use plastics. We are doing this through direct community action aimed at reducing the availability of single-use plastics at source - in our homes, schools, businesses and highstreets. From the single objective of getting individuals and communities to reduce their consumption of single-use plastic items, we have developed a socially engaged project capable of accomplishing two distinct tasks: getting people to rethink their own use of avoidable plastics, and encouraging people to unite to tackle the problem collectively.

Events - through our network of volunteers and the core SAS team we attend festivals throughout the UK to talk to individuals about our work and how they can engage with it.

Reps Programme - Our Regional Representatives take a holistic approach to the protection of their local area, working with the community they organise beach cleans, deliver environmental education talks in schools, colleges and to community groups and liaise with local politicians to ensure SAS is represented politically in their area. SAS invests significantly in the training, equipping and management of the Regional Representatives.

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

Beach Clean Box is a community resource that is available to any member of the community who would like to organise a beach clean. The boxes have all of the resources needed to organise a beach clean as well as educational and training materials.

Advocacy & Campaigns

Plastic Free Parliament aims to empower individuals and communities to encourage MPs to get their House in order and rid Parliament of single-use plastics, whilst encouraging supporters to pledge to refuse single-use plastics in their lives.

Our All Party Parliamentary Group is the only marine conservation focused group in Westminster and involves over 21 MPs. It provides SAS with an essential platform to raise serious environmental concerns and marine conservation campaigns directly with politicians and senior civil servants. It also seeks cross-sectorial solutions to protect our coastal environment from marine litter, water pollution, habitat destruction and more.

Designated Funds:

Community Programme

Plastic Free Communities – the success of this campaign pilot has been incredible with a huge appetite from communities throughout the UK wanting to get involved. In order to capitalise on this we will be investing in our capacity to deliver the project and developing more resources for communities to use.

Our *Safer Seas Service* is the only national free real-time water quality app. The app is free to download or to access via an online interactive map. We will continue to invest in this project to ensure we can provide this essential service to water users.

Events provide SAS with a valuable opportunity to engage a wide audience with our work and to recruit new regular donors to support our work on an ongoing basis.

Advocacy & Campaigns

Advocacy & Awareness: We will continue to use our unique position as the authentic voice of the Ocean to promote our work and engage as wide an audience as possible with our campaigns and volunteering opportunities. We will network with other NGO's to collaborate on issues where a joined up approach is the best outcome for the environment.

Message in a Bottle – we have been at the forefront of campaigning for a deposit return system, whereby a small deposit on plastic bottles dramatically increases return and recycling rates. Over the past year almost 300,000 supporters have signed our petition, which we delivered to 10 Downing Street in September. We have also engaged regularly with the Environment Minister Therese Coffey MP on the issue, presented oral and written evidence to the Environmental Audit Committee, given evidence to the London Assembly Environment Committee and provided Defra with detailed evidence to their consultation on deposit return systems. We will continue to invest in this campaign to ensure a positive outcome for the environment.

Surf Activists - we have created the Surf Activist website, an online resource that gives local communities the tools and knowledge to protect their local coastal areas from environmental threats. We will continue to develop this project and promote it through a series of events.

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

Development Fund

Science & Research We will be committing resources to ensure research around the implications of Brexit and how we can most effectively use our networks and experience around Marine Protected Areas.

Capacity Building - the huge increase in public awareness and media coverage around the issues of marine plastic pollution has led to far higher participation in our community work, campaigns and education programmes. In order to meet this demand we will aim to grow our organisation and capacity. In addition to the increase in capacity we will update our office & IT infrastructure to ensure we are future proofed against any further growth

GDPR – we are committed to protecting all supporters’ personal information and being transparent about what we do with it, no matter how people interact with us. With the upcoming changes to General Data Protection Regulation we will be committing resources to ensure SAS is fully compliant by the deadline in 2018.

14. Related party transactions

The charity has received donated services from the following Trustees and their connected business organisations:

C Hides - his company M&C Saatchi provided pro bono advertising campaigns to the charity and this has been included as donated services within incoming resources. The total value of these donated service included in the accounts is £125,000.

15. Trustee remuneration and expenses

The Trustees were not paid nor received any other benefits from employment with the charity or its subsidiaries in the year (2016: £0.00).

Directly incurred Trustee expenses borne by the charity in the year totalled £735 (2016: £0.00), paid to 2 (2016: 0) Trustees. Those expenses were mainly for travel and training.

16. Ultimate Controlling Party

The company is controlled by the Board of Trustees.

17. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds 2017	Total funds 2016
	£	£	£	£
Fixed assets	31,640	-	31,640	20,550
Current Assets	383,879	220,007	603,885	298,205
Current Liabilities	(34,525)	(100,000)	(134,525)	(43,178)
Net Assets	380,993	120,007	501,000	275,577

Surfers Against Sewage Ltd
Notes to the Accounts
For the year ending 31st December 2017

18. Prior Year Statement of Financial Activities (2016)

	Unrestricted funds	Restricted funds	Total funds 2016
Income from:	£	£	£
Donations and legacies	241,957	293,133	535,090
Charitable activities	61,531	248,314	309,845
Other trading activities	163,200	-	163,200
Other	1,721	-	1,721
Total Income	468,409	541,447	1,009,856
Expenditure on:			
Raising funds	(54,544)	-	(54,544)
Charitable activities	(382,046)	(512,816)	(894,862)
Total Expenditure	(436,590)	(512,816)	(949,406)
Net income/(expenditure) and net movement in funds	31,819	28,631	60,450
Reconciliation of funds:			
Total funds brought forward	208,031	7,096	215,127
Total funds carried forward	239,850	35,727	275,577

Surfers Against Sewage Ltd
Independent auditor's report
To the members of Surfers Against Sewage Ltd

Opinion

We have audited the financial statements of Surfers Against Sewage Ltd (the "Charity") for the year ended 31 December 2017 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 Charity's affairs as at 31 December 2017 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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 Charity 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

- We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:
- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

Surfers Against Sewage Ltd
Independent auditor's report
To the members of Surfers Against Sewage Ltd

We have nothing to report in respect of the following matters in relation to which the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- we have not obtained all the information and explanations necessary for the purposes of our audit;
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement, set out on page 32, the trustees 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 they 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 Charity'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 Charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

The trustees have elected for the financial statements to be audited in accordance with the Charities Act 2011 rather than the Companies Act 2006. Accordingly, we have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

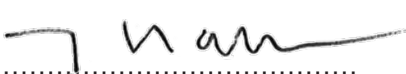
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee 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 for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities]. This description forms part of our auditor's report.

Use of our report

This report is made solely to the Charity's trustees, as a body, in accordance with section 144* of the Charities Act 2011 and the regulations made under section 154 of that Act. 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 auditor's 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's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Neil Hallam FCCA
(Senior Statutory Auditor)
For and on behalf of
Crane & Johnston C&J Ltd
Accountants & Statutory Auditors
30-32 Trebarwith Crescent
Newquay
Cornwall, TR7 1DX


.....

29/10/18

Acknowledgements

Surfers Against Sewage would like to thank all of its members, volunteers, supporters and fundraisers for their on-going support in making our campaigns and projects to protect the UK's marine environment across the UK possible.

Surfers Against Sewage would also like to thank the following companies, organisations, foundations and individuals for their support in 2017:

Calouste Gulbenkian Foundation	J Van Marrs Foundation	The Moondance Foundation	
Reta Lila Howard Foundation	Crown Estate	Greggs Foundation	
People's Postcode Lottery	Postcode Green Trust	The Sir Robert Gooch Trust	
SIMA Environmental Fund	Fitton Trust	Hamamelis Trust	
Lochlands Trust	The Astor Foundation	Swire Charitable Trust	
The HDH Wills 1965 Charitable Trust	Belvedere Trust	The St Mary's Charity	
Balmain Environment Conservation Trust	Henhurst Charitable Trust	The Lalonde Trust	
Dora Rebecca Fine Charitable Trust	The Culra Charitable Trust	Gerefa Charitable Trust	
Ethel And Gwynne Morgan Trust	Vandervell Foundation	The Halleria Trust	
The Ernest Ingham Charitable Trust	The Millennium Oak Trust	The Hobson Charity Limited	
The Millichope Foundation	Chapman Charitable Trust	The Anson Charitable Trust	
Clark Bradbury Charitable Trust		The Russell and Mary Foreman 1980 Charitable Trust	
The William Dean Countryside & Educational Trust		The Percy Hedley 1990 Charitable Trust	
The Roger and Sarah Bancroft Clark Charitable Trust		Martin Connell Charitable Trust	
The Antony and Noreen Daniell Charitable Trust		Stuart Heath Charitable Settlement	
The Charlotte Bonham-Carter Charitable Trust		Maurits Mulder Canter Charity	
The Joseph Nickerson Charitable Foundation		The Gardeners Charitable Trust	
The 29th May 1961 Charitable Trust		Stuart Heath Charitable Settlement	
The Seven Pillars of Wisdom Trust		The Henry C Hoare Charitable Trust	
The Nineveh Charitable Trust		The 29 th May 1961 Charitable Trust	
M&C Saatchi PR	Greggs PLC	Boardmasters	Ecover
Patagonia	Barefoot Wine	Vision 9	River Cottage
Soul & Surf	60 Sticks	BioNutrition	Klean Kanteen
Finisterre	Surfers Journal	The Scarlet Hotel	GM Wilsons Solicitors
Bosinver Farm		Animal	Parley For The Oceans
Brewers Decorator Centres		Bedruthan Steps Hotel & Spa	

SAS 250 Club Members:

Flowmo | Mylor Sailing School | Watergate Bay Hotel | Adventureline Walking Holidays | Blackwater Studios | Ninham Country Holidays
 Rustic Cakes | Surf Snowdonia | West Wight Holidays | Ecogym | Freewave Surf Academy | Fourth Element | Hoffmann & Rathbone
 Psyched Paddleboarding | Butta | CBSVL | Cornish Seaweed | Crossways General Store | First Wave Adventures | Just Kampers
 Mungo's Hastings | Coastal Spirit | Little Tide | Lizard Adventure Ltd | Studio in the Sticks | Sundried | Principality Building Society
 | Eat 2 Fingers Esme Wellbeing | Harwoods Garage | Marsdens Devon Cottages | My Claim Solved | Whale of a Time Clothing | Mantis World | Ocean Helper
 Helping Hand Environmental | Adventure South | Ashley House Printing Company | Buff | Crantock Bay Hotel | Dor & Tan | EcoStardust
 Elite Automotive | Escape Surf School | Northcore | Stitches + Steel | Whitby & Co | Wholegrain Digital | Asanox | Big Balls Collective
 Forever Cornwall | Pin-Up Brewing Co | Waste Paper Solutions | Cullercoats Bike & Kayak | Freeze Pro Shop | Infinity Foods | Davy J
 Linda Thomas Eco Design | Modesto.Works | Scapa Fest | Clipper Contracting Group | eola | Hyde + Hyde Architects | Leap Media | Skunkworks
 View Shed | Get on the Water | Marraum | Seafood and Eat It | Sykes Cottages | Woodfired Canteen | &Keep | Best of Wales | BOING Jewellery
 Earth Friendly Foodware | Elements Brand Management | Henry Burgers | JensonR+ Ltd | Kobe Surf | Over The Moon Tents | Trident Marine
 With Bear Hands | APC Wet Paint Ltd | Dinghy | Freshwell Camping | Sunday Collab | The Slipway | TideUp | Utili-Light | Wild & Free Adventures
 Broken Spur Service Station | Christian Surfers UK | Godrevy Café | Indi Boards | Kind | Sponge UK | UNNU | Beeswax Wraps | Conscious Creatives
 Dirtbusters | Little Drop In The Ocean | Phineas Group | The New Forest Paddlesport | Company | Turnstyle Designs | White Woods
 2 Penwinnick Cottages | East Coast Surf | Eat Play Bark | Elusive | Hantex Ltd | Pitt White Bamboo | Quality Cottages | Quality Unearthed
 Suffolk Secrets | Celtic & Co | Emma Wyatt Creative Marketing | Little Surfers | Steppes Travel | Trevoise Harbour House | Via the Ocean | St Moritz | The Happy Turtle Co
 Yogafriends | A Wolf and I | Allium | Britannia Retail | Burnt Soul | Celtic Cross Joinery | Circle One | Clearly Cloudy | Flux 'n' Flame | Locker 27 Ltd
 needessentials EUROPE | Ocean Tee | Kingsurf | Simon Annear Plumbing & Heating | Top Labels Online | Woods Café | Pineapple Island | Spartan Press

