

# END OF YEAR IMPACT REPORT 2023



**DRIVING CHANGE TOGETHER**

# DRIVING CHANGE TOGETHER

**SURFERS AGAINST SEWAGE (SAS) HAS BEEN A PEOPLE-POWERED GRASS ROOTS ORGANISATION SINCE OUR INCEPTION 33 YEARS AGO. NOW WE HAVE A UK-WIDE VOLUNTEER NETWORK OF THOUSANDS UPON THOUSANDS OF PEOPLE, SCHOOLS, COMMUNITIES (TOWNS, VILLAGES) AND REGIONAL REPRESENTATIVES ALL FIGHTING FOR THE OCEAN.**

In 2023 our small charity continued to tackle Plastic Pollution and Water Quality in our efforts to champion Ocean Recovery & confront the Climate Emergency.

We delivered highly visible campaigns and initiatives to boost public participation, media coverage, policy and systems change. From Million Mile Cleans to surfboards made of raw sewage, our aim for the past year was simple - to connect our vast community of volunteers, joining up their actions to protect the environment and drive long-term change.

A significant success over the past year is the huge level of media coverage and public awareness surrounding the sewage pollution crisis. Our 2022 Water Quality Report exposed 'dry spills', sewage discharges which happened in the absence of heavy rain and are therefore illegal. This was the first time this terminology had been used and it prompted a BBC investigation and created a new industry narrative.

In 2023, we've built on this momentum and mobilised communities on the issue to drive real change. Our Dirty Money Petition garnered 173k signatures and resulted in OFWAT (Water Services Regulation Authority) committing to a key ask of this petition - linking executive pay with environmental performance. The thousands of people who joined our Paddle Out Protests made waves before they even hit the water, with mounting pressure eliciting a public apology from Water UK (the first time that water companies have publicly admitted fault).

Our work on single-use plastic also continues to drive positive change and our Plastic Free Communities and Schools along with our Regional Reps were instrumental during the consultation and roll out of The Environmental Protection (Single-use Plastic Products) (Wales) Act 2023.

We are continuing to give UK communities powerful tools to drive change in the systems and structures that are destroying coastal and inland waterways. By growing, connecting and mobilising these diverse communities, together we can deliver long-term impact and create an unstoppable movement to save our blue spaces.

The impact that SAS continues to make is thanks to our incredible donors, who know and trust that through their funding, they can enable positive change across thriving volunteer-led environmental programmes: from educating school children, mass participation events, community enhancement programmes and so much more.

This report provides a snapshot of our work in 2023 – you, the incredible philanthropic organisations and individuals who support us, along with the groundswell of thousands of volunteers consistently taking action, are the driving force of this impact and we are ever grateful.



# 2023 IN NUMBERS

**93,906**  
**VOLUNTEERS**  
 did a Million Mile Clean

**89,909 KG**  
 of rubbish removed (Million Mile Clean)

**348,214 MILES**  
 cleaned all over the UK by Volunteers (Million Mile Clean)

**927**  
 COMMUNITIES AND  
**5,710**  
 BUSINESSES SIGNED-UP TO  
**PLASTIC FREE COMMUNITIES**  
 SURFERS AGAINST SEWAGE

**250,000**

SEWAGE ALERT APP  
 DOWNLOADS  
 Safer Seas Service

**173,043**  
**PETITION SIGNATURES**  
 (sewage scandal petition)

**NATIONWIDE TRASH MOB!**  
**24,077**  
**SCHOOL CHILDREN**  
 participated in Trash Mob (national event)

**3,746**  
**SCHOOLS**  
 now signed up to  
**PLASTIC FREE SCHOOLS**  
 SURFERS AGAINST SEWAGE

**1.4 MILLION STUDENTS**  
 inspired via Plastic Free Schools

**30 MILLION PEOPLE**  
 live in a Plastic Free Community

## 2023 THE BIG WINS

Our science driven reports and data collated by our volunteers have influenced environmental policy at governmental level - here are some wins we've had this year thanks to this...

### Water Quality

- Revised regulation from UK regulators to link executive pay and dividend pay to environmental performance.
- New legislation to allow unlimited fines to be placed on water companies for polluting.
- 100% of storm overflows required to be monitored in the UK by the end of 2023.
- Environment Agency announced plans to increase focus on regulating water industry.
- Public apology from water companies.
- Labour party adopted our calls to reduce untreated sewage pollution by 90% by 2030 and ban CEO bonuses.

- The Liberal Democrats pledged to ban water company CEO bonuses.
- During local elections sewage and water quality was a key issue and all political parties now look set to include actions to tackle sewage pollution in their manifestos.

### Plastic Pollution

- Extension of single-use plastic ban in England to include cutlery and expanded polystyrene etc.
- New plastics bans in Wales including straws, stirrers as well as plastic plates.

# WATER QUALITY

## WORKING TO END SEWAGE POLLUTION

### 2023 HAS BEEN A BIG YEAR FOR DRIVING CHANGE ON WATER QUALITY

We've seen some huge wins in this area from the sheer level of media coverage and public awareness surrounding the sewage pollution crisis to public apologies from Water UK and commitments from The Water Services Regulation Authority, OFWAT. As always, it's the people power up and down the UK that make these wins happen.



### PADDLE OUT PROTESTS

In May, 3,800 people in 18 beach and river locations across the UK joined us in protesting the sewage scandal. Families, businesses, individuals and organisations paddled into the water to make a strong statement to polluters and the media. As a result, we saw over 1,800 pieces of national, regional and international media coverage (including the BBC, The Guardian and New York Times to name a few), with an estimated 3.6 million views online. Feedback from attendees was that the protests felt inclusive, and gave opportunities for campaigners on a local level across the country to engage with people in power. These protests also got the attention of water companies, with Water UK making a public apology just days before, the first time that water companies have publicly admitted fault.



# DIRTY MONEY PETITION (APRIL - JUNE)



OUR BIGGEST PETITION TO DATE GARNERED 173,043 PUBLIC SIGNATURES CALLING FOR AN END TO WATER COMPANIES PROFITING FROM POLLUTION.

The petition not only offered significant leverage when asking OFWAT to change their regulations, but it also put pressure on the government to make positive, lasting changes and resulted in OFWAT committing to linking executive pay with environmental performance, a key ask of the petition.



# THE FLOATER



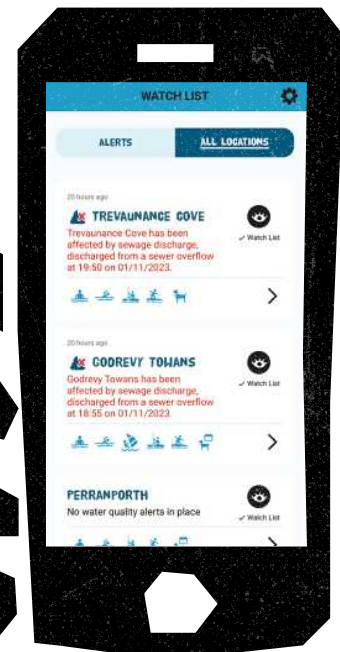
Yes, we really did make a surfboard from raw sewage! The Floater is a recycled surfboard created by Niall Jones with raw sewage worked into the resin and see-through panels on the nose and fins. We worked alongside Mr. President (design agency) to produce “The Floater” campaign video, featuring Ben Skinner (11 times European Surf Champion) and used this to encourage participation in the above Paddle Out Protests.

## SAFER SEAS & RIVERS SERVICE APP (SSRS)

[sas.org.uk/water-quality/sewage-pollution-alerts](https://sas.org.uk/water-quality/sewage-pollution-alerts)

Downloaded by 250,000 people - this free, award-winning app is the only national service keeping water users safe from illness by informing them about sewage pollution alerts in over 458 UK locations. Users can submit sickness reports, take direct action by emailing their MP or water company when pollution alerts occur.

At the end of June, the SSRS app relaunched after a thorough rebuilding process which has secured the usability of the app for years to come, meaning members of the public can continue to keep safe in the water.



### KEY STATS IN 2023:

App downloads:

**250,000**

in total with 182,000 active users

**21,000**

Sewage Discharge Alerts (66,928 since 2019)

**18,401**

Emails sent to MP's (37,149 in total)

**33,277**

Emails sent to Water Company CEO's (42,278 in total)

**1,904**

Sickness Reports (3,071 in total)

**458**

UK Locations covered

# WATER QUALITY REPORT '23

waterquality.sas.org.uk

Image: Mike Guest

In November we published our most robust report to date on the state of our waterways across all four of the UK's nations. Shockingly, UK environmental regulators revealed untreated sewage was discharged into UK rivers and coastlines at the very least 399,864 times, that's 1,091 times a day! This is likely a huge underestimation.

Rivers and seas are the arteries and lifeblood of the planet, transporting the water and nutrients needed to sustain thriving ecosystems – including human life.

Our precious blue spaces are being contaminated with sewage, agricultural and chemical pollutants, and in turn, humans are getting sick too.

Between October 2022 and September 2023, a total of 1,904 water users reported getting ill after entering the water. That's nearly triple the number of reports we received in 2021-22. The numbers are nauseatingly high. And yet these are just the sickness reports that are submitted to SAS.

## We saw immediate action as a result of this report on the day it was published:

- Chair of Welsh Affairs Committee, Stephen Crabb raised the findings in the investigation into Welsh Water mis-practice.
- The Scottish government launched a consultation on Water Policy.
- We saw a response from DEFRA Ministers as well as leading opposition spokespersons.
- In Wales our Regional Reps attended the Senedd to deliver the report which has created an ongoing conversation on Welsh policy.

**THIS REPORT IS ONLY A GLIMPSE INTO THE TRUE SCALE OF SEWAGE SICKNESS ACROSS THE UK ...**

## THE REAL FACE OF POLLUTION!



**Naomi Jenkin**  
(Newquay, Cornwall) contracted a parasite (Cryptosporidium) from surfing in sewage, her life was impacted for 5 weeks.



**Reuben Santer**  
(Devon) - a school teacher who was forced into unemployment because of a sewage pollution related illness (developing into a chronic disease called Menieres).



**Robbie Bowman**  
(Cardiff, Wales) was hospitalised for a week after a small cut on his leg got seriously infected after a sea swim.



**Hannah Cushion**  
(River Thames) took part in an organised swim event, where she and other attendees became extremely unwell.



## PROTECTING WILD WATERS

SURFERS AGAINST SEWAGE

[protectingwildwaters.org.uk](https://protectingwildwaters.org.uk)

Protecting Wild Waters is a nationwide programme which we launched in 2022 in response to the lack of water quality monitoring at popular inland swim spots which aren't designated as official bathing sites. Currently there are only 3 rivers designated in the UK, the aim is to call for 200 designated inland bathing waters by 2030.

The first step to improving the state of our rivers is to make sure the legal obligations are in place to improve water quality. Gaining official Bathing Water Designation is a mechanism to achieve this as it creates blue spaces where water quality is officially monitored for harmful bacteria and viruses, with legal obligations placed to address sewage and agricultural pollution.

The programme specifically supports local communities applying for their inland Bathing Water Designation, providing all the resources, guidance and tools required for pre-application support right up to application submission.

Support in 2023 also included Citizen Science training days, monthly online webinars, online forums to share successes and challenges, the launch of water quality testing work, and over 40 presentations were given to communities, local authorities and NGO's to raise awareness of the benefits of designated bathing waters.

We initially set out to work with 10 communities in 2023, but this increased to 50 in total, with 20 of these involved in Citizen Science projects. 16 of these communities submitted their designated bathing water applications, and the outcome of this will be known in spring 2024.

Protecting Wild Waters also established links with at least 20 organisations in order to increase community support, including: The Rivers Trust, Women's Institute, British Canoeing, British Rowing, local authorities, DEFRA, Welsh Government and The Environment Agency.

We held the first ever Bathing Water Conference in Bristol in 2023, over 70 community representatives and organisations attended from across the UK, 15 speakers shared their own application experiences and offered relevant insight into all things bathing waters.



**YOU GUYS DID AN AMAZING JOB AT BRINGING SO MANY COMMUNITIES AND PERSPECTIVES TOGETHER. ONE OF MY KEY TAKEAWAYS FROM THE EVENT WAS JUST HOW MUCH SUPPORT FOR ONE ANOTHER, AND WILLINGNESS TO COLLABORATE AND SHARE EXPERIENCE AND INSIGHT, EXISTS ACROSS THIS NETWORK. IT'S REALLY QUITE UNIQUE TO SEE SUCH A WIDESPREAD COMMUNITY FIGHTING TOGETHER.**

— Conference Attendee



# END SEWAGE POLLUTION

## COALITION & MANIFESTO



[sas.org.uk/water-quality/our-water-quality-campaigns](https://sas.org.uk/water-quality/our-water-quality-campaigns)

Back in 2020 we formed a coalition with other environmental charities, sports governing bodies and community groups, all united in the ambition to end sewage pollution. The End Sewage Pollution Coalition includes The Rivers Trust, British Canoeing, Swim England, The Angling Trust and is supported by the Royal Yachting Association amongst others.

With a 2024 Election on the horizon, the End Sewage Pollution Manifesto was created through the Coalition by water lovers united by an ambition to deliver thriving water environments. This manifesto sets out the progressive policies that we want all parties to include in their election promises ahead of the next election.

The Manifesto is used as an advocacy tool and has been presented to political parties' policy teams, ministers, shadow ministers, MPs and parliamentary candidates.

Our main push for the Manifesto was at Labour Party Conference where it was presented to members of the Shadow DEFRA team including the Shadow Secretary of State.

During local elections sewage and water quality were key issues. We are seeing all political parties take up the mantle as we head towards a general election, with parties already making pledges around CEO bonuses and set to include actions to tackle sewage pollution their manifestos. We will continue to engage with politicians, campaign and remain united to amplify the need for urgent action in 2024 and beyond.



**THE HUGE PUBLIC OUTCRY TO THE SEWAGE SCANDAL HAS SEEN THE WHEELS OF CHANGE BEGIN TO TURN**

— Chantelle Grundy,  
British Canoeing's Access and Environment Lead.

**We are a coalition of water lovers and water users united by our ambition to End Sewage Pollution and recover the UK's rivers, lakes and seas.**

We surf and swim the UK's coasts, we fish and canoe the rivers, and row and admire the lakes. We are conservationists and environmental champions. We are national organisations and local groups. We are communities and business owners. We are everyday people driven by our shared vision of healthy and safe waters thriving with wildlife.

**Created by**



**Supported by**





PLASTIC POLLUTION



# PLASTIC POLLUTION

COMMUNITIES TURNING BACK THE PLASTIC TIDE CHOKING THE OCEAN

FROM OUR PLASTIC FREE PROGRAMMES TO PR STUNTS AND MILLION MILE CLEANS, WE'RE CONTINUING OUR FIGHT FOR A WORLD WITHOUT PLASTIC POLLUTION.

We've seen our Plastic Free Communities and Schools drive huge change in their local areas and this year's Brand Audit Report called out the big brands responsible for producing plastic pollution. This is leading to change and in 2023 we've seen an extension of the single-use plastic ban in England to include cutlery and expanded polystyrene, and a new single-use plastic ban in Wales including straws, stirrers and plastic plates.

## PLASTIC FREE COMMUNITIES

[plasticfree.org.uk](https://plasticfree.org.uk)

A huge growing network of towns, villages, individuals and businesses nationwide join this programme to eradicate single-use plastic from where they live and achieve their official Plastic Free Community Award with us – there are now over 30 million people in the UK living within a Plastic Free Community.

This curated programme is transformative, allowing participants to rethink their environmental impact around single-use plastics (re-use, re-fill, eliminate) – the programme includes monthly masterclasses focusing on training, updates on plastic policies and achieving milestones. July 2023 saw the re-launch of the Plastic Free Communities Conference (the first since 2019), which brought together nationwide representatives to share skills and co-create future development.



“

THE CONFERENCE WAS CLEAR AND CONCISE, INFORMATIVE, AND INSPIRATIONAL, ESPECIALLY WITH THE GUEST SPEAKER, NAZEEM [TALUKDAR, PLASTIC FREE RAMADAN]. HIS SPEECH ABOUT BRINGING COMMUNITIES TOGETHER TO BRING AWARENESS TO THE PROBLEM OF PLASTIC WHILE EATING GOOD FOOD BRINGS MUSIC TO MY EARS!

— Conference Attendee

KEY STATS IN  
2023:

413

Businesses Signed-up  
(5,710 in total)

267

Businesses  
Awarded

179

Communities  
Awarded

927

Communities  
in total



# PLASTIC FREE SCHOOLS

[plasticfreeschools.org.uk](http://plasticfreeschools.org.uk)

A pupil-led environmental education programme which runs in UK schools, equipping and empowering children to create positive change by holding environmental audits, organising clean ups and removing single-use plastic and pollution from their school and local surroundings. Designed to hit key curriculum and other targets, the programme has been implemented in over 3000+ schools to date including nurseries, primary and secondary schools.

In March, the nationwide Trash Mob initiative partnered with British Science week resulting in 24,077 participants from schools all around the UK.



THE TRASH MOB WAS A GREAT SUCCESS, WE WERE ALL RATHER DISMAYED BY THE AMOUNT OF LITTER WE COLLECTED. THERE WAS SO MUCH SINGLE USE PLASTIC AS WELL AS PLENTY OF UNUSUAL OBJECTS – CREDIT CARDS, HUB CAPS, AND CYCLE LANE BOLLARDS TO NAME JUST A FEW

— Fettes Prep School, Edinburgh

In July Training Sessions were delivered to 192 educators in Early Years, Primary and Secondary Schools.

In November over 14,871 pupils attended our annual online educational event, Pupil Power Assembly and were inspired by speakers ranging from wildlife experts, sustainability leaders and cold-water advocates like Wim Hof.



KEY STATS IN  
**2023:** **1.4**  
**MILLION**  
students reached in total

**24,077**  
pupils (205 schools)  
joined the Nationwide  
Trash Mob

**34,710**  
rubbish items collected  
during Trash Mob

**14,871**  
students from 166  
schools joined the  
Pupil Power Assembly

# PLASTIC FREE AWARDS

The third instalment of the Plastic Free Awards took place on Friday 16th June at the Bristol Museum & Art Gallery.

We were delighted to host the awards and bring together environmental activists and community leaders from around the UK. People from all walks of life, including young campaigners, small businesses, sports clubs and schools, were recognised for their outstanding contributions to the plastic free movement.



## SWIMMING IN PLASTIC

In July we created our “Swimming in Plastic” PR stunt to launch the Brand Audit – this was a community led event to raise awareness of the UK’s plastic pollution crisis. The Jubilee Pool in Penzance was filled with plastic bottles to illustrate the sheer volume of plastic being produced and its negative environmental impact. An estimated 12 million tonnes of plastic is dumped in the ocean every year with disastrous effects, from wildlife ingestion and death to tiny micro-plastics entering the food chain and eventually into the human bloodstream. Stunts like this help keep the conversation of single-use plastic alive.

# MILLION MILE CLEAN

[sas.org.uk/plastic-pollution/million-mile-clean](https://sas.org.uk/plastic-pollution/million-mile-clean)



A people powered initiative which supports thousands of volunteers all across the UK to conduct cleans on beaches, waterways, urban and green spaces to eradicate plastic pollution. Members of the public register their clean on our website, and are provided with free equipment, support, documentation and public liability insurance.

Million Mile Cleans are a brilliant way for volunteers to tackle plastic pollution in their local environment and are often a starting point for participants to engage with our other work to continue their journey with us. From Sanday Island, Orkney to Gunwalloe, Cornwall we saw incredible community power coming together for the environment.

## KEY STATS IN 2023:

**348,214**  
miles cleaned

**89,909KG**  
of rubbish removed

**93,906**  
volunteers mobilised

**3,980**  
of cleans done

# BRAND AUDIT ON PLASTICS

[sas.org.uk/plastic-pollution/brand-audit](https://sas.org.uk/plastic-pollution/brand-audit)

Our annual Brand Audit report identifies and calls out the major plastic polluting brands as The Dirty Dozen— using data from waste collected at Million Mile Cleans. This data can be used to hold plastic polluters to account, and demand they reduce their plastic production.

From the 30,000 items that volunteers removed from the ocean, beaches, rivers and streets we found that Coca-Cola was the biggest polluting brand followed by McDonalds and PepsiCo. Tellingly, this year New York state filed a Supreme Court case against PepsiCo (number 3 on our Dirty Dozen list) for their plastic pollution along the Buffalo River.

Attorney General Letitia James stated “No company is too big to ensure that their products do not damage our environment and public health. All New Yorkers have a basic right to clean water, yet PepsiCo’s irresponsible packaging and marketing endanger Buffalo’s water supply, environment and public health”.

This lawsuit opens up the conversation for similar cases being actioned in other countries including the UK – and the data collected for our plastic reports can be a catalyst for these actions.

## KEY STATS IN 2023:



**30,000**  
POLLUTING  
ITEMS COLLECTED



**4,240**  
VOLUNTEERS  
TOOK PART



**500**  
CLEANS  
TOOK PLACE

**1,500 ONLINE REPORT VIEWS IN FIRST MONTH**

# OCEAN ACTIVISTS EVERYWHERE:

FROM OUR TALENTED NETWORK OF REGIONAL REPS TO CHILDREN ENGAGING WITH OUR OCEAN SCHOOL PROGRAMMES.

From the communities who power our work on single-use plastic and water quality to those who engage with our social media. Our mission is to create ocean activists everywhere, making ocean conservation accessible to all.



## REGIONAL REPRESENTATIVES (REPS)

The Reps volunteer network are highly trained ambassadors for SAS, they are the lifeblood of the organisation. Collectively called the Chapters Network, they comprise of a united and empowered community of highly engaged volunteers from all around the UK.

We currently have 200 Reps spread across England, Wales, Scotland and Northern Ireland, and they help to drive all our programmes from running beach cleans to sharing petitions; from organising Paddle Outs to delivering talks to schools and organisations; and leading on local grassroots campaigns with their communities.

March saw the first Ocean Activist Conference in Wales. This was the first time volunteers have come together from both Plastic Free Communities and Regional Reps. The purpose of this larger conference was to bring these Ocean Activists together – updating them on SAS plans, and provide inspiring training on grassroots activism, plastics, inclusion and accessibility. In October a Reps Training Weekend was held in Newcastle which saw attendance from all over the UK.

Training was delivered on water quality, media outreach, beach cleans and community engagement.

Training Weekend Attendee - "Continuing with a diverse range of topics and speakers. Seriously every time we come to these events we are blown away by the quality of the inspirational speakers & workshops. Just keep on being awesome."

We also supported local Reps with local campaigns such as The Porty Collective in Edinburgh and the Wake for Lough Neagh in Northern Ireland. Both of which are incredible grassroots campaigns gaining traction to tackle local water quality issues.





digitaloceanschool.com



An immersive online educational tool that brings the sea to users no matter where they are. Free to use, all-inclusive and open to any child, anywhere – participants learn about ocean pollution, and can virtually explore real life rockpools amongst many other engaging activities. Users can also plan an actual beach visit and download a Beach Trip programme for fun and educational beach-based learning activities. In 2023, over 3000 children accessed this online platform. In 2023, we added a new section to the platform, helping users explore upstream and discovering the importance of protecting inland waterways.

## OCEAN SCHOOL BEACH SESSIONS

[sas.org.uk/take-action/education/ocean-school](https://sas.org.uk/take-action/education/ocean-school)

Ocean School beach sessions run during the summer, this initiative welcomes young people from challenging and disadvantaged backgrounds to the beach and facilitates an educational connection with the marine environment.

In 2023, 100 children participated through partnerships with children's organisations, they joined the sessions as part of their residential stay, having been referred for a variety of reasons, including being young carers, having behavioural issues and under the care of social services.



“

**I REALLY ENJOYED OCEAN SCHOOL. I FEEL LIKE I LEARNT A LOT ABOUT HOW OUR RUBBISH IMPACTS ON THE OCEAN AND THE WILDLIFE AND I WOULD LIKE TO CHANGE THAT**

— Ocean School Attendee

# EQUALITY, DIVERSITY & INCLUSION



Yvette Curtis joined us in May 2023 as Equity, Diversity and Inclusion Manager – bringing with her years of experience in campaigning for blue spaces to be more diverse and equitable places.

Yvette hit the ground running and got to work amplifying voices from all communities including working internally with over 40 team members at SAS and allocating a new research program into the importance of access to water in providing a pathway to advocacy and activism.

In a short space of time Yvette has secured long-term, reciprocal partnerships with organisations such as Black2Nature (now forming part of our Ocean School, Pupil Power Assembly and Bathing Water Conference), as well as attending and speaking at key events such as Wavemakers, Neurodiversity in the Workplace, Ethnic Diversity in the Workplace and the Global Wave Conference, plus an invite to speak at the Blue Earth Summit.

**AS WE HEAD INTO 2024, THE KEY LEARNING WE TAKE WITH US, IS THE VALUE OF COLLABORATION AND AUTHENTICITY – AND WE’LL CONTINUE TO GROW OUR COMMUNITY WITH THIS VISION AND CONCEPT.**

## COMMUNICATIONS

Ensuring that sewage and plastic pollution are consistently at the forefront of people’s minds all across the UK is key to the success of our campaigns and programmes.

2023 was a crucial year with unprecedented media coverage – as a result sewage pollution was a very hot topic with the public, which in turn influenced governmental policy. Our ever-growing social media channels helped to inform and galvanise our supporters, encouraging petition signatures and Million Mile Cleans as well as engaging with more diverse communities for maximum traction and impact.

### KEY STATS IN 2023:

TOTAL MEDIA COVERAGE:

**11,672** PIECES

PRINT MEDIA COVERAGE:

**556**

(including The Guardian, The Times, The Independent)

ONLINE MEDIA COVERAGE:

**8,741** PIECES

(MSN, Daily Mail, BBC)

BROADCAST MEDIA COVERAGE:

**2,375**

(BBC Breakfast, Good Morning Britain, Countryfile)

SOCIAL MEDIA FOLLOWERS:

**f** FACEBOOK 173K

**o** INSTAGRAM 174K

**t** TWITTER 80K

**in** LINKEDIN 18K

EMAIL DATABASE :

**157,464**

(after a big data cleanse)

WEBSITE VISITS:

**819,000**

ADVERTISING VALUE EQUIVALENT OF ALL COVERAGE:

**£341 MILLION**



# ORGANISATION

## BEHIND THE SCENES AT SURFERS AGAINST SEWAGE:

**WE ENTERED 2023 WITH AMBITIOUS RECRUITMENT PLANS. A CAPACITY INCREASE WAS NEEDED FOR OUR GROWING DELIVERY AND IMPACT. AS A RESULT, 25 NEW STAFF MEMBERS WERE APPOINTED WITH 7 INTERNAL PROMOTIONS – TAKING THE TOTAL TEAM UP TO 46, WITH 2-3 VACANT ROLES.**

We also recruited new members of the leadership team, with key appointments being Giles Bristow (CEO), Dani Jordan (Director of Campaigns & Community) and Fiona Kilbride (Finance Director) – these new hires joined existing directors: Pete Lewis (Director of Fundraising) and Pete Warman (Director of Operations & HR).

The staff retention rate has increased to 85% and the introduction of home-based roles in 2023 has seen a positive change, allowing our team to better connect with the communities they represent across the country and allowing some brilliant people to join the team!

We continue to evolve the systems that enable us to achieve the biggest impact. A Customer Relationship Management (CRM) project has progressed throughout the course of 2023, with the implementation process beginning early in 2024. This new, organisation-wide CRM will give us the opportunity to develop a deeper understanding of our Ocean Activists and nurture their supporter journeys, strengthening their relationships with us and increasing the impact of our work.

The team are immensely proud of the impact we have delivered in 2023 alongside our incredible community, supporters and funders and are looking forward to tackling 2024 head on!

