



**2019
ANNUAL
REPORT &
ACCOUNTS**



Surfers Against Sewage

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CONTENTS

01 02

TRUSTEES REPORT:
2019 OVERVIEW
04-29

TRUSTEES REPORT: FUTURE
ACTIVITY & PLANS 2020
30-36

03 04

TRUSTEES REPORT:
FUNDRAISING OVERVIEW
37-39

TRUSTEES REPORT:
FINANCIAL REVIEW
40-43

05 06

INDEPENDENT
AUDITORS REPORT
44-46

FINANCIAL
STATEMENTS
46-51

07 08

NOTES TO THE
FINANCIAL STATEMENTS
52-65

ACKNOWLEDGEMENTS
66-67



01

TRUSTEES
REPORT:

2019

OVERVIEW



The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements and auditors' report of the charitable company for the year ended 31 December 2019.

OBJECTIVES & ACTIVITIES

Objects and aims

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



Public benefit

The work of SAS ensures a safer environment for all those who visit the UK's coastline. Its 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.

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

Nature of governing document

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 were 11 Trustees in post at 31st December 2019.

Induction and training of trustees

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.



Chief Executive Officer

H B Tagholm

Trustees

P A Crane (resigned 28 March 2020)

L Davies

C H Hides

C J Hugo (Treasurer) (appointed 21 March 2019)

L Kazan-Pinfield

J Khoo

H Koldewey

L Siegle

B Suffell

A Wade (Chairman)

R Walker

Principal Office

Unit 2

Wheal Kitty Workshops

St Agnes

Cornwall

TR5 ORD

**The charity is incorporated
in England & Wales.**

Company Registration Number

02920815

Charity Registration Number

1145877

Solicitors

Stephens Scown

Osprey House

Malpas Road

Truro

Cornwall

TR1 1UT

Bankers

Lloyds Bank PLC

7 Boscawen Street

Truro

Cornwall

TR1 2QT

Auditor

PKF Francis Clark

Lowin House

Tregolls Road

Truro

Cornwall

TR1 2NA



2019 OVERVIEW

48

OCEAN
SCHOOL
SESSIONS
1500 PUPILS
DIRECTLY
ENGAGED

90,564
VOLUNTEERS

2,210
CLEANS
ORGANISED

128

TONNES OF
PLASTIC
POLLUTION
REMOVED
FROM OUR
BEACHES
AND COMMUNITIES

163
BEACH
CLEAN
BOXES
DESPATCHED

100

ACCREDITED
PLASTIC FREE
COMMUNITIES
LOCATIONS

35 MEMBERS OF
PARLIAMENT
AS PART OF OUR
ALL-PARTY
PARLIAMENTARY
GROUP

75 ACCREDITED
SINGLE-USE
PLASTIC FREE
SCHOOLS

1,936

SCHOOLS WORKING
TOWARDS SINGLE-USE
PLASTIC FREE

205

REGIONAL OCEAN
ACTIVISTS (REPS)

772,400
PUPILS IN SCHOOLS
SIGNED UP

2,400

PLASTIC FREE
CHAMPION
BUSINESSES

SAFER
SEAS
SERVICE

BAN ON
PLASTIC
STRAWS &
COTTON BUD
STICKS

CAMPAIGN WIN

CAMPAIGN
WIN: RECORD
FINE FOR
SOUTHERN
WATER!

659

COMMUNITIES
WORKING TOWARDS
SINGLE-USE
PLASTIC FREE

BEST APP - TRAVEL AND LEISURE
UK APP AWARDS



Introduction

It was another impactful year for the charity, from the front line of ocean activism at our beaches, to delivering initiatives to help create policy and legislative change in Westminster. We'd like to thank everyone who participated in the growing movement for ocean protection - the incredible volunteers; the inspirational plastic-free champions; the climate protesters; the ocean activists; the scientists; the athletes; and our inspirational members and fundraisers. Every person in our community brings vital energy, ideas and capacity at this time of ocean, environment and climate emergency. The ocean now needs our help more than ever before - thank you for all you do with Surfers Against Sewage.

Beach Cleans

The year saw another dramatic increase in the number of beach cleans delivered and record growth in volunteer participation at plastic pollution clean-up & monitoring activities around the UK. Our beach clean community is now

firmly established as the largest network of ocean conservation volunteers in the UK, with flagship mobilisations at the Big Spring Beach Clean and the Autumn Beach Clean Series.

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. We organised over 2,210 events and worked with over 90,564 volunteers who contributed approximately 300,000 hours of volunteering time to protecting our beaches, rivers and countryside. Collectively our volunteers removed 128 tonnes of plastic pollution from the environment. We are proud to collaborate with a variety of individuals, organisations and community groups to deliver what has become the UK's biggest volunteer beach clean community.



BIG SPRING BEACH CLEAN

- The week of the 6th - 14th April saw our biggest ever **Big Spring Beach Clean: Summit To Sea** take place, in partnership with the Iceland Foods Charitable Foundation.
- **45,771 volunteers** joined us from the highlands to the high tide line.
- This was the **single biggest beach clean initiative ever to take place in the UK.**
- Volunteers **removed 70,799.31kg of plastic pollution**, the equivalent of **17,700 full bin bags.**
- **756 events** were organised across the UK including **72 school-led cleans** that involved 3,123 pupils
- 57 cleans were organised in collaboration with Duke of Edinburgh youth participants.
- In total **365,756 volunteer hours** were donated across the UK to keep our environment clean of plastic pollution.

72
SCHOOL-LED
CLEANS

70,799 KG
OF PLASTIC
POLLUTION
REMOVED

45,771
VOLUNTEERS

756
EVENTS



ROYAL BEACH CLEAN - THE DUKE & DUCHESS OF CAMBRIDGE

In the summer, we were proud to welcome the Duke and Duchess of Cambridge to a community beach clean with school children in Anglesey. Anglesey also became the first county in the UK to be awarded Plastic Free Community Status, in recognition of its work to reduce the impact of single-use plastic on the environment through its 'Plastic Free Anglesey' campaign.

Local SAS Regional Rep, Sian Sykes: "I was delighted to host the Duke and Duchess

of Cambridge and share our wonderful news of gaining Plastic Free Community Status for Anglesey. I was keen to explain we need to break our habit with single-use plastics as the convenience of today is at the expense of the future. It was superb to see them actively getting involved with the local school group doing a beach clean and they were keen to find out what is washing up on our beaches."





BEACH CLEAN BOXES

We expanded our unique Beach Clean Boxes initiative to help provide equipment and support for beach clean events & communities. A further 65 Beach Clean Boxes were dispatched to communities all over the UK, and 98 additional boxes were sent to schools as part of our education programme. This brought our total capacity to **363 Beach Clean Boxes** around the UK to empower and mobilise volunteers in every part of the country.

COLD WATER ISLANDS

We launched a new pilot project, Cold Water Islands, to empower island communities to track, trace and tackle marine plastic pollution through innovative, community-based solutions. The plastic pollution crisis can have a disproportionate negative impact on island ecosystems, wildlife and communities from the tropics to the tundra. This new project, targeted small cold water islands around the UK, to explore plastic pollution pathways and promote community-based solutions to demonstrate how these microcosms can provide a template for global action towards a plastic-free future.

PLASTIC FREE COMMUNITIES

The award-winning **Plastic Free Communities** campaign continued to grow in strength, uniting communities in the fight against single-use plastics and throwaway culture. The coverage grew, with **659 communities** working towards Plastic Free Community status, using the 5-point plan to build community action and resilience to reduce and replace avoidable plastics. **100 communities** were successful in completing the Plastic Free Communities framework, and were awarded official accreditation.

The accreditation is awarded when a community completes our unique 5 step programme covering the following areas:

1. **Local Governance** - Engage the council to deliver plastic reduction targets.
2. **Local Businesses** - Encourage local businesses to reduce their use of single-use plastics.
3. **Local Allies** - Develop a network of local organisations, community groups and schools to participate.
4. **Local Events** - Deliver beach cleans and other events.
5. **Steering Group** - Set up and manage a steering committee of local stakeholders.

We were also pleased to host the first Plastic Free Communities conference, bringing together community leaders from accredited locations to develop the next phase of the campaign.



Plastic Free Communities - Research into socio-economic & environmental impacts

In collaboration with the University of Exeter we conducted new research into the **socio-economic and environmental impacts of the Plastic Free Communities** campaign. This innovative research was developed to better understand the community response, the reduction in pollution sources, the community outcomes and business benefits of the campaign. Carrying out important research will allow us to track the impact of the Plastic Free Communities campaign and inform the movement as it develops and continues to grow into a global movement.



EDUCATION

We significantly increased the reach of our education work in 2019. Through our education programmes we aim to equip, empower and inspire the next generation of ocean activists. We have 2 well-established programmes to work with a variety of different school groups, these are: Plastic Free Schools and Ocean School.

Ocean School/Ysgol y Mor enabled us to provide outdoor educational experiences to over 1,500 pupils in the summer of 2019 (26 sessions in Wales and 22 in England). Some students had never previously visited the beach. We were able to provide free transport for a number of schools in areas of social and economic deprivation (Boscombe, Swansea and Manchester). 3 sessions were delivered in Cymraeg at Ogmere and Harlech by bi-lingual Regional Reps.

Plastic Free Schools is a pupil-led education programme designed to create real positive environmental and behavioural change in

UK schools. It is **endorsed by Department of Education** which has challenged all schools to go single-use plastic free by 2022. More than **1,930 schools** are registered with the programme, representing **almost 800,000 students**.

In order to achieve Plastic Free Status schools must:

- Form a Plastic Free Action Group
- Conduct a 'Trash Mob' - a quick fire, high energy school clean up
- Challenge government by contacting their local MP
- Challenge the industries whose packaging ends up as pollution
- Remove at least three single-use plastic items from the school and commit to reducing individual single-use plastic consumption



REGIONAL REPS

We continued to expand, support and train our network of volunteers nationwide, to empower them as our representatives and ocean ambassadors in every corner of the UK.

We recruited, trained and supported our amazing network of 205 Regional Reps, one of the biggest networks of volunteer ocean activists in the country, covering 157 coastal locations throughout the UK, and other rural and urban areas

We held two training events for our volunteers in 2019, including a major conference at the Baltic Art Gallery in Newcastle. 188 of our Regional Reps received full training during the year.





PLASTIC FREE AWARDS

The Plastic Free Awards was founded to recognise and celebrate the remarkable campaigners, entrepreneurs, community leaders, volunteers, youth activists and influencers leading the fight against plastic pollution from the beach front to the front benches of Parliament. We received a staggering 850 submissions. The entries ranged from front-line community leaders and campaigners to inspiring individuals and businesses. The awards were judged by a panel led by SAS Trustee Lucy Siegle and included Autumn Watch presenter Gillian Burke; Broadcaster Ben Fogle; Olympic gold medallist Helen Glover; and Richard Walker of the Iceland Foods Charitable Foundation.

The inaugural Plastic Free Awards event was held in Bristol in November at the Museum & Art Gallery. It brought together over 200 people for a prestigious night of recognition and celebration for this incredible movement.



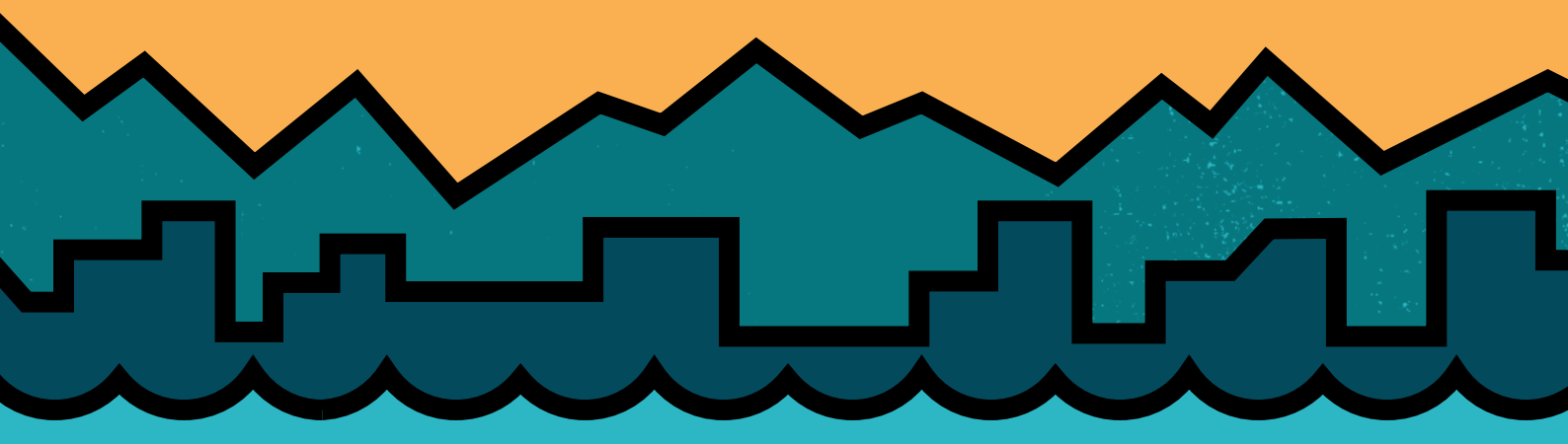


Award winners included Lewis Pugh, United Nations Patron of the Oceans; youth campaigners Ella & Caitlin McEwan, who successfully petitioned for the removal of plastic toys from fast food kids' meals; and Sir David Attenborough for his services to Planet Ocean, influencing the world to take action on plastic pollution. The full list of winners includes:

1. **PLASTIC-FREE VENUES & EVENTS** - Boston Tea Party - Boston Tea Party is a familiar and well-loved cafe chain in Bristol and the South West and in 2018 they became the first UK cafe to ban single use coffee cups.
2. **SCHOOLS CHAMPION** - Damers First School - Protecting the environment is at the heart of the school with an eco-ambassador in every class. Last year the children went to Westminster to speak with Michael Gove about the importance of an all in Deposit Return Scheme.
3. **SMALL BUSINESS AWARD** - Rapanui - They go above and beyond in all environmental aspects and do so whilst delivering excellent clothing.
4. **PLASTIC-FREE COMMUNITY** - Plastic Free Penzance - This was the first community in the UK to be awarded SAS Plastic Free Communities status.
5. **PLASTIC PRODUCTION RE-INNOVATION** - Flexi-Hex - Flexi-Hex is a great new innovation which totally removes the need to use single use plastic packaging (Bubble wrap and Inflatable Air Sacs) for protecting surfboards bottles furniture and other fragile industrial products. Flexi-Hex is simply made from recycled paper and is totally recyclable and biodegradable.



6. **YOUTH PLASTIC PIONEER** - Ella & Caitlin McEwan - At just 10 & 8 years old, these sisters started the ball rolling with their campaign against free plastic toys at McDonalds and Burger King - their petition has attracted over 500,000 signatures.
7. **REDUCE & REUSE AWARD** - City to Sea - Refill Campaign
8. **SPORTS CHAMPION** - Lewis Pugh - Lewis is UN Patron for the Ocean and legendary cold water swimmer.
9. **BEST PLASTIC CAMPAIGN** - Eco Elle - Ella Daish - Ella has been campaigning tirelessly to get the big brand period care companies to remove plastic from their menstrual products.
10. **PLASTIC-FREE HERO** - Will McCallum, Greenpeace - Greenpeace Ocean Campaigner and plastic pollution activist, Will authored the hugely popular book How To Give Up Plastic.
11. **#TOOCOOLFORPLASTIC CHAMPION** - Matt Downes, Iceland Foods
12. **SIR MALCOLM WALKER AWARD** - Sir David Attenborough for his outstanding contribution to the fight against plastic pollution through the Blue Planet.





PLASTIC POLLUTION – CITIZEN SCIENCE

Brand Audit

Our volunteers helped conduct the largest ever nationwide survey of packaging pollution found on Britain's rivers and beaches. 229 surveys were conducted with 49,413 pieces of plastic pollution analysed by our citizen scientists.

20,045 items of plastic pollution collected were branded, with Coca Cola producing the largest proportion of identifiable items (15.5%), PepsiCo, which owns Walkers, made 10.3%, followed by Mondelez International, which owns Cadbury, at 6.8% and Nestle 5.5%.

The research was submitted to the government as evidence in the consultation on plastic packaging and Extended Producer Responsibility (EPR) in a bid to make producers take more responsibility for the costs of dealing with their discarded packaging and for the full life-cycle of their products. Of the unbranded polluting items, cotton ear buds and cigarette butts together represented 55% of the 29,368 items analysed.

Hugo Tagholm, Chief Executive of Surfers Against Sewage says: 'Our survey clearly shows that big business is responsible for the scourge of plastic and packaging pollution. Just ten companies were responsible for over half of the packaging pollution recorded. Unsurprisingly, major food &

drinks brands had headline appearances with Coca Cola, PepsiCo, Nestle and McDonald's all gracing the top ten. These companies must invest more in the redesign of packaging, alternative ways of product delivery and ramping up packaging re-use to truly turn the tide on the plastic pollution that is sweeping our world."

“
OUR SURVEY
CLEARLY SHOWS
THAT BIG
BUSINESS IS
RESPONSIBLE
FOR THE SCOURGE
OF PLASTIC
AND PACKAGING
POLLUTION.”

Hugo Tagholm, Chief Executive of
Surfers Against Sewage



Ocean Activists Plastic Audit

We launched a new citizen science toolkit, the Ocean Activists Plastic Audit to monitor plastic pollution on beaches to create a new data set as part of the UN Decade of Ocean Science for Sustainable Development in 2021. This is set to collect a new ten year data set to inform and influence interventions to stop plastic pollution.



Mass Unwrap

We led the UK's biggest Mass Unwrap events in supermarkets across the UK to call for action to **tackle wasteful and avoidable single-use plastic**. The Mass Unwrap campaign is a fun, high-impact action that highlights exactly how much plastic waste is produced in UK supermarket. The event involves people across the country leaving their excess plastic waste at the till, instead of taking it home.

Mass Unwrap organisers were inundated with unwanted plastic as shoppers left UK supermarket tills, **collecting up to nine pieces of avoidable packaging every minute**. Shoppers handed back up to four shopping trolleys worth of packaging an hour, highlighting the scale of avoidable plastic waste. In one case at Tesco in Braunton, North Devon 1,660 items were handed back. It was estimated that less than 10% of the plastic packaging could be recycled. The majority of customers supported the action, saying they wanted to reduce plastic but were not being given plastic-free options and they were confused over recycling.



PLASTIC POLLUTION: POLICY & LEGISLATION



Campaign Win! Ban on Plastic Straws & Cotton Buds!

After months of consultations and campaigning, we celebrated a huge campaign victory as the government confirmed it would ban plastic straws, stirrers and cotton buds in England by the end of 2020. Stopping the production of pointless plastics will always be a primary goal with the most impact for the environment. Strengthening and enforcing legislation is the best way to drive both individual and corporate behaviour change.

The campaign success followed our campaign presenting plastic pollution evidence collected through beach cleans. It is estimated that the UK uses 4.7 billion plastic straws, 316 million plastic stirrers and 1.8 billion plastic-stemmed cotton buds annually. Our research had shown that 32.2% of the unbranded litter found at beaches was cotton buds - more than any other unbranded item picked up during cleans - while plastic straws made up another 1.4%.



Deposit Return Schemes

The UK uses a staggering 38.5 million plastic bottles and 59 million cans every day. The government is now committed to a Deposit Return System to ensure these containers are kept in the recycling economy rather than allowed to pollute our precious blue and green environments. The year saw some further campaign progress on bringing the government's commitment to fruition.

Queen's Speech

The Queen's Speech confirmed an Environment Bill to "enshrine principles in law" and set legally binding "improvement targets" to reduce plastics, cut air pollution, restore biodiversity and improve water quality. Plastics legislation and commitments featured extensively, including Deposit Return Schemes and Extended Producer Responsibility, which our SAS campaigners have been working on since 2016.



“WE NEED TO WORK WITH BUSINESS TO MAKE DEPOSIT RETURN SCHEMES AS EFFECTIVE AS POSSIBLE

Michael Gove,
Environment Secretary



Deposit Return Scheme - England

In a huge step forward for our long-running campaign calling for a Deposit Return Scheme for England, Michael Gove, Environment Secretary, outlined his support for a comprehensive system covering all sizes of cans and bottles. Gove explained how the 'all-in' system, supported and informed by Surfers Against Sewage since its Message in a Bottle campaign in 2016, would provide a “clearer financial and social signal to recycle”.

The Environment Secretary promised that new systems would ensure that producers pay the full cost of the recycling costs of their packaging, up from the 10% contribution currently made, saying: “We need to work with business to make deposit return schemes as effective as possible and I believe an “all-in” deposit return scheme will give consumers the greatest possible incentive to recycle.”

Deposit Return Scheme - Scotland

Another success for SAS campaigners as Scotland confirmed its course to become the first country in the UK to introduce a deposit return scheme (DRS) for drinks cans and bottles. The new scheme includes a 20p cost on drinks, which is refunded if the customer returns their container to a collection point. The ambitious scheme is based on successful international equivalents - which can deliver around 97% recycling rates - and will be widely accessible, with all shops which sell drinks offering deposit refunds to customers. It is set to be introduced within the lifetime of this parliament - so before March 2021.



OCEAN CONSERVATION ALL PARTY PARLIAMENTARY GROUP

The Ocean Conservation All-Party Parliamentary Group (APPG) is a powerful and unique platform representing the voice of the ocean. Its purpose is to bring together Parliamentarians from all political parties, with cross-sectorial stakeholders including environmental NGOs, academics, and business leaders to evidence, discuss and develop solutions to better protect the marine environment through policy drivers and legislative change

The group, for which we act as the secretariat, has brought together over 80 MPs who share an interest in marine conservation issues. It continues to provide SAS with an essential opportunity to raise serious environmental threats

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.

In 2019, working with the Chair of the Ocean Conservation APPG, Steve Double MP, we published a new draft strategy for the group, to assess the best ways to deliver results through the group. The strategy was circulated to marine conservation NGOs, charities, parliamentarians and other interested parties to seek feedback. The results to this consultation will be published in 2020.



#GENERATIONSEA

We founded and launched the #GenerationSea campaign, a new movement for the ocean, expanding our scope and remit on climate change, water quality, marine protected areas and plastics. This is the movement that unites an authentic voice of the ocean to call on politicians to deliver policies and legislation that will truly allow our ocean to thrive.

To mark World Environment Day in June, we took a 4.5m 'unknown sea creature' to Parliament to draw attention to the need for powerful legislation, enforcement and investment to safeguard our seas. Following the campaign action, we met with MPs in Parliament as part of the Ocean Conservation All Party Parliamentary

Group. 74 MPs signed up to #GenerationSea and pledged to stop plastic pollution, act fast to tackle the climate crisis, not to let sewage back in the sea and fully protect areas for sea life to flourish.

Tens of thousands of people also signed the #GenerationSea pledge and have written to the Prime Minister demanding action.

The Creature film

We released The Creature film as part of the #GenerationSea campaign. The film became our most successful ever, with hundreds of thousands of views globally.



WATER QUALITY

The issue of poor water quality returned to public consciousness, highlighted nationally by reports issued by both environmental charities and regulators. These reports revealed that water companies are performing consistently badly, with pollution events increasing and causing damage to local environments, wildlife, and putting human health at risk. Rivers and oceans are now at risk of being treated like ‘open sewers’

as underinvestment, population and climate pressures converge.

Southern Water received record fines of £126 million for serious failures in their sewage treatment works and for deliberately misreporting its water quality performance. Despite these record fines, Southern Water was still responsible for the most sewage pollution events in 2019, with over 571 reported sewage pollution events.



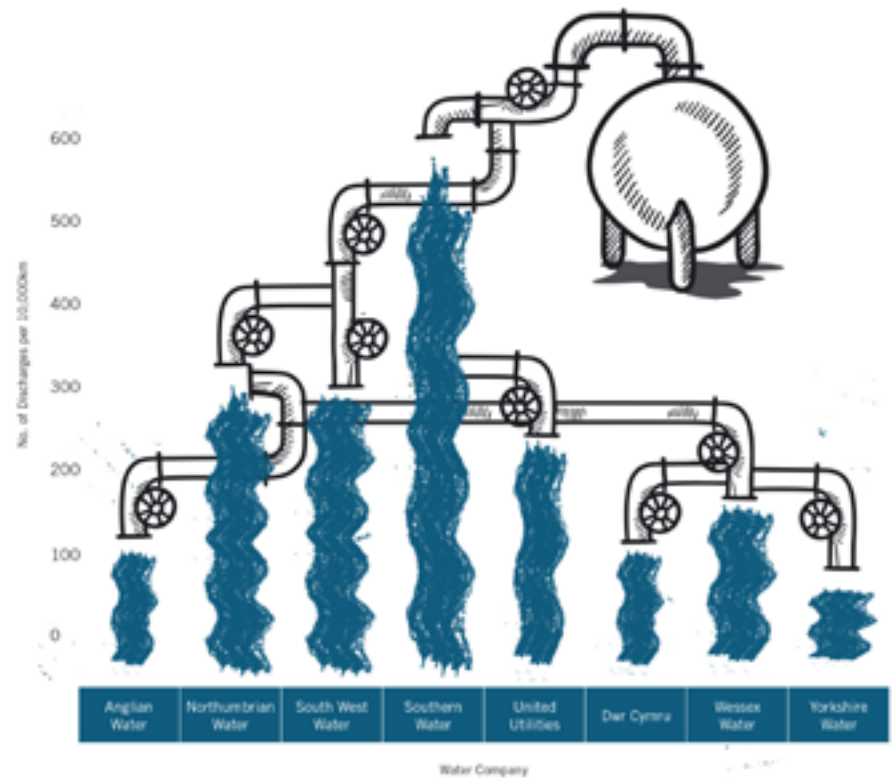
Safer Seas Service

We redeveloped and relaunched the Safer Seas Service - an innovative smartphone app that helps beach users, surfers, sea swimmers, and water sports enthusiasts track pollution events and real-time water quality information to give them the cleanest and safest experience in the sea. The Safer Seas Service has now become a sophisticated smartphone app covering over 350 locations across the UK, and for the first time, includes 31 Scottish beaches. The service ensures the public can access real-time water quality updates from water companies, the Environment Agency, National Resources Wales and the Scottish Environmental Protection Agency.

The Safer Seas Service also includes advice to help subscribers engage with environmental campaigns to protect our ocean and contribute to the ongoing evidence to ensure water companies are investing their profits in better protecting our precious beaches and wild spaces.

Launched at the start of the 2019 UK bathing season, the app garnered a 5 star rating from users on both Google and Apple app stores. The app also won Travel & Leisure App of the Year at the UK App Awards.

- 350 - Beaches covered by our Safer Seas Service App
- 12,454 - Registered users
- 261,871 - Reduced water quality alerts issued
- 3,336 - Pollution risk warnings issued
- 2,377 - Combined Sewer Overflow alerts
- 265 - Locations affected by Combined Sewer Overflows

**FIGURE 4: TOTAL DISCHARGES PER WATER COMPANY**

Water Quality Report

Surfers Against Sewage activists gathered on Brighton beach on Saturday 2nd November in a protest against water companies on the levels of sewage they continue to discharge into England's rivers and ocean. The protest marked the release of the SAS 2019 Water Quality Report, which evidenced and illustrated the ongoing threat of sewage pollution at some beaches and rivers.

Over the 2019 'bathing season' - (officially May - September) we tracked and reported on 1,784 sewage pollution events along the UK coastline in 2019. Based on precautionary health recommendations, which advise against bathing for up to 48 hours after a sewage pollution event, this equates to an estimated 10% of bathing days lost to sewage discharges. We believe that people should always be adequately informed and protected when they are using the sea and rivers for recreation. People should not face elevated risks of illness because of sewage pollution generated by water companies. Where there is an unavoidable risk due to unusually extreme weather conditions, people should always be made aware of sewage pollution in real-time.

The Water Quality Report calls for:

- Year round real-time water quality data for all coastal and riverine areas used for recreation and wellbeing.
- A 75% reduction in sewage discharged into our rivers and seas by 2030, with a complete cessation of effluent discharged into areas used for recreation
- Water quality legislation and enforcement to be strengthened to maintain and improve water quality standards and to end sewage emissions around the UK



Marine Protected Areas

We welcomed the decision to expand the UK's blue belt, as an extra 41 ocean areas were announced as Marine Conservation Zones (MCZ). The special zones are part of the UK's bid to help protect 30% of the world's oceans by 2030 and aim to conserve areas which are home to special and rare marine species and habitats. Now, it has been revealed that the new protections will safeguard an extra 12,000 square kilometres of marine environment - an area almost eight times the size of Greater London, with spots stretching from

Cornwall to Northumberland. It makes a total span of 220,000 square km and 128 locations across British coastline and coastal territory, shielding environments for creatures like the rare stalked jellyfish, short-snouted seahorse and blue mussel beds and allowing them to thrive. The designation of a new wave of marine protected areas is a great step in the right direction - marking out the areas of the ocean map where we can create the conditions to truly allow marine life to recover.



02

TRUSTEES REPORT:
FUTURE
ACTIVITY
& PLANS
2020



FUTURE ACTIVITY & PLANS 2020

375 SAFER
SEAS SERVICE
LOCATIONS
ACROSS
ENGLAND,
WALES AND
SCOTLAND.

OVER
3,000
PLASTIC
FREE
SCHOOLS,
10% OF UK
SCHOOLS.

ACCELERATE
OUR OCEAN
& CLIMATE
CHANGE
CAMPAIGNING
- NET ZERO
2030

LAUNCH 10 YEAR
STRATEGY

OVER
100,000
VOLUNTEERS
MOBILISED

OVER
1.3
MILLION
SCHOOL
CHILDREN
REACHED
WITH THE
PLASTIC
FREE
SCHOOLS
CAMPAIGN.

215
FULLY
TRAINED
REGIONAL
REPS ACROSS
THE UK

PLASTIC FREE AWARDS
OVER 1,000
ENTRIES IN THE
PLASTIC FREE AWARDS

CELEBRATE OUR
30TH
ANNIVERSARY

Reconstituting and
expanding the Ocean
Conservation All Party
Parliamentary Group
bringing together the
voice of the ocean
in Westminster

Ensure Plastic
Pollution policy
changes &
legislation is
implemented
by government

OVER 2,000
BEACH, RIVER AND
MOUNTAIN CLEANS

125 COMMUNITIES
ACHIEVING
PLASTIC FREE
COMMUNITIES
STATUS





FUTURE ACTIVITY & PLANS 2020

Mission

To Create Ocean Activists Everywhere.

Opportunity

2020 sees the start of the new decade and an opportunity for us to reflect on a 30 year legacy of high-impact environmental campaigning, and look forward to further establish Surfers Against Sewage as one of the most authentic and trusted voices in the marine conservation. The year marks the start of the UN Decade of Ocean Science for Sustainable Development, and the UN Decade of Ecosystem Restoration which provides us with a powerful external frame to continue to develop and deliver our campaigns. In 2020, we will begin a decade devoted to the ocean, redoubling our efforts to mobilise volunteers, collect citizen science, influence legislation and diversify our campaign efforts. We will develop clear goals and a roadmap of campaigns to protect the ocean.

We will also celebrate our 30th anniversary in 2020, allowing us to celebrate the progress we have helped deliver for the ocean, and embrace how our influence and community can play an even more important role in the coming decade, using our heritage of radical activism and hope.

10 Years Left to Save the Ocean

The climate, environmental and ocean emergency are increasingly well understood by the public, and require an urgent and ambitious response. We will set out clear campaign goals and a road map of activities, events, moments and citizen science to help deliver these. We will also establish Surfers Against Sewage as an authority on new ocean issues.

10 Year Ambitions

We will commit to delivering campaigns across 4 key areas

- Plastic Pollution: End single-use plastic pollution on UK beaches by 2030.
- Water Quality: End sewage discharges into UK bathing waters by 2030.
- Climate Change: Net-zero by 2030.
- Marine Protection: UK Marine Protected Areas (MPAs) highly protected by 2030, covering 30% of UK waters.

Ocean Activists

We aim to continue to build and empower a diverse community of active supporters campaigning together as the authentic voice of the ocean. To achieve our objectives, we will continue to drive our campaigns with a range of tactics

- Deliver a programme of citizen science to change environmental policy and behaviour nationally across society.
- Influence governments and decision makers on laws and policies impacting water quality, plastic pollution, ocean protection and climate change.
- Commission & promote scientific, economic and health evidence.
- Urge industry to adopt better standards to protect the ocean.
- Mobilise and equip the biggest and most authentic community of ocean conservation campaigners and volunteers in the UK
- Step up high impact communications and campaigns to drive action and engagement on ocean protection



Overview

SAS was founded at a time of major change in European legislation on water quality and environmental protection. At the time, the UK was nicknamed ‘the dirty man of Europe’ and we have seen substantial progress since the early 90s in water quality, habitat protection, climate change and more recently on tackling pollution from single-use plastic.

We are currently seeing a new wave of action calling for domestic and international agreements to protect the world’s oceans with more widespread, monitored and enforced protections. It is now vital that we help drive research, consensus and action in the coming decade to deliver measurable improvements in ocean health, tackling the four major issues of plastic pollution, water quality, climate change and protected areas.

A new government will be formed in the UK and will implement the outcomes of Brexit in 2020. We must take this opportunity to call for improved regulation that will protect the ocean for our children and grandchildren. No matter how people voted on Brexit we will want to make sure that we protect and exceed current legislation and practices

rather than go backwards. In order to do this, we will lead new campaigns to ensure support for the laws and policies required to protect our oceans.

We will continue to take a positive and collaborative approach to our campaigning in 2020 by empowering and uniting supporters to take action. We will ensure that individuals and groups can take action with us from the beach front to the front benches of Parliament. Our delivery model creates ocean activists everywhere, and supports a grassroots local approach to the global issues facing our oceans. We will continue to take the big issues where people often feel overwhelmed, and provide steps and actions they can take. We will provide our volunteers and supporters with tangible actions they can take to be a part of this change, from community level actions on single-use plastic to challenging decision makers on climate change in Westminster. Together we will demand a decade of radical action that will protect the ocean.





Thriving Ocean, Thriving People

We will call on beach and ocean lovers from every part of the country to join us. Our theory of change is that long-term systematic change comes from tackling four interlinked areas: community actions, laws, policies and business practices, and this holistic approach to change is reflected in our campaigns and projects.

We have already secured major partnerships to support our work with beach cleans, Regional Reps, Plastic Free Communities and schools in 2020 and this project plan outlines the work currently planned in grants as well as areas for expansion. In particular, this includes:

- Focus on the quality of support provided to our volunteers and campaigners including Regional Reps, teachers and Plastic Free Community Leaders and social media followers. This includes proactive communications, online platforms for knowledge sharing, online and face-to-face training and other tools, training, clarity of roles and safeguarding/duty of care.
- Seek to engage and empower young people as we develop our education programme to move in to the secondary school age range and further develop partnerships.
- Build the diversity of individuals and communities taking part in our activities, exploring routes for sharing our models internationally, and creating and sharing more data and research from our projects to drive our campaigns.
- Build research and analysis of our existing projects, campaigns and volunteer efforts to enhance impact, create publicity and share unique data

To deliver our ambitious targets we will continue to build our people-led campaign model to empower and equip super-participants to lead our campaigns and projects across the UK. They then lead the activities to engage thousands of volunteers. Our online tools, toolkits, guidance and training will support this model of campaigning.

As well as our core project areas we will:

- Grow our team of campaigners, policy experts, communicators and project managers to deliver a highly ambitious campaign programme.
- Invest in tools and expertise to drive fast paced online campaigning including hosting our own online petitions and other campaign actions.
- Step up our proactive news communications across all our channels, being the source of commentary, news and information about campaign issues and sharing new and innovative project and campaign related content. This will be supported by the redevelopment of the website, microsites, new online tools and expertise.





High Impact Communications and Campaigns

In 2020, we will step up investment in communications in order to build our supporter base and our influence on decision makers. The investment will focus on improving media coverage and building social media, news and campaign engagements. In order to do this Surfers Against Sewage will:

- Step up our leadership of people powered campaigns, building the #GenerationSea and wider campaigns.
- Improve our proactive PR and media coverage by becoming the 'go to' commentator on our issues and selling in to media our research, project stories, data, campaigns and human interest stories. This will require a major uplift in contact with journalists, story gathering from across our projects and campaigns and new data.
- Tighten our core brand to focus on being the authentic voice of the ocean and engaged on a broader range of issues beyond plastic.
- Improve collection and use of primary data and research gathered from projects and campaigns, from beach cleans to plastic free communities.
- Proactive real-time communications with our supporters in order to drive our campaigns - including news articles, e-newsletters, film, and text alerts.

Research and Policy

Our research and policy agenda for 2020 will tie in directly with our campaign focus as well as our emphasis on gathering further quality data from our project work. We will recruit a policy officer and update our position statements on our four core

issues - plastic pollution, climate change, water quality and marine protection. We will commission academics and consultants to advise on, analyse and develop data from our campaigns that we can use to enhance our impact.

Citizen science will be increasingly important to the potential impact of our work. We plan to expand our plastic pollution data collection in 2020 including a focus on our brand audit and materials survey in the spring and autumn.

We will also provide further citizen science and data opportunities on water quality, climate change and marine protection. To support this work and strengthen the quality of our work we hope to establish a new Science and Policy Committee consisting of external experts on our key issues.

Team Support

2019 has been a busy year of exceptional growth across all our campaign and project areas, where we have exceeded expectations and targets on all projects. We are currently putting in place the capacity for a bigger programme of activities in 2020 and making sure that we have the highest capability team in place to deliver. We are also introducing the support mechanisms for staff in terms of safeguarding and duty of care and also providing clarity on roles and responsibilities, as we become more specialised. We will continue to embed this way of working in 2020, particularly through the recruitment of a Chief Operating Officer, with clear achievable targets mapped to annual work plans and learning and development plans for each member of staff. Individual weekly reports and monthly campaign and project reports will also allow us to track delivery and provide greater transparency to our donors.



Campaign

10 Year Campaign Aim

2020 Projects

PLASTIC POLLUTION

End single-use plastic pollution on UK beaches by 2030

Deliver the biggest beach clean volunteer network in the UK through the Big Spring Beach Clean and Autumn Beach Clean Series

Build our programme of citizen science through the Plastic PollutionBrand Audit, #ReturnToOffender and the Materials Audit.

Engage and empower communities through the Plastic Free Communities campaign.

Build our education programme to support youth activists through our Plastic Free Schools and Ocean School initiatives.

Celebrate the progress society is making to tackle plastic pollution through the Plastic Free Awards

Publish new report, articles and commentary on plastic pollution including the Marine Litter Report.

Collaborate with other organisations nationally and internationally to deliver action to change policy and legislation, with a focus on the Break Free From Plastic coalition and the Ocean Conservation APPG.

Maintain the profile of our campaigns calling for policy & legislation change, including implementation of the Deposit Return Scheme in Scotland & England

WATER QUALITY

End sewage discharges into UK bathing waters by 2030

Redevelop the Safer Seas Service to track and report sewage, farming and other diffuse pollution.

Expand of programme of citizen science – plan and deliver local water quality testing.

Publish and promote results of human health and well-being studies on water quality.

Publish annual water quality report

CLIMATE CHANGE

Net-zero by 2030

Develop and promote our Climate Emergency – Action Plan

Participate in the Climate Coalition campaigns & events

Publish & promote the Ocean & Climate Report

Plan and deliver COP26 – Youth Climate Summit

OCEAN WILDING

30% of global ocean highly protected by 2030 all UK MPAs highly protected by 2030

Develop a Wild Ocean campaign including citizen science opportunities.

Develop campaign framework and policies.

Continue to develop the Generation Sea supporter network.

Maintain and develop the Ocean Conservation All Party Parliamentary Group.

Publish the Ocean Conservation APPG Strategy.

ORGANISATIONAL

Maintain an impactful, authentic and sustainable charity.

Plan and deliver SAS 30th Anniversary celebration event

Expand and enhance the Regional Reps network.



03

TRUSTEES
REPORT:
FUND-
RAISING
OVERVIEW



In order to continue having a significant impact on the marine environment, we need to continue increasing our income.

During the year we raised £2.3 million in income, an increase of 53% compared with the previous year. We invested £171k in raising income, a 2% increase on the previous year.

Most income streams saw a rise, with trusts & foundations performing particularly well with an 82% increase. We continued to grow our unrestricted income with an increase in individual giving of 161%, our membership base growing by 24% and our community fundraising growing by 57%.

Trusts & Foundations - we are lucky to work with some incredibly progressive and responsive funders, not only in supporting our project delivery but also investing in our organisation.

- **Peoples Postcode Lottery** - Postcode Green Trust - support our organisational development as well as specific areas of our work

- **Moondance Foundation** - support our education projects
- **Esmée Fairbairn Foundation** - support our Plastic Free Communities project
- **Iceland Foundation** - support our Big Spring Beach Clean and Plastic Free Awards projects
- **Calouste Gulbenkian Foundation** - support the development of our All Party Parliamentary Group
- **Garfield Western Foundation** - support our Regional Representative project
- **Boardmasters Foundation** - support our organisational development
- **The Crown Estate** - support our Autumn Beach Clean Series



Our small business membership scheme (250 Club) continues to grow, this network of over 200 small businesses provides valuable unrestricted income as well as a powerful voice to help us amplify our campaign and community work. We'd like to thank all of our 250 Club members as well as those other businesses who support our work through donations, 1% For The Planet and sponsorship of our events.

We were delighted to be chosen as the MET Office Charity of the Year partner for the next 3 years.

We increased our membership base in 2019, with our Summer Face to Face recruitment campaign performing particularly well recruiting nearly 500 new regular donors. This combined with converting individuals who support our campaigns and community work ensured we continued to grow this important unrestricted income stream.

We were lucky to have some incredible people doing incredible things to raise money for us in 2019. We'd like to thank all of those people who ran marathons, baked cakes, swam in rivers and oceans, cycled and much more.

Special thanks to the team who paddle boarded 32 miles from Porthcurno to The Isles of Scilly. Thanks to Mike Lacey, Alan Stokes, Sam & Will Boex, Ben Skinner, Lukas Skinner, Emily Currie, Jayce Robinson, Rich Lacey, Kelvin Batt and Dom Moor for undertaking this epic adventure in aid of cleaner seas!

We will continue to grow our income in key areas, focusing on those income streams that best enable us to have the biggest impact in the long term. In order to continue this growth, we will:

- Develop our membership offer and invest in new acquisition tactics to grow our membership base
- Find ways to convert our non-financial supporters generated by our campaigns into members and donors
- Develop compelling appeals around our key areas of work
- Develop our small business membership scheme
- Focus our corporate fundraising on a small number of large strategic partnerships where our values and vision aligns
- Increase income from trusts & foundations through continuing to develop exciting and innovative projects and ensuring excellent relationships with our supporters
- Increase our investment in legacy giving and major donor fundraising
- Find exciting ways to engage all of our supporters through regular communications and events
- Invest in the systems and processes that underpin our fundraising

04

TRUSTEES
REPORT:

FINANCIAL
REVIEW



Overview

During the year the Charity raised £2,329,145 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. £1,780,343 was expended during the current year.

As shown in the Statement of Financial Activities, £1,035,635 of income was restricted for specific projects and the expenditure on those projects was £995,009.

SAS is dependent upon securing unrestricted funding, the major source of this being membership subscriptions. £1,293,510 was raised with no restrictions through fund-raising activities, donations and merchandise sales. Unrestricted charitable expenditure of £785,334 was used to deliver unrestricted projects.

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 a minimum of 3 to 6 months of operating costs.

Income and expenditure streams are forecast through annual budgets and carefully monitored through quarterly reforecasts and monthly management accounts.

Budgeted expenditure for 2020 is £2.0m and the Trustees believe that the General Reserves of £1,247,207 are within the range required to support continued planned growth of the charity and its expenditure.

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.

Key Management Personnel

The charity trustees delegate day-to-day management of the charity to Hugo Tagholm, CEO. The pay and remuneration of the key management personnel is reviewed and agreed by the Trustees' HR Committee as part of the annual appraisal process, in conjunction with the annual organisational budget.

Related Parties

Please see note 22 to the financial statements for details of related party transactions.



Post Balance Sheet Events

In 2020, the coronavirus pandemic raised unexpected challenges in securing income and in delivering some activities. In response to the crisis, the executive leadership took immediate steps to support the welfare of staff and volunteers and to ensure business continuity in the light of significant operational changes. A range of scenarios were considered and plans updated accordingly. Risks and decisions were communicated regularly to the Trustees and, where appropriate, to all staff. Some activities have been cancelled or delayed, and where appropriate, innovative digital alternatives have been created and executed. All changes to delivery or timing of funded programmes have been agreed with the relevant funders.

The charity began 2020 with strong reserves and cash balance, and was therefore insulated against any immediate loss of funding, and remains a going concern. Additional cost savings have been made across the organisation in order to minimise impact on unrestricted reserves. We forecast that our 2020 closing reserves will remain in line with policy allowing a full programme of activity to resume in 2021.

Disclosure of information to auditor

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

The annual report was approved by the trustees of the charity on July 11th 2020 and signed on its behalf by A Wade (Chairman).



Statement of Trustees' Responsibilities

The trustees (who are also the directors of Surfers Against Sewage Limited for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees of the charity on July 11th 2020 and signed on its behalf by A Wade (Chairman).



05

INDEPENDENT
AUDITOR'S
REPORT



Independent Auditor's Report to the Members of Surfers Against Sewage Limited

Opinion

We have audited the financial statements of Surfers Against Sewage Limited (the 'charity') for the year ended 31 December 2019, which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP - FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and applicable law (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 2019 and of its results for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the 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.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters where the Companies Act 2006 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; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.





Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities (set out on page 43), 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 the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the 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.

Auditor's responsibilities for the audit of the financial statements

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 the auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. 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 charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Michael Scott Bentley

(Senior Statutory Auditor)

For and on behalf of PKF Francis Clark, Statutory Auditor

Lowin House
Tregolls Road
Truro
Cornwall
TR1 2NA

Date: 24th August 2020





06

FINANCIAL STATEMENTS





Statement of Financial Activities for the Year Ended 31 December 2019

(Including Income and Expenditure Account and
Statement of Total Recognised Gains and Losses)

	NOTE	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL 2019
Income and Endowments from:		£	£	£
Donations and legacies	3	982,435	364,700	1,347,135
Charitable activities	4	172,919	670,935	843,854
Other trading activities	5	135,360	-	135,360
Investment income		2,569	-	2,569
Other income		227	-	227
Total income		1,293,510	1,035,635	2,329,145
Expenditure on:				
Raising funds		(143,774)	(27,500)	(171,274)
Charitable activities	6	(641,560)	(967,509)	(1,609,069)
Total expenditure		(785,334)	(995,009)	(1,780,343)
Net income		508,176	40,626	548,802
Net movement in funds		508,176	40,626	548,802
Reconciliation of funds				
Total funds brought forward		739,031	23,839	762,870
Total funds carried forward	20	1,247,207	64,465	1,311,672



Statement of Financial Activities for the Year Ended 31 December 2019

(Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	NOTE	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL 2018
Income and Endowments from:		£	£	£
Donations and legacies	3	609,458	262,300	871,758
Charitable activities	4	141,972	335,565	477,537
Other trading activities	5	167,866	-	167,866
Investment income		302	-	302
Other income		2,706	-	2,706
Total income		922,304	597,865	1,520,169
Expenditure on:				
Raising funds		(140,585)	(27,500)	(168,085)
Charitable activities	6	(423,680)	(666,533)	(1,090,213)
Total expenditure		(564,265)	(694,033)	(1,258,298)
Net income/(expenditure)		358,039	(96,168)	261,871
Net movement in funds		358,039	(96,168)	261,871
Reconciliation of funds				
Total funds brought forward		380,992	120,007	500,999
Total funds carried forward	20	739,031	23,839	762,870

All of the charity's activities derive from continuing operations during the above two periods. The funds breakdown for 2018 is shown in note 20.



Surfers Against Sewage Ltd (Registration number: 02920815) Balance Sheet as at 31 December 2019

	NOTE	2019	2018
Fixed assets		£	£
Intangible assets	11	25,648	14,426
Tangible assets	12	22,765	35,140
		48,413	49,566
Current assets			
Stocks	13	19,119	13,224
Debtors	14	36,916	54,934
Cash at bank and in hand		1,540,240	1,192,323
		1,596,275	1,260,481
Creditors: Amounts falling due within one year	15	(262,120)	(372,517)
Net current assets		1,334,155	887,964
Total assets less current liabilities		1,382,568	937,530
Creditors: Amounts falling due after more than one year	17	(70,896)	(174,660)
Net assets		1,311,672	762,870
Funds of the charity:			
Restricted funds		64,465	23,839
Unrestricted income funds			
Unrestricted funds		1,247,207	739,031
Total funds	20	1,311,672	762,870

The financial statements on page 47 to 65 were approved by the trustees, and authorised for issue on July 11th 2020 and signed on their behalf by C J Hugo (Treasurer).



Statement of Cash Flows for the Year Ended 31 December 2019

	NOTE	2019	2018
Cash flows from operating activities		£	£
Net cash income		548,802	261,871
Adjustments to cash flows from non-cash items			
Depreciation		15,824	11,561
Amortisation		13,288	6,769
Investment income		(2,569)	(302)
		575,345	279,899
Working capital adjustments			
(Increase)/decrease in stocks	13	(5,895)	1,347
Decrease/(increase) in debtors	14	18,018	(25,972)
(Decrease)/increase in creditors	15	(2,178)	21,776
(Decrease)/increase in deferred income	17	(211,983)	390,878
Net cash flows from operating activities		373,307	667,928
Cash flows from investing activities			
Interest receivable and similar income		2,569	302
Purchase of intangible fixed assets	11	(24,510)	(8,826)
Purchase of tangible fixed assets	12	(3,449)	(27,432)
Net cash flows from investing activities		(25,390)	(35,956)
Net increase in cash and cash equivalents		347,917	631,972
Cash and cash equivalents at 1 January		1,192,323	560,351
Cash and cash equivalents at 31 December		1,540,240	1,192,323

All of the cash flows are derived from continuing operations during the above two periods.



07

NOTES

TO THE
FINANCIAL
STATEMENTS



1. Charity status

The charity is limited by guarantee, incorporated in England & Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The principal place of business is:
Unit 2
Wheal Kitty Workshops
St Agnes
Cornwall
TR5 ORD

2. Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

Basis of preparation

Surfers Against Sewage Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity. As set out in the Trustees Report, the trustees have considered the impact of the coronavirus pandemic on the charity. Given the strong opening reserves and cash balance of the charity, together with actions taken by the trustees to minimise the impact on reserves, the trustees consider it appropriate to prepare the accounts on a going concern basis.

Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably. The only exception to this relates to when the income is incapable of financial measurement such as donated services which are shown as their estimated market value or value to the charity as set out below.

Donations and legacies

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. Where it has not been possible to estimate market value of donated services, the trustees have estimated the value of the service to the charity.

Other income

Merchandise sales, raffle tickets sales, subscriptions from members and other income are recognised when received. Investment income is included when receivable. Grants and sponsorship, including grants for 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. 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.

Raising funds

These costs 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 activities

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.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees's meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.



Intangible assets

Intangible assets are stated in the Balance Sheet at cost less accumulated amortisation and impairment. They are amortised on a straight line basis over their estimated useful lives.

Tangible fixed assets

Individual fixed assets costing £500 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

ASSET CLASS	AMORTISATION METHOD AND RATE
Website, database and app	33% straight line on cost

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

ASSET CLASS	DEPRECIATION METHOD AND RATE
Leasehold improvements	Equally over the period of the lease
Fixtures, fittings & equipment	25% straight line on cost
Computer Equipment	33% straight line on cost
Vehicles	25% reducing balance

Computer equipment depreciation policy has been changed this year in line with other assets. It was deemed more appropriate for the asset type. There was no material effect on the prior year and therefore this hasn't been restated.

Stock

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

Trade debtors

Trade debtors are amounts due from customers for merchandise sold, donations agreed or services performed in the ordinary course of business.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers.

Foreign exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date. All differences are taken to the Statement of Financial Activity.

Fund structure

Unrestricted funds are general funds receivable or generated that are available for use at the trustees's discretion in furtherance of the objectives of the charity, without further specified purpose.

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 must be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Hire purchase and finance leases

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 retail obligations is charged to the Statement of Financial Activity over the period of the lease and represents a constant proportion of the balance of capital payments outstanding.

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

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.



3. Income from donations and legacies

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL 2019	TOTAL 2018
	£	£	£	£
Donations and legacies;				
Donations from corporate	94,338	20,000	114,338	95,398
Donations from individuals	307,550	-	307,550	117,752
Donations from community	198,578	-	198,578	126,387
Membership subscriptions	381,969	-	381,969	307,221
Gifts in kind	-	344,700	344,700	225,000
	982,435	364,700	1,347,135	871,758

4. Income from charitable activities

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL 2019	TOTAL FUNDS 2018
	£	£	£	£
Charitable trusts & foundations	116,919	670,935	787,854	432,120
Corporate partnerships	56,000	-	56,000	45,417
	172,919	670,935	843,854	477,537

5. Income from trading activities

	UNRESTRICTED FUNDS	TOTAL 2019	TOTAL 2018
	£	£	
Trading income;			
Merchandise sales	120,064	120,064	138,984
Fundraising events	15,296	15,296	28,882
Total	135,360	135,360	167,866



6. Expenditure on charitable activities

	CAMPAIGN & PROJECT DELIVERY	SUPPORT & GOVERNANCE	SUPPORT STAFF	TOTAL 2019	TOTAL 2018
	£	£	£	£	£
Education	237,757	31,564	59,491	328,812	153,438
Community	459,220	60,964	114,906	635,090	448,402
Community - Plastic Free Communities	293,098	38,911	73,339	405,348	323,245
Advocacy and Campaigns	173,408	23,021	43,390	239,819	165,128
Total	1,163,483	154,460	291,126	1,609,069	1,090,213

£641,560 (2018 - £423,680) of the above expenditure was attributable to unrestricted funds and £967,509 (2018 - £666,533) to restricted funds.

Included in the expenditure analysed above are governance costs of £21,450 (2018 - £14,798) which relate directly to charitable activities. See note 7 for further details.

7. Analysis of governance and support costs

GOVERNANCE COSTS	UNRESTRICTED FUNDS	TOTAL 2019	TOTAL 2018
	£	£	£
Audit fees			
Audit of the financial statements	8,700	8,700	7,320
Other fees paid to auditors	900	900	–
Trustees remuneration and expenses	–	–	1,126
Legal fees	1,010	1,010	150
Other governance costs	10,840	10,840	6,202
	21,450	21,450	14,798



8. Net incoming/outgoing resources

	2019	2018
Net incoming resources for the year include:	£	£
Audit fees	8,700	7,320
Other non-audit services	900	-
Depreciation of fixed assets	15,824	11,562
Amortisation	13,288	6,769

9. Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

Directly incurred Trustee expenses borne by the Charity in the year totalled £nil (2018: £1,126) and were paid to 0 Trustees (2018: 4). The expenses were mainly for travel and training.

10. Staff costs

	2019	2018
Staff costs during the year were:	£	£
Wages and salaries	519,522	430,185
Social security costs	44,285	34,849
Pension costs	11,634	5,417
Settlement payments	18,269	-
Other staff costs	16,789	10,664
Freelance staff	41,442	-
	651,941	481,115

The obligation in connection to the settlement payments was fulfilled within the year ending 31st December 2019.

	2019	2018
The monthly average number of persons employed by the charity during the year was as follows:	No.	No.
Average monthly headcount	21	19

	2019	2018
The number of employees whose emoluments fell within the following bands was:	No.	No.
£60,001 - £70,000	1	1

The total cost of employment of the key management personnel of the charity, being the Chief Executive Officer were £78,311 (2018 - £68,469).



11. Intangible fixed assets

	WEBSITE, DATABASE AND APP	TOTAL
Cost	£	£
At 1 January 2019	25,436	25,436
Additions	24,510	24,510
At 31 December 2019	49,946	49,946
Amortisation		
At 1 January 2019	11,010	11,010
Charge for the year	13,288	13,288
At 31 December 2019	24,298	24,298
Net book value		
At 31 December 2019	25,648	25,648
At 31 December 2018	14,426	14,426

12. Tangible fixed assets

	LEASEHOLD IMPROVEMENTS	FIXTURES, FITTINGS AND EQUIPMENT	MOTOR VEHICLES	TOTAL
Cost	£	£	£	£
At 1 January 2019	1,833	86,419	13,912	102,164
Additions	-	3,449	-	3,449
At 31 December 2019	1,833	89,868	13,912	105,613
Depreciation				
At 1 January 2019	534	55,742	10,748	67,024
Charge for the year	276	14,706	842	15,824
At 31 December 2019	810	70,448	11,590	82,848
Net book value				
At 31 December 2019	1,023	19,420	2,322	22,765
At 31 December 2018	1,299	30,677	3,164	35,140

Included within the net book value of land and buildings above is £Nil (2018 - £Nil) in respect of freehold land and buildings and £1,023 (2018 - £1,299) in respect of leaseholds.



13. Stocks

	2019	2018
	£	£
Stocks	19,119	13,224

14. Debtors

	2019	2018
	£	£
Trade debtors	12,055	21,465
Prepayments	6,055	2,384
Accrued income	18,806	31,085
	36,916	54,934

15. Creditors: amounts falling due within one year

	2019	2018
	£	£
Trade creditors	20,281	14,868
Other taxation and social security	-	13,418
VAT Liability	9,487	12,263
Other creditors	5,768	5,247
Accruals	18,585	10,503
Deferred income	207,999	316,218
	262,120	372,517



16. Deferred Income

Deferred income comprises grant monies received for charitable activities beginning after 31st December 2019.

	2019	2018
	£	£
Deferred income at 1 January 2019	490,878	100,000
Resources deferred in the period	143,486	490,878
Amounts released from previous periods	(355,469)	(100,000)
Deferred income at year end	278,895	490,878

	2019	2018
	£	£
Deferred Income (by Grant):		
People's Postcode Lottery Grant	100,000	100,000
Garfield Weston Grant	30,000	30,000
Moondance Grant	70,340	105,340
Esmee Fairbairn Grant	-	80,878
Daniell Trust	3,000	-
King of Shaves	3,333	-
Online sales not dispatched	1,326	-
Total amounts due within 1 year	207,999	316,218
Garfield Weston Grant	-	30,000
Moondance Grant	70,896	144,660
Total amounts due within 2-5 years	70,896	174,660
Total Deferred Income	278,895	490,878

17. Creditors: amounts falling due after one year

	2019	2018
	£	£
Deferred income	70,896	174,660

18. Other financial commitments

Operating leases

At the year end the company had annual commitments under non-cancellable operating leases of £3,735 (2018 - £11,022).

19. Contingent assets

Before the year end the charity was given a piece of art in relation to the Royal Wedding. It is not possible to place a reliable value on the art and therefore it will be recognised when it is sold at auction in due course.



20. Funds

	BALANCE AT 1 JANUARY 2019	INCOMING RESOURCES	RESOURCES EXPENDED	BALANCE AT 31 DECEMBER 2019
Unrestricted funds	£	£	£	£
<i>General</i>				
General Reserves	739,031	1,293,510	(785,334)	1,247,207
Total unrestricted funds	739,031	1,293,510	(785,334)	1,247,207
Restricted funds				
Plastic Free Schools	-	116,045	(98,445)	17,600
Ocean School	-	17,450	(17,450)	-
School Beach Clean Boxes	-	16,000	(16,000)	-
Beach Clean Series	-	88,049	(88,049)	-
Plastic Free Communities	-	93,380	(67,880)	25,500
Plastic Free Awards	-	57,974	(57,974)	-
Cold Water Islands	16,620	21,503	(38,123)	-
Events	-	207,617	(207,617)	-
Reps Programme	7,219	128,417	(135,636)	-
Safer Seas	-	25,000	(5,255)	19,745
APPG	-	38,099	(36,479)	1,620
Development	-	20,000	(20,000)	-
Surf Activists	-	7,500	(7,500)	-
Generation Sea	-	89,700	(89,700)	-
Communications	-	81,401	(81,401)	-
F2F Fundraising	-	27,500	(27,500)	-
Total restricted funds	23,839	1,035,635	(995,009)	64,465
Total funds	762,870	2,329,145	(1,780,343)	1,311,672



20. Funds (continued)

	BALANCE AT 1 JANUARY 2018	INCOMING RESOURCES	RESOURCES EXPENDED	TRANSFERS	BALANCE AT 31 DECEMBER 2018
	£	£	£		£
Unrestricted funds					
<i>General</i>					
General Reserves	272,242	922,304	(460,020)	4,505	739,031
<i>Designated</i>					
Plastic Free Communities	36,700	-	(36,700)	-	-
Science & Research	20,000	-	(15,495)	(4,505)	-
Capacity Building	47,050	-	(47,050)	-	-
GDPR	5,000	-	(5,000)	-	-
	108,750	-	(104,245)	(4,505)	-
Total unrestricted funds	380,992	922,304	(564,265)	-	739,031
<i>Restricted funds</i>					
Plastic Free Schools	21,185	-	(21,185)	-	-
Be The Change	38,397	-	(38,397)	-	-
Ocean School	4,012	21,564	(25,576)	-	-
School Beach Clean Boxes	-	14,500	(14,500)	-	-
Beach Clean Series	3,127	57,300	(60,427)	-	-
Plastic Free Communities	-	182,826	(182,826)	-	-
Cold Water Islands	-	20,851	(4,231)	-	16,620
Events	-	105,000	(105,000)	-	-
Reps Programme	26,848	83,708	(103,337)	-	7,219
Beach Clean Boxes	4,986	-	(4,986)	-	-
Plastic Free Parliament	19,873	15,000	(34,873)	-	-
APPG	1,579	20,000	(21,579)	-	-
Development	-	20,000	(20,000)	-	-
Surf Activists	-	7,116	(7,116)	-	-
Communications	-	22,500	(22,500)	-	-
F2F Fundraising	-	27,500	(27,500)	-	-
Total restricted funds	120,007	597,865	(694,033)	-	23,839
Total funds	500,999	1,520,169	(1,258,298)	-	762,870



20. Funds (continued)

The specific purposes for which the funds are to be applied are as follows:

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.

School and Community Beach Clean Boxes - We committed to expand the Beach Clean Box project to create 50 new schools and community partnerships. These communities covering schools, local community groups and small businesses, will increase the grassroots volunteer engagement, education and impact for beaches around the UK.

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.

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 material.

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.

Plastic Free Awards - we held our inaugural Plastic Free Awards event, bringing together over 200 people for a prestigious night of recognition and celebration of the remarkable campaigners, entrepreneurs, community leaders, volunteers, youth activists and influencers leading the fight against plastic pollution from the beach front to the front benches of Parliament.

Cold Water Islands - we launched a new pilot project, Cold Water Islands, to empower island communities to track, trace and tackle marine plastic pollution through innovative, community-based solutions. This new project targeted small cold water islands across the UK, to explore plastic pollution pathways and promote community-based solutions to demonstrate how these microcosms can provide a template for global action towards a plastic-free future.

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.

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.





20. Funds (continued)

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.

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.

Development - the main role of the chief executive is to develop and maintain new relationships, and to network across a range of influential stakeholders to increase support for the charity mission, impact and profile. This includes managing diverse relationships and engagements across a range of sectors including politics, the media, academia, business, charity and the international community. The development work of the chief executive provides opportunities for the all functions of the charity. This work is often conducted remotely through events, giving speeches, meetings, lunches, conferences, interviews, broadcast media opportunities and other platforms where there is the opportunity to promote the work and impact of Surfers Against Sewage, and foster beneficial relationships.

Communication - we are committed to further enhancing and growing our communication expertise and capacity, to cover marketing public relations, the media, social and digital platforms, and refining our brand consistency, messaging and presentation.

F2F Fundraising - we ran a Face to Face recruitment Campaign in May to September 2019, recruiting over 500 new members over many varied locations, including large-scale music festivals, sports events, community event and beaches across Cornwall and North Devon.

Generation Sea - we founded and launched the #GenerationSea campaign, a new movement for the ocean, expanding our scope and remit on climate change, water quality, marine protected areas and plastics. As part of the campaign, we released The Creature Film, which became our most successful ever.





21. Analysis of net assets between funds

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS AT 31 DECEMBER 2019
	£	£	£
Tangible fixed assets	28,669	19,744	48,413
Current assets	1,272,659	323,616	1,596,275
Current liabilities	(54,121)	(207,999)	(262,120)
Creditors over 1 year	-	(70,896)	(70,896)
Total net assets	1,247,207	64,465	1,311,672

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS AT 31 DECEMBER 2018
	£	£	£
Tangible fixed assets	49,566	-	49,566
Current assets	745,764	514,717	1,260,481
Current liabilities	(56,299)	(316,218)	(372,517)
Creditors over 1 year	-	(174,660)	(174,660)
Total net assets	739,031	23,839	762,870

22. Related party transactions

During the year the charity made the following related party transactions:

Iceland Charitable Foundation – (*R Walker, a trustee is the joint managing director of Iceland Foods Group*)

The foundation donated £88,878 (2018: £3,500) in the year for various campaigns. At the balance sheet date the amount due from Iceland Charitable Foundation was £3,500 (2018 - £Nil).

QTS Telephone Services Limited – (*B Suffell a trustee, is the managing director of QTS Telephone Services Limited*)

The company provided a telephone gift aid campaign for the client at a cost of £4,715. At the balance sheet date the amount due to/from QTS Telephone Services Limited was £Nil (2018 - £Nil).

Hubbox Limited – (*C Hugo, a trustee is a director of Hubbox Limited*)

Hubbox Limited are part of the 250 Club and paid £250 in membership. The charity used the restaurant on various occasions with total purchases of £704. At the balance sheet date the amount due to/from Hubbox Limited was £Nil (2018 - £Nil).

M&C Saatchi PT Limited – (*C Hides, a trustee is the managing director of M&C Saatchi PT Ltd*)

The company provided donated advertising services to the charity. The total value of these donated services is £55,000 (2018: £125,000) and this has been included in the financial statements. At the balance sheet date the amount due to/from M&C Saatchi PT Limited was £Nil (2018 - £Nil).

Turning the Tide on Plastic – (*L Siegle, a trustee is the author of Turning the Tide on Plastic*)

138 copies of the book were purchased by the charity in the year for the Repts programme and an expense of £396 has been included in the accounts. At the balance sheet date the amount due to/from Turning the Tide on Plastic was £Nil (2018 - £Nil).

B Suffell – (*trustee*)

In 2018 he was employed as a consultant to provide advice on GDPR at a cost to the charity of £3,200. At the balance sheet date the amount due to/from B Suffell was £Nil (2018 - £Nil).



ACKNOWLEDGEMENTS

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Surfers Against Sewage would like to thank all of our members, volunteers, supporters and fundraisers for their ongoing support in making our campaigns and projects to protect the UK's marine environment across the UK possible. We'd also like to thank the following companies, organisations, foundations and individuals for their support in 2019.

TRUSTS & FOUNDATIONS

Peoples Postcode Lottery - Postcode Green Trust
The Esmée Fairbairn Foundation
Garfield Weston Foundation
Moondance Foundation
Iceland Foundation
Calouste Gulbenkian Foundation
Outdoor Foundation (Hydroflasks)
GS Gives
Patagonia - Tides Foundation
SIMA - Environmental Fund
Boardmasters Foundation
Environment Agency
Crown Estate
TKMaxx/Homesense
Albert Van Den Bergh Charitable Trust
Balmain Environment Conservation Trust
Belvedere Trust
Cobb Charitable Trust
CRH Trust
Douglas Heath Eves Charitable Trust
George Cadbury Fund 'B' Account
Gerefa Charitable Trust
Gladys Jane Wightwick Charitable Trust
Henhurst Charitable Trust
Holbeche Corfield Charitable Settlement
John and Susan Bowers Fund
Joseph Strong Frazer Trust
Lady Yuen Peng McNeice Charitable Foundation
Langdale Trust
Le Marchant Trust
Margot Lamond Charitable Trust
Martin Connell Charitable Trust
Maurits Mulder Canter Charity
Michael Marks Charitable Trust
Miss I F Harvey's Charitable Trust
Old Epsomian Lodge
Panton Trust
RG Hills Charitable Trust
Simon Gibson Charitable Trust
Stella Symons Charitable Trust
Stuart Heath Charitable Settlement
Tanner Trust
Taurus Foundation
Tayfield Foundation
Tesco PLC
The Anson Charitable Trust
The Culra Charitable Trust
His Royal Highness The Prince of Wales Duke of Cornwall
The Ettrick Charitable Trust
The Eureka Charitable Trust
The G C Gibson Charitable Trust
The Gunter Charitable Trust

The Halleria Trust
The Hugh Fraser Foundation
The John Coates Charitable Trust
The Kintore Charitable Trust
The Millichope Foundation
The Nineveh Charitable Trust
The Percy Hedley 1990 Charitable Trust
The Portrack Charitable Trust
The Rainford Trust
The Seven Pillars of Wisdom Trust
The Sir Robert Gooch Charitable Trust
The Vandervell Foundation
The Whitaker Charitable Trust
The William Dean Trust
Trevaunance Lodge Benevolent Fund

COMPANIES & INDIVIDUALS

M&C Saatchi PR
Dootrix
Park Productions
Boardmasters
Vision 9
Hydro Flask
Finisterre
The Scarlet Hotel
Bedruthan Steps Hotel & Spa
Brewers Decorators Centres
The Jackson Foundation Gallery
Parley for the Oceans
Neighbourly
King of Shaves - Code Zero
REN
Sharps Brewery
Kraken
Soul & Surf
Vanilla Catering
MET Office
The Lean Practice
GM Solicitors
Nalu Beads
Skinners Brewery
Bionutrition
PB Change Management
Ocean Film Festival
The Drang Gallery
Clarity Environmental
Ecoffee Cups
60 Sticks Ltd
Odyssey (William Beveridge)
Greener Cleaner
Enzyme
Little Goat Gruff
Kurt & Caroline Jackson
Mike McGonigle
Karl & Martine Wills
Tom Tagholm



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