

MID-YEAR IMPACT REPORT 2025



**SURFERS
AGAINST
SEWAGE**



A MESSAGE FROM GILES (OUR CEO) ON THE YEAR SO FAR

**EVERY WAVE CARRIES A STORY - WE'RE HERE TO ENSURE THESE STORIES ECHO
WITH RESTORATION, RESILIENCE, AND HOPE.**

This report showcases the change-making power of volunteers across the UK – it highlights the unwavering commitment of our communities who continue to rally together and demand an end to sewage and plastic pollution.

2025 is also our 35th Anniversary – born in the 1990s, we've grown from a small group of surfers into one of the UK's biggest grassroots movements of over 200,000 people from all walks of life.

**TOGETHER WE'VE SPENT 35 YEARS
CAMPAIGNING TO PROTECT AND
RESTORE THE OCEAN!**

We barrelled through this organisational mega-milestone on a wave of change in the water sector in England and Wales, and a reignition of the energy, enthusiasm and passion of our community to confront the crisis of pollution choking our waterways.

To celebrate our birthday, two thousand ocean lovers came together for a party in our home village of St Agnes, Cornwall - returning to the source, we danced in the wind and rain and discussed the future of our mission.

After 35 years, we feel as vital and as needed as ever. Our rivers and ocean are still under attack from pollution, but our people-powered movement swells like the making tide. It is our community that sets us apart – engaged, active and mobilised behind the fight to protect our waters.

This is our six-monthly report on impact, and I am proud to share so many achievements already this year, from our largest ever Paddle-Out Protest to our work re-igniting the plastics conversation.

The numbers and the policy shifts speak for themselves. But behind these numbers are an incredible team of staff and volunteers, strategising, planning, and executing practical actions like nationwide plastic clean-ups and razor-sharp campaigns.

This report not only highlights the achievements of the year so far, but also the transformative power of collective action. We couldn't do this without our communities and the trusts, foundations, businesses, supporters and partners who work with us to create this impact.

Ocean Activism is for everyone – and we'll continue to grow and connect a diverse and inclusive network of passionate environmentalists of all ages, spread across rural and coastal locations around the UK.

OUR WORK

OUR WORK BRIDGES THE INTERSECTION BETWEEN DRIVING POSITIVE ENVIRONMENTAL CHANGE AND HUMAN HEALTH. WE FOCUS SPECIFICALLY ON ENDING SEWAGE AND PLASTIC POLLUTION FROM INLAND WATERWAYS TO THE OCEAN.

Through diverse nationwide community programmes, we empower people to become confident environmental advocates and changemakers. This leads to on-the-ground action and improvements to local environments. We connect these local actions through innovative campaigns, creating a unified voice powerful enough to drive national change.

COMMUNITY ENGAGEMENT

Our community & volunteer programmes create direct environmental impact and gather evidence & data



DATA & SCIENCE

We collect evidence & data to use in our reports to inform the media, the public & influence policy



HOW WE CREATE CHANGE

CAMPAIGNS

Our attention-grabbing petitions, appeals & mass public participation events further our cause



MEDIA INFLUENCING

We generate huge media coverage to highlight sewage & plastic pollution, influencing and informing vast segments of society



ADVOCACY

We engage with and influence key environmental decision makers at the highest levels of society



ALONGSIDE OUR PEOPLE-POWERED CAMPAIGNS, WE TACKLE SEWAGE & PLASTIC POLLUTION THROUGH THE BELOW PROGRAMMES

PROTECTING WILD WATERS (page 5)

Supporting communities to apply for official bathing water status to legally improve water quality

PLASTIC FREE SCHOOLS (page 11)

Environmental education and reducing plastic use in over 3,500 schools across the UK

SAFER SEAS & RIVERS SERVICE APP (page 6)

A free app providing sewage pollution alerts to keep water users safe and informed

PLASTIC FREE COMMUNITIES (page 11)

Reducing plastic usage in businesses, towns, and villages across the UK

MILLION MILE CLEAN (page 10)

Over 100,000 volunteers per year doing plastic clean-ups in their local area

REGIONAL REPS (page 13)

Highly trained SAS ambassadors mobilising their local communities across all aspects of our work

THE YEAR IN NUMBERS SO FAR

(JAN-JUNE 2025)

88,572

VOLUNTEERS

conducted plastic
clean-ups (Million
Mile Clean)

40,942 KG

of plastic/waste
removed (Million
Mile Clean)



**194,120
MILES
CLEANED**

(Million Mile Clean)



7,000

attendees across
44 nationwide

**PADDLE OUT
PROTESTS**



630

total communities
(Plastic Free Communities)

**PLASTIC FREE
COMMUNITIES**
SURFERS AGAINST SEWAGE

5,941

total businesses signed up



191,370

**WATER QUALITY
WARNINGS**
sent to users
(SSRS app)



29,130

PEOPLE SIGNED OUR

**#BAN
THE**

BAILOUTS

online petition



**31,634
PEOPLE**

completed our
online water
industry surveys



100

**BATHING WATER
COMMUNITIES**

engaged with

**PROTECTING
WILD WATERS**
SURFERS AGAINST SEWAGE



3,639

**PIECES OF TOTAL
MEDIA COVERAGE**

across online, broadcast,
print (PR)



3,163,537
TOTAL EMAILS OPENED

by our supporters
(Communications)

£164

**MILLION AVERAGE
ADVERTISING
VALUE (AAV)**

of media coverage
generated



**3,500
TOTAL SCHOOLS**

**PLASTIC FREE
SCHOOLS**
SURFERS AGAINST SEWAGE



ENDING SEWAGE POLLUTION

2025 WAS ALWAYS GOING TO BE A DEFINING YEAR FOR OUR WORK ON SEWAGE POLLUTION, DRIVEN BY THE HUGE OPPORTUNITY WE HAD THROUGH THE INDEPENDENT WATER COMMISSION AND THE WATER (SPECIAL MEASURES) BILL.

This year, we focused on the once-in-a-generation chance to influence water industry reform. We capitalised on all opportunities to push for a water system that has a legal priority to protect public and environmental health, offers democratic decision-making, transparency, value for money and is overseen by tough regulators.

We worked hard to strengthen the case for change, exposing the truth to tell the story of a broken water system. We combined community action, cutting-edge technology and powerful public mobilisations to put water reform at the top of the agenda.

We interlinked our programmatic volunteer work with reports, data, people-powered stories, smart campaigns and influential advocacy to generate huge media coverage, thus keeping up the pressure on key decision-makers.

And we've already seen impact from our work: from 81 criminal investigations into water companies, a 400% increase in sewage pollution inspections by authorities, to our recommendations being included in the interim report by the Independent Water Commission and the Water (Special Measures) Act 2025.



**PROTECTING
WILD WATERS**
SURFERS AGAINST SEWAGE

OUR PROTECTING WILD WATERS PROGRAMME CONTINUES TO BE A KEY DRIVER FOR IMPROVING INLAND WATER QUALITY.

We provide crucial support to communities seeking to secure official Bathing Water Designation (where water quality is legally monitored and poor water quality is acted on).

There are currently 45 designated inland bathing sites in the UK. Many communities will not have undertaken complex applications before, so our support is vital for them. So far in 2025, we have engaged with 100 communities. We are actively working with 20 communities on their 2025 applications and offering ongoing support for 15 communities who have achieved Bathing Water Status.

We are funding 20 communities to monitor their local water quality, with support to an additional 15 communities who are self-funding their own monitoring work.

protectingwildwaters.org.uk



PADDLE-OUT PROTESTS

IN MAY WE HELD PADDLE-OUT PROTESTS ACROSS THE UK. WE SAW 44 PADDLE-OUTS TAKE PLACE ACROSS ENGLAND, NORTHERN IRELAND, SCOTLAND AND WALES WITH OVER 7,000 ATTENDEES. WE HELD EVENTS ON 34 BEACHES AND 10 INLAND LOCATIONS, INCLUDING THE FIRST EVER NON-WATER URBAN EVENT IN LONDON.

The events garnered significant media coverage with over 440 pieces of coverage regionally and nationally, ensuring that water quality remained high on the public and political agenda. After the Paddle-Out, 3,000 supporters sent emails to their elected representatives in the devolved nations, asking them to commit to tackling sewage pollution (bringing the total to 12,000 emails sent since October 2024).



SAFER SEAS & RIVERS SERVICE APP

datahq.sas.org.uk/sewage-data-hq/is-it-safe-to-swim

OUR SAFER SEAS & RIVERS SERVICE (SSRS) REMAINS THE UK'S ONLY REAL-TIME SEWAGE ALERT APP, PROVIDING VITAL DATA TO THE PUBLIC ACROSS ALL 675 BATHING WATERS AND POPULAR BATHING LOCATIONS.

It works by using water companies and regulators real-time data to provide accurate risk assessments, giving clear alerts about water safety based on up-to-date information. This free tool helps people make safe and informed decisions about entering the water, whilst also enabling direct action – from reporting sickness and evidence of pollution to emailing MPs and water company CEOs.

The SSRS app is a key tool in helping us to expose the truth about the UK's water quality failings, improve public access to data, and enable thousands of concerned citizens to take action.



KEY STATS SO FAR IN 2025:

191,370

water quality warnings sent to users (location maintenance etc.)

1,629

Sewage Alerts (real-time sewage discharges)

3,185

emails sent to MPs

10,079

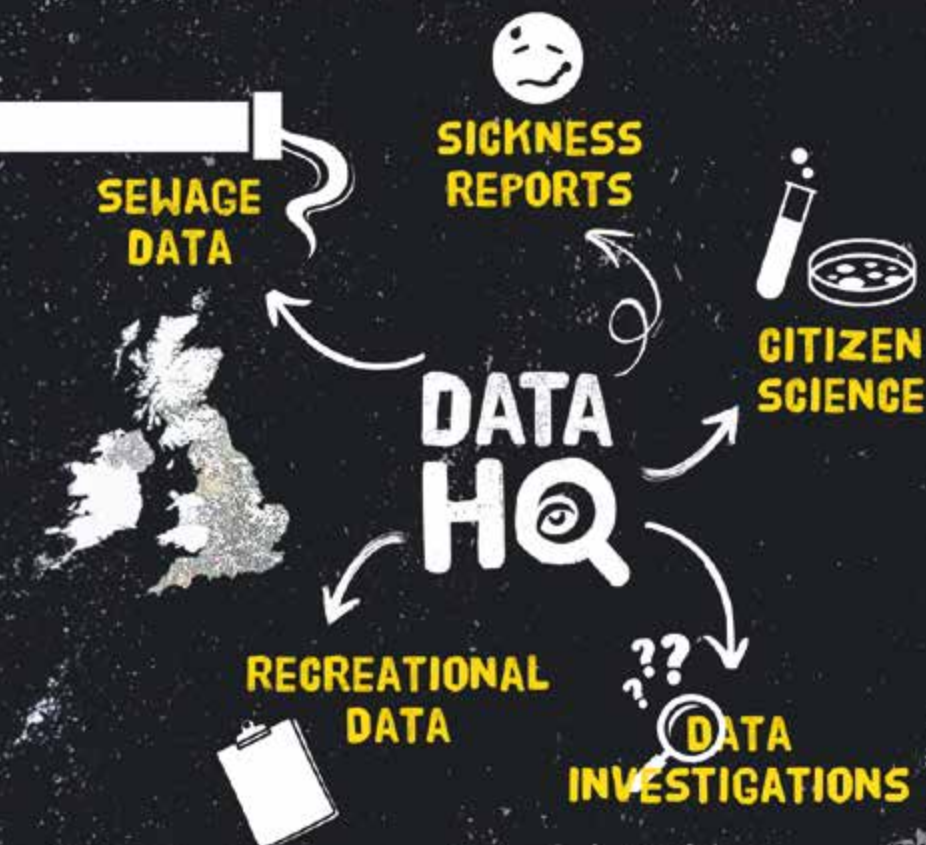
emails sent to water company CEOs

675

locations covered

526

user sickness reports submitted



IN JANUARY, WE LAUNCHED THE DATA HQ WEBSITE, DESIGNED TO BE THE ULTIMATE HUB FOR WATER QUALITY DATA, BUILT TO EMPOWER COMMUNITIES AND DRIVE CHANGE.

Through this web platform, we bring all Surfers Against Sewage data together in one place so that it can be explored and understood.

The website shows the operational status of all sewage overflow pipes in over 17,000 sites, with live and historic information on an interactive map.

Whilst not an alert service itself, Data HQ provides crucial data that can be turned into action, insight and impact.

Users can also delve into water quality testing data collected through our citizen science programme, discover shocking data and stories on exactly when, where and how people have gotten sick after using the water.

datahq.sas.org.uk

SINCE PRIVATISATION, WATER COMPANIES HAVE RACKED UP

£69.2 BILLION IN DEBT

BUT THEY PAID

£74.2 BILLION TO SHAREHOLDERS

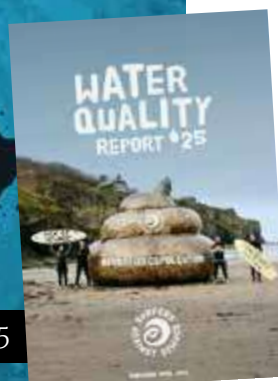
WATER QUALITY REPORT '25

IN APRIL, WE RELEASED OUR WATER QUALITY REPORT, THIS EXPOSED THE SCALE OF SEWAGE POLLUTION – REVEALING THAT WATER COMPANIES DUMPED A SHOCKING 4.7 MILLION HOURS OF SEWAGE INTO OUR WATERWAYS IN 2024 (592,478 SPILLS IN ONE YEAR).

From record sewage discharges, a public health crisis, poor water company performance, financial mismanagement, broken promises and polluting for profit – the report highlighted a litany of systemic failures. The hard-hitting data in our report reinforced our calls for urgent and radical reform of the water industry.

The report generated 592 pieces of national media coverage (BBC, Sky, Guardian etc.), ensuring that water quality issues were kept in the public eye, reinforcing our calls for an end to profit from pollution.

sas.org.uk/resource/water-quality-report-2025



INDEPENDENT WATER COMMISSION & WATER REFORM BILL

In order to advise the Independent Water Commission on what a better water system would look like, we undertook research to analyse the different water models and ownership structures used globally (in collaboration with River Action and Seahorse Environmental).

The report set out the principles we need a new system to deliver, and it was submitted to the Commission, Ministers, and Committees. We saw our impact in the Independent Water Commission's interim report, which clearly acknowledged that the current system isn't working, and reform is needed – we have successfully made the case for system transformation.

We had significant engagement with the Water Commission, we attended roundtables with Sir Jon Cunliffe (Chair of the Independent Water Commission), had in-depth policy discussions with the civil service team, and facilitated meetings with SAS communities and Sir Jon Cunliffe.

After the Water Commission has delivered its final recommendations (July), the Government will shape new policies and draft new laws. Parliament will then have a role in scrutinising and passing those laws. Our focus at SAS will shift to influencing this process and responding to any Government consultation on plans.

Photo Richard Washbrook



WATER POLLUTION APPG

Our joint Water Pollution APPG (All-Party Parliamentary Group) with River Action has been our primary means for political engagement in the first 6 months of the year. We held two parliamentary events: the first, a briefing session for MPs and Lords about the Water Commission to set out our questions; the second, a committee-style event with MPs and Lords questioning the Chair of the Water Commission on his interim report. The APPG has 50+ members from across parties and Houses.

TELL YOUR POLITICAL REPRESENTATIVE TO

#END
SEWAGE
POLLUTION

EMAIL YOUR POLITICAL REPRESENTATIVE

In May, we launched an initiative supporting the public to email their political representatives. These representatives were encouraged by the public to stand up for our waterways and the communities that depend on them. They were asked to take bold action to end sewage pollution through transformational reform of the water industry.

SO FAR, 3,717 CONSTITUENTS HAVE TAKEN ACTION AND CONTACTED THEIR REPRESENTATIVES ACROSS THE UK.

IN JANUARY, OUR #BANTHEBAILOUTS PETITION CLOSED. THIS PETITION WAS A CALL FOR THE GOVERNMENT TO PUT A BAN ON BAILING OUT THE WATER INDUSTRY AND DEMANDED AN AMENDMENT TO THE WATER (SPECIAL MEASURES) BILL.

The petition amassed 29,130 signatures from concerned members of the public. Their efforts helped shape the political debate and we gained verbal commitments from the Government for our campaign calls.



BAN THE BAILOUTS

#DEARJON CAMPAIGN & SURVEYS

EARLY IN 2025 WE RAN A SOCIAL MEDIA CAMPAIGN CALLED #DEARJON, WHICH SAW THOUSANDS OF OCEAN ADVOCATES CREATE AND SHARE VIDEO MESSAGES FOR SIR JON CUNLIFFE (INDEPENDENT WATER COMMISSION).



We also collaborated with other organisations, and sent an open letter to Sir Jon. In tandem, we ran two public surveys on sewage and the water industry: one in-depth survey with 38 Degrees (28,458 responses), and a shorter survey (3,176 responses). Some of the survey results are below:

98%

were angry, with many reporting serious health and community impacts.

96%

said protecting the environment and public health should be a top priority.

95%

were dissatisfied with their water company's performance.

82%

want the system completely transformed.

THE CONSENSUS? THE CURRENT WATER SYSTEM IS BROKEN; IT CANNOT CONTINUE TO PRIORITISE SHAREHOLDER PROFITS OVER ENDING POLLUTION.

ENDING PLASTIC POLLUTION

2025 WAS ALWAYS GOING TO BE A SIGNIFICANT YEAR FOR US TO REIGNITE OUR WORK TO TACKLE PLASTIC POLLUTION.



We have a number of key opportunities to leverage, including the UK Government's commitment to a zero-waste economy, tackling delays in implementing the DRS (Deposit Return Scheme), the Global Plastics Treaty and the failure of brands to reduce plastic pollution by 2025.

This year we've embedded plans and actions to put plastic firmly back on the public, political, and media agenda. As well as our ongoing programmatic work, we refreshed our citizen science programme to enable us to collect data to highlight the scale of plastic pollution – this evidence gathering is ongoing and supports our calls to drive policy change on plastic pollution.

MILLION MILE CLEAN

sas.org.uk/plastic-pollution/million-mile-clean

THE MILLION MILE CLEAN IS A NATIONWIDE PLASTIC CLEAN-UP INITIATIVE THAT HAS DIRECT IMPACT BY REMOVING PLASTIC POLLUTION – IT IS THE LARGEST PEOPLE-POWERED MOVEMENT OF ITS KIND IN THE UK, WITH OVER 100,000 VOLUNTEERS PARTICIPATING EVERY YEAR (725,309 TOTAL PARTICIPANTS SINCE 2021).

The programme is one of our most powerful public engagement tools; it powers our plastic pollution campaigning from the ground up – building community action, collecting citizen science data, and keeping the pressure on polluters and politicians.



THE KING DOES A MILLION MILE CLEAN

We were extremely honoured to have His Majesty King Charles III take part in a beach clean in Kent along with our CEO (Giles Bristow) and some of our Regional Reps. The King has been discussing climate change for over 50 years – long before this topic gained popularity in mainstream discourse – and having him stand shoulder-to-shoulder with SAS was an amazing public show of support for our grassroots environmental organisation. This royal spotlight demonstrated that plastic pollution affects everyone

88,572

**CLEAN-UP
VOLUNTEERS**

40,942KG

**OF RUBBISH &
PLASTIC REMOVED**

194,120 MILES

CLEANED

**3,658 CLEANS
DELIVERED**

PLASTIC FREE SCHOOLS

plasticfreeschools.org.uk

PLASTIC FREE SCHOOLS IS A PUPIL-LED EDUCATION PROGRAMME (CHILDREN AGED 2-16) RUNNING IN 3,500 SCHOOLS.

Participants delve into action-driven topics such as plastic pollution, water quality, climate change, and ocean recovery. Through their learning, they are equipped to become advocates for the ocean and catalysts for positive environmental change. The programme is the UK's leading initiative to help schools eliminate single-use plastic, it caters for nursery, primary, and secondary school children and hits key national curriculum targets, UN Sustainable Development Goals and fosters circular economy practices.

Since January, the education team has visited schools as part of a re-engagement project – with teacher/pupil feedback being used to build a more impactful programme. In partnership with Earthwatch, the education team is also developing a new residential training weekend to build teachers' understanding of Ocean Literacy, and teacher training is also leaping ahead this year.



KEY STATS SO FAR IN 2025

9,242

children reached via events
(e.g. National Maritime Museum, London)

3,500

total schools
(excluding 104 new sign-ups for September)

216

educators reached through
in-person events

PLASTIC FREE COMMUNITIES

plasticfree.org.uk

THE UK'S LARGEST PEOPLE-POWERED MOVEMENT TACKLING PLASTIC POLLUTION, UNITING THOUSANDS OF VOLUNTEERS IN URBAN, RURAL AND COASTAL LOCATIONS NATIONWIDE.

Through this campaign, we're creating local systems that reduce the availability of single use plastic and tackle plastic pollution at source.

Our communities then mobilise nationally, to provide a strong evidence base to expose the scale of the plastic problem, highlight the worst polluters and the potential impact of key policies such as DRS. The government, brands and retailers are feeling the resulting weight of public pressure and are driven to act.



A snapshot of the year so far, alongside our work to support existing communities and new sign-ups, includes:

- Community outreach - visits across the UK to connect and support communities
- The People vs Plastic Day of Action – national community mobilisation on July 19th

2,867
events and actions

KEY STATS SO FAR IN 2025:

630

communities (35% awarded,
12 new sign-ups)

5,941

total businesses signed up
(80% awarded, 119 new sign-ups)

5,048

total community allies

4,147

individuals engaged
through action plans

EFRA EVIDENCE SUBMISSION

IN JUNE, THE ENVIRONMENT, FOOD AND RURAL AFFAIRS COMMITTEE (EFRA) INQUIRY CALLED FOR EVIDENCE INTO THE PROGRESS OF THE UK GOVERNMENT BRINGING ABOUT A MORE CIRCULAR ECONOMY AND THE GLOBAL PLASTICS TREATY (SWITZERLAND, AUGUST 2025) – THIS SHOWED THE POLITICAL APPETITE FOR REFORM.

SAS submitted evidence to the inquiry and set out what we want to see from a global treaty and the steps the UK Government can take domestically and internationally to pave the way forward on this. This evidence was drawn from our various plastic programmes. We used our Million Mile Clean data to demonstrate the scale of environmental plastic pollution, and case studies from our Plastic Free Communities to demonstrate how change is possible.



GLOBAL PLASTICS TREATY

SAS HAS SPENT THE PAST FEW MONTHS PLANNING ATTENDANCE AT THE GLOBAL PLASTICS TREATY NEGOTIATIONS IN AUGUST.

We want to see the UK Government lead the world in supporting a legally binding treaty to cut plastic production, ban the most polluting plastics and chemicals, drive the transition to a global circular economy and hold polluters to account.

We've also been actively working with a coalition of UK eNGOs on Westminster-focused actions and working with Break Free From Plastic and the Global Plastics Treaty Coalition on treaty-focused actions.

Our role at the treaty negotiations will be to connect with the wider eNGO community, rebuild our position on plastic, drown out the voice of the plastics lobby and highlight local/frontline community voices on the global stage. In May, we also expanded our plastics team, recruiting a Plastics Policy & Advocacy Officer



OCEAN ACTIVISTS EVERYWHERE:

SOME OF OUR PROGRAMMES AND ACTIVITIES FOCUS SOLELY ON WATER QUALITY OR PLASTIC POLLUTION, WHILE OTHERS BRING COMMUNITIES TOGETHER TO TACKLE BOTH, ALONGSIDE WIDER OCEAN CONSERVATION AND EDUCATION EFFORTS.

We want to make ocean activism accessible and inclusive for all, because a diverse voice is a more powerful voice.



REGIONAL REPS

sas.org.uk/take-action/regions

The Regional Reps programme is helping drive the delivery of both our sewage pollution and plastic pollution strategies. Our growing network of volunteer Reps are connecting national campaigns with grassroots action and strengthening our collective call for system change. These trained SAS ambassadors drive uptake of our initiatives and take action on their doorstep, empowering local communities to demand urgent change.

WE CURRENTLY HAVE 180 REPS IN TOTAL SPREAD ACROSS THE UK (128 IN ENGLAND, 26 IN WALES, 8 IN NORTHERN IRELAND AND 18 IN SCOTLAND).

So far in 2025, our Reps have engaged in a huge variety of work. They hosted community plastic clean-ups, conducted talks in schools, organised mass attendance events (Paddle-Outs) and worked on creative initiatives to connect their communities with our national campaign moments (e.g. Big Spring Clean). They engaged directly with water companies, attended key events (conferences, festivals) to represent SAS. They actively contributed to the collection of citizen science data and Reps also attended our Community Weekend in Sheffield in February.



COMMUNITY WEEKEND

In February, we held a Community Weekend in Sheffield which brought together passionate changemakers from our community programmes (Regional Reps, Plastic Free Communities, Protecting Wild Waters, and Ocean Network members) – all under one roof. The aim of the event was to connect our communities together so that they could collaborate and galvanise behind our 2025 goals, thus creating more impact within their communities and beyond.

The weekend was packed with inspiring talks, dynamic campaigning workshops, and powerful volunteer connections. In just 24 hours, strangers became allies, and old friends reunited – the opportunity for cross-community working sparked new partnerships, united local changemakers and strengthened skills across networks.





DigitalOceanSchool.com

A FREE EDUCATIONAL WEBSITE FOR ANY CHILD, EDUCATION SETTING, OR HOME-SCHOOLING COMMUNITY TO ACCESS ANYTIME AND ANYWHERE.

The platform brings the ocean to children no matter where they live. Children are engaged through innovative interactive educational activities and 360-degree (scene view) videos exploring marine landscapes, with the latest video exploring Cornish seagrass habitats. So far in 2025, the website continues to foster powerful connections to the ocean for those with no direct access.



OCEAN SCHOOL BEACH SESSIONS

IN 2024, 100 DISADVANTAGED CHILDREN (INCLUDING YOUNG CARERS) ATTENDED ON-THE-BEACH SESSIONS ACROSS CORNWALL AND ENJOYED GROUNDING MEDITATIONS, ROCK POOLING, SAND ART, AND MARINE ENVIRONMENT EDUCATION.

However, in 2025, the sessions are paused so we can explore a more scalable model. We are currently scoping how to run this initiative nationwide across the UK (not just in Cornwall) and exploring the development of a resource kit that educators and community groups can use. This research and development phase aims to enable us to grow Ocean School into an impactful national programme.



SURF!

(NATIONAL MARITIME MUSEUM)

THIS YEAR, SAS LAUNCHED AN EXCITING PARTNERSHIP WITH THE NATIONAL MARITIME MUSEUM (FALMOUTH, CORNWALL) ON THEIR SURF! EXHIBITION.

The exhibition runs until 2027 and is an extensive look at Cornwall's surfing history, it features an entire section on the history of Surfers Against Sewage and recognises how we've been a trailblazer in blue health.

The exhibition was curated by Dr Sam Bleakley (surf academic) and over 120,000 annual visitors are expected – an amazing opportunity for SAS to reach a diverse audience, both the local population and those visiting Cornwall.



“THIS SUPERB EXHIBITION AT THE NATIONAL MARITIME MUSEUM CORNWALL REVEALS HOW AN APPARENTLY MARGINAL ACTIVITY CAPTURED BRITAIN’S CHANGING FACE.”

**** – The Telegraph

MEDIA & PR

OUR COMMUNICATIONS TEAM PLAY A VITAL ROLE ENSURING THAT WATER QUALITY (BOTH SEWAGE AND PLASTIC POLLUTION) IS AT THE FOREFRONT OF THE PUBLIC AND POLITICAL AGENDA.

Media highlights in 2025 include the #DearJon campaign which helped inform the public about the process of the Independent Water Commission. This campaign drove a huge spike in followers on our Instagram and Facebook channels.

Our Water Quality Report media work helped push forward the narrative that the water system is broken, and our consistent media coverage kept up the pressure on the Independent Water Commission. The report secured 592 pieces of media coverage including 7 national broadcast segments (Good Morning Britain, BBC Breakfast, ITV News, Sky, BBC Radio 4, Today Programme and LBC) and print placements in the Guardian and Independent.



**KEY STATS
SO FAR IN
2025:**

3,639

pieces total media coverage
(print, broadcast, online)

326,000

total website visitors

3,163,537

total emails opened

454,850

total social
media followers

£164 MILLION

in Average Advertising Value (AAV)
of all coverage generated



BEHIND THE SCENES

IT GOES WITHOUT SAYING THAT THE WORK HIGHLIGHTED IN THIS REPORT WOULD NOT BE POSSIBLE WITHOUT OUR DEDICATED, PASSIONATE AND TALENTED TEAM.

In the first half of 2025, we finalised the content of our updated organisational strategy, turning this into an accessible and navigable 'guide to our work'. This will take us through the next three years and help us maximise our impact in the world. We're excited to tighten our focus on pollution and channel the spirit and passion of our communities and supporters.

Our Equity, Diversity and Inclusion (EDI) work continues to drive us to be more representative, diverse and inclusive, so we have a stronger national voice. We've developed our EDI strategy to support this.

We've internally launched a 'Build for Belonging' toolkit, sharing this with our SAS teams and communities and will use this to evaluate areas we want to improve. This will test the usability of the toolkit before we launch it more widely. We're also currently reviewing our policies through an EDI lens to ensure we're not just legally compliant, but we're as inclusive and accessible as we can be.

Through our hiring processes, we have seen an increase in job applications for roles from diverse ethnic communities and those who identify as LGBTQIA+.

We've completed a volunteer duty of care assessment, to ensure we are providing appropriate training and communications to our volunteers across all programmes and projects.

As we continue to develop our organisational infrastructure, phase 2 of our new CRM (customer relationship management) system has been built, going live during July 2025.

Organisationally, the operations and HR team worked on our culture and governance to ensure our 56 staff members worked impactfully, with clear strategic alignment. We are currently engaged in an internal culture project to understand what kind of culture our staff experience; we'll use their feedback to continue making positive changes.

We're grateful for every individual who signs a petition with us, joins a Paddle-Out Protest, takes part in a Million Mile Clean or joins a community to take action against pollution. Finally, the behind-the-scenes support of our work from trusts, foundations, businesses and donors, powers everything in this report and more. Together we are creating impact for the ocean.



Surfers Against Sewage, Unit 2, Wheal Kitty Workshops, St Agnes, Cornwall, TR5 0RD.
info@sas.org.uk 01872 553 001

Registered in England & Wales No. 2920815. Registered Charity in England & Wales No. 1145877.