



**MILLION
MILE
CLEAN
2025**

**ANNUAL
REPORT**

Sponsored by

**Iceland
Foods
Charitable
Foundation**



FOREWORD

The Million Mile Clean continues to power our plastic pollution campaigning from the ground up - building community action, collecting citizen science data, and keeping the pressure on polluters and politicians.

In 2025, over 158,000 participants joined the movement, taking on clean-ups in every corner of the UK. The reignited Big Spring and Autumn Cleans brought communities together in national moments of collective action, with members of the public, Regional Reps, Plastic Free Leads, schools, students, businesses, and grassroots groups all stepping up.

We've strengthened our evidence base through citizen science, launching a new tally-based data collection sheet designed to capture item-level information on waste linked to the Deposit Return Scheme (DRS) and Extended Producer Responsibility (EPR), alongside brand data to help expose corporate polluters.

We fully rolled this out in July with the launch of **The People vs Plastic campaign**, uniting clean-ups, data collection, and plastic protests into one major moment of coordinated action. The data our volunteers collect feeds directly into national policy conversations and our Brand Audit in 2026.

The Million Mile Clean is helping create the conditions for real change. Communities across the UK are taking matters into their own hands, organising bold local actions that resonates far beyond their doorsteps - from record-breaking clean-ups to student-led campaigns. Our campaigns around deposit return, polluter accountability, and plastic reduction are being backed up by real-world evidence gathered on the ground by our volunteers.

As we move into the new year, the Million Mile Clean and our amazing supporters will underpin the next phase of our plastic campaigning, helping us apply coordinated pressure on government and industry to drive the changes we need.



YEAR OVERVIEW

2025 was a standout year for the Million Mile Clean. From the momentum of the Big Spring Clean at the start of the year to the energy of the Million Mile Scream later on, communities across the UK came together to take a stand against plastic pollution.

This report captures just a snapshot of the incredible work happening across our communities. From our continued collaboration with the Duke of Edinburgh volunteer programme to the efforts of organisations, Regional Reps, Plastic Free Communities, Plastic Free Schools and Ocean Network members, over 150,000 participants stepped up - taking meaningful action to protect our environment.

2025 Top Stats:
6,818 CLEANS
158,706 VOLUNTEERS
329,728 MILES
72,594 KG'S RUBBISH



Launch of The People vs Plastic

The Million Mile Clean was at the heart of The People vs Plastic campaign, bringing communities together to tackle plastic pollution. **Across the UK, clean leads and Plastic Free Schools took part in a week of coordinated action** - collecting citizen science data and exposing the scale of the plastic crisis. This built up to our national day of action on 19 July, when volunteers led bold, highly visible Plastic Protests calling on the UK Government to take urgent action on plastic pollution.

New Data Collection Tally Sheet

In addition to the launch of The People vs Plastic campaign - we also launched our **new and improved data collection tally sheet**, allowing our participants to better track items relevant to DRS, EPR and branded items to hold the top polluters accountable. This has been a key step in strengthening our evidence base for upcoming policy campaigns. Feedback was highly positive and has shaped our wider rollout plans.



Million Mile Cleans Every day of the year

Alongside the nationwide movements we've helped support, the Million Mile Clean runs **every single day of the year**. We ensure that anyone across the UK can take part with our free equipment - allowing us to have **supported an average of 19 cleans every day in 2025!**

2025
THE BIG
SPRING CLEAN
(MARCH)

THE PEOPLE VS
PLASTIC
PROTESTS

+ LAUNCH OF NEW
DATA COLLECTION
TALLY SHEET
(JULY)

THE MILLION MILE
SCREAM -
AUTUMN CLEANS
(OCTOBER)

2025 HIGHLIGHTS

Our communities continue to blow us away with their ongoing action, with so many incredible cleans to highlight. Here are a just a few of the top moments from across 2025...

The Big Spring Clean 28th - 30th March

We kicked off the first signs of sunshine with our national weekend of action - The Big Spring Clean. We saw incredible action from across our communities, with **129 cleans, collecting a staggering 2,696 kg of rubbish** across just 3 days! We also used this opportunity to trial our new tally-based data collection sheet.



Taff Tidy - Guinness World Record River Clean

Back in March, we supported Regional Reps and volunteers across South Wales with MMC equipment for the Taff Tidy River Clean - led by world record holder and environmental ambassador Kate Strong. An incredible 1,327 people took part across eight sites, including our Rep Michael Goode, officially **breaking the world record for the largest river clean-up!**



Million Mile Scream 24th Oct - 2nd Nov

Our third national clean-up event of the year - the Autumn, Halloween themed Million Mile Scream - did not disappoint! Volunteers completed an epic **206 cleans, collecting an amazing 2,181 kg of rubbish.** Participants could win a Hydro Flask by submitting their data, as well as in our competitions for best dressed, largest find, and spookiest find. Check out some of their entries!



Celebrity Guest Jamie Campbell Bower

Our Regional Rep Mark Hassard-Short has been leading fantastic monthly cleans in West Sussex, with his final pre-Christmas clean featuring a surprise guest. We were thrilled to be joined by Jamie Campbell Bower, fresh from his Stranger Things press duties in New York. A keen surfer and marine advocate, **Jamie jumped right in alongside volunteers** and Regional Reps: Paul, Mairin, Lee and Lynn. Epic work from everyone!



THE YEAR BY NUMBERS

We've been absolutely blown away by another year of incredible action! Our Clean Leads smashed 2025, with 1,900 more cleans than 2024, totalling **6,818 cleans!** Many also collected crucial citizen science data on the items and brands found - **submitting 2,549 reports to our 2025 Brand Audit.**

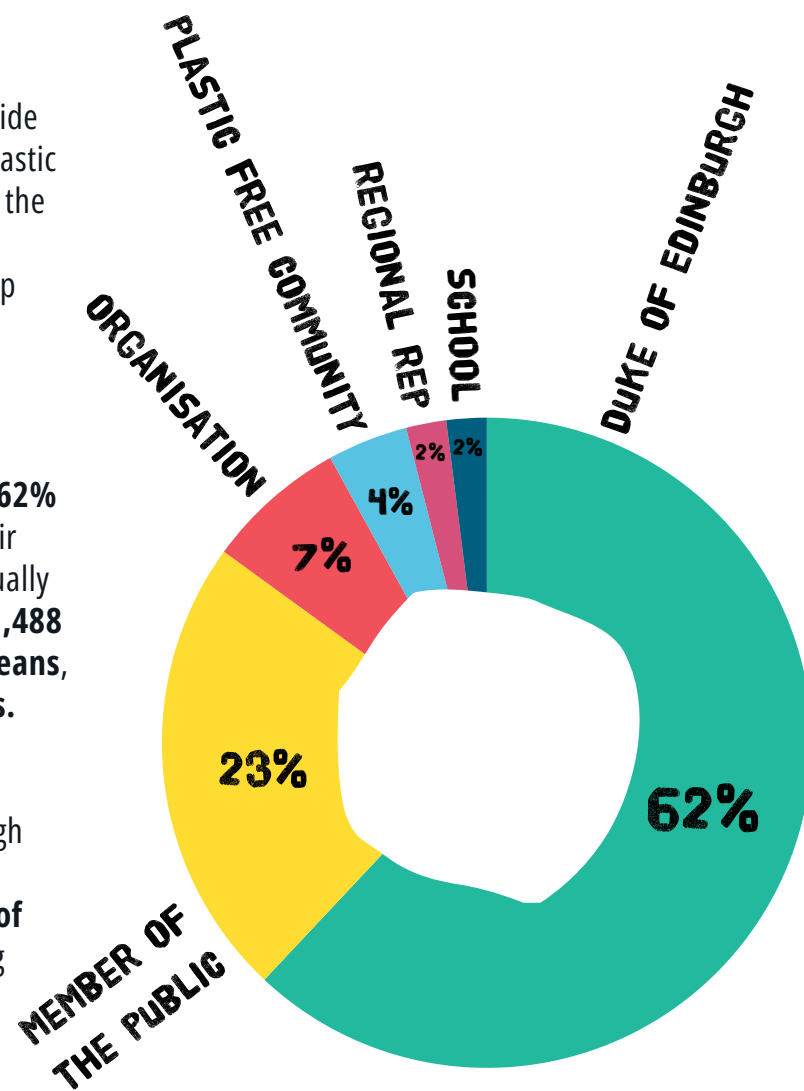
OUR VOLUNTEERS:

From young people to community groups, our wide range of volunteers across the UK are tackling plastic pollution head-on. Their efforts show that while the problem persists, together we can gather the evidence needed to hold the government and top polluters accountable - and work to end plastic pollution for good!

Duke of Edinburgh's Award participants once again led the charge, delivering **4,199 cleans** - **62% of ALL Million Mile Cleans**, almost double their 2024 contribution. **Members of the public** equally showed the power of collective action, leading **1,488 cleans**. **Organisations** stepped up with **465 cleans**, including **21 led by Ocean Network members**.

Our dedicated **Plastic Free Communities** and **Regional Reps** rallied their communities through **299 cleans** and **140 cleans**. **Schools** brought students together for **135 cleans**, including **36 of our SAS Plastic Free Schools**, educating young people about the harms of single-use plastic.

Of all the cleans above, **458** were led by **SAS Members**, highlighting the strength of our growing movement.



2025 SAW...

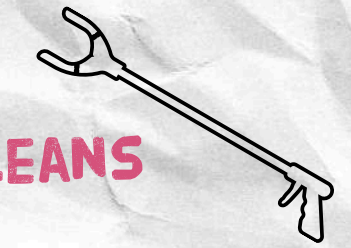
AN IMPRESSIVE **6,818 CLEANS**

ATTENDED BY **158,706 VOLUNTEERS**

COLLECTING

72,594 KG'S OF RUBBISH

ACROSS **329,728 MILES**

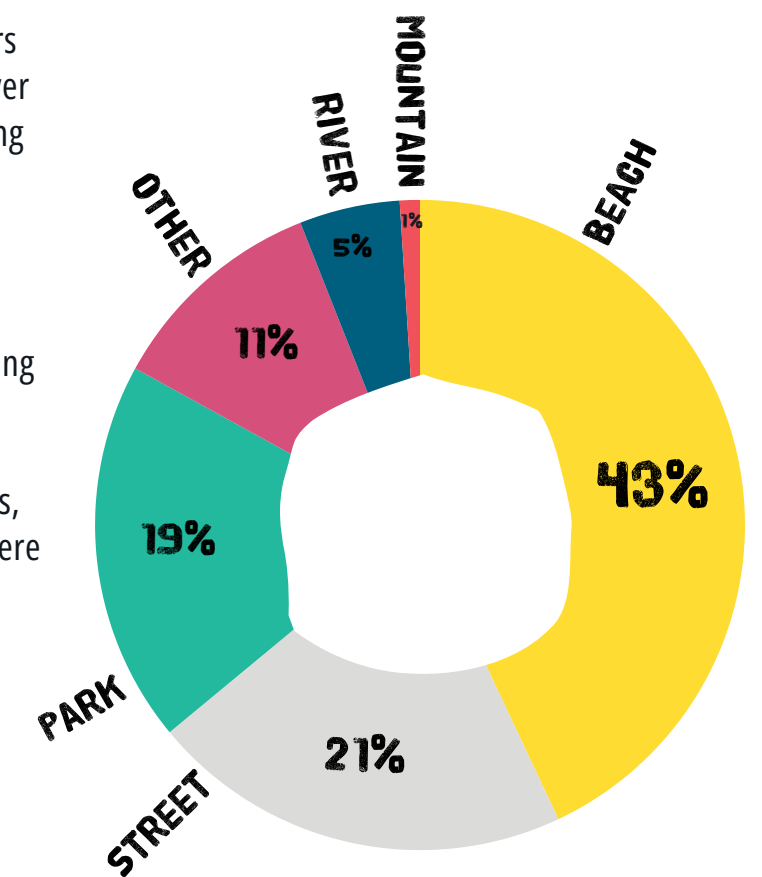


CLEAN LOCATIONS:

From beaches to streets, parks to peaks, volunteers across the UK are tackling plastic pollution wherever it appears - proving every clean counts in protecting our environment.

Beach cleans led the way with **2,969 cleans**, showing how connected communities are to the ocean. **Streets** followed with **1,438 cleans**, tackling waste before it reaches rivers and the sea. **Parks** saw **1,264 cleans**, while **rivers** had **324 cleans**, highlighting the link between green spaces, waterways, and ocean health. Even **mountains** were covered, with **42 cleans** at higher altitudes.

AN AVERAGE OF **19 CLEANS** EVERY SINGLE DAY!





OCEAN ACTIVISTS EVERYWHERE

The Million Mile Clean takes place every single day, all year long, right across the UK. It continues thanks to the dedication of volunteers who give their time to tackle plastic pollution and care for the places they love, making a real difference in their communities.

Across the year, volunteers have shared countless inspiring stories and photos with us. Here are just a few highlights from the individuals, communities and organisations who have taken part in the Million Mile Clean - and shared what the experience has meant to them.

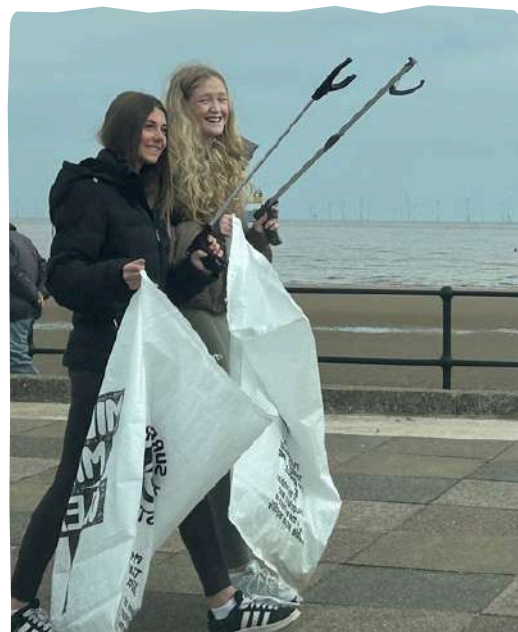


CASE STUDY

DUKE OF EDINBURGH VOLUNTEERS - GOING THE EXTRA MILE



It's been another incredible year of dedicated effort from young volunteers taking matters into their own hands to clean up their local communities and make a positive difference. In 2025 alone, Duke of Edinburgh volunteers carried out an impressive **4,199 cleans**, accounting for **62% of all cleans!**



"I really enjoyed cleaning up our local beach with my friend it gave me a sense of achievement by helping the environment and even local people thanked me and asked how they could be involved." - **Grace Cartwright, Crosby**

Not only that, they were also our most active group in contributing to our citizen science data collection. By logging the items and brands found during their cleans, they accounted for **79% of all data submissions!** These volunteers have directly contributed to our Brand Audit, collecting vital evidence, allowing us to put pressure on the government and expose the biggest polluters.



"I have loved doing both my bronze and silver DofE volunteering with the Million Mile Clean and hope to continue in the future." - **Eleya Mold, Ayrshire, Scotland**

The remarkable contributions of our Duke of Edinburgh volunteers highlight the power of the younger generation and their strong commitment to tackling plastic pollution right to its source. **Behind every clean is a personal story**, and many of our volunteers have shared what taking part in the Million Mile Clean has meant to them...



"I have really enjoyed my time litter picking. It is quite hard to imagine just how much litter is actually lying around the countryside. It does give me real satisfaction when I look around my local area and can see the difference that I have made." - **Joseph Hunt, Hatfield**



"The Million Mile Clean has been a really rewarding way to spend my DofE volunteering. I feel I have made a difference in my local area and it has opened my eyes to the challenges the environment is facing." - **Margot Le Pen, Hampshire**



ORGANISATIONS CLEANING UP - FEATURING THE...



OCEAN NETWORK



We've had a fantastic turnout of **465 cleans led by Organisations**, doing their part to clean up the environment. Including **21 cleans led by our wonderful Ocean Network members**. Over the year, our Partnerships Team has worked alongside our Ocean Network members to clean up local areas and explore ways to strengthen collaboration in the fight against plastic pollution.

CBRE x SAS

Gabriel's Wharf - August

SAS and a team of 50 CBRE employees came together for a day of hands-on action, tackling rubbish along the Southbank. Despite periods of heavy rain, their enthusiasm never wavered. The team also became citizen scientists, helping gather vital evidence to hold polluters to account. Among the more unusual finds were a toy crab, an inflated football, and even an entire e-bike.

Lucy & Yak x SAS

Brighton Beach - February

Our team had a fantastic time connecting with the Lucy & Yak crew while tackling rubbish along Brighton beach. The Lucy & Yak crew said, "We had a blast meeting our community while doing something GOOD for our seas and coastlines. Thanks to everyone who braved the cold and rain, you're amazing."



REGIONAL REPS AND PLASTIC FREE COMMUNITIES IN ACTION

Our committed Regional Reps and Plastic Free Communities are our eyes and ears on the ground - inspiring their communities by leading cleans, setting an example, and encouraging others to reduce single-use plastic wherever possible. Together they completed 439 cleans!

Plastic Free Seaford - Claire Sumners memorial bench

As a beautiful tribute to the late Regional Rep, Claire Sumners, the Plastic Free Community of Seaford came together at their People vs Plastic protest to unveil a stunning mermaid memorial bench in Claire's memory.



Fran Chorlton, Plastic Free Seaford lead, shared: "The memorial, containing the Surfers Against Sewage logo, uniquely designed by Richard Dean pays tribute to Claire's actions and achievements in getting the Plastic Free Community Award for Seaford in 2020. **It also serves to continue her legacy by inspiring the**

Seaford community and all who visit to carry on fighting the fight against plastic pollution. Claire's passion was infectious and I am sure if she were still with us today she would have been a huge part of the People vs Plastic protest."



Kasim Shariff Regional Rep - Newcastle

One of our student Regional Reps, Kasim Shariff, led a week-long series of MMC events as part of a climate action initiative in Newcastle. Working with university societies and local groups, together they removed 153.5 kg of rubbish. Kasim shared **"I'm incredibly grateful to be part of an organisation like Surfers Against Sewage.** Their ongoing guidance, equipment, and logistical support have been instrumental in helping our society not only operate, but truly thrive."



Benjamin Nesbit Regional Rep x Surfing England

We were delighted to have the Million Mile Clean as part of the English Interclub Surfing Championships at Porthtowan. Although the event was eventually cancelled due to sewage pollution, our amazing Regional Rep Benjamin Nesbit stepped up to host a beach clean to tackle plastic pollution!



Peter Hoyland & Keith Hunt Plastic Free Exmoor & Minehead

Since gaining Plastic Free Community status in 2022, Exmoor lead Peter and newly appointed Minehead lead Keith have been rallying their communities for regular cleans. Peter explains "None of our local beaches at Lynmouth, Minehead, Dunster, Blue Anchor and Watchet have any form of regular council beach cleans...so it is **completely dependent on volunteers to keep them litter and plastic free!**". Thanks to the dedication of Plastic Free Communities, many of our outdoor spaces remain protected from plastic pollution.



CASE STUDY

CAITHNESS BEACH CLEANS GROUP - COMBING REMOTE SCOTLAND

Right at the very top of mainland Scotland is one of the country's most committed clean-up groups - Caithness Beach Cleans. Their incredible volunteers head out almost every day, whatever the weather, covering more than 100 remote beaches across the region.



Co-founders Dorcas and Allan Sinclair reflected on another impressive year: "We have had another productive year though not as productive as previous years. We think this was due to the lovely summer that we had, no big winds to bring the plastic in. We normally see mostly industrial waste with very little domestic and this year was no different."

Fishing gear and industrial waste continue to dominate their finds - rope, nets, creels and plastic strapping removed from some of the UK's most inaccessible

coastline. This year also saw a collaboration with Pentland Canoe Club, paddling to steep east coast beaches while the Caithness team lowered ton bags from the clifftop by quad bike to reach otherwise inaccessible sites.

One moment perfectly captured the group's spirit. After collecting around half a ton of old ferry mooring rope, Dorcas and Allan spotted an electric lorry in a car park. As Dorcas recalls: "This caught Allan's interest and he suggested I order the tea whilst he had a nosey." Turned out the lorry was making a charity run from John O'Groats to Land's End - ideal, as the group's rope is recycled in Cornwall. **"We, tongue in cheek, asked if they could drop off a load of rope in Cornwall for us! They were brilliant."** What followed was a flurry of logistics - contacting their recycling partner, filling ton bags, and arranging a local farmer with a telehandler. "It was a lot of running around but it was so worth it. Next morning the bags were on

their way to Cornwall..." Everyone was so helpful and the group cannot thank them enough!

Across 2025, Caithness Beach Cleans carried out 855 cleans and removed 9,129 kg of rubbish - intercepting plastic before it fragments into tiny, harmful pieces and harms wildlife.

They are a shining example of what a passionate, tight-knit community can accomplish, and we're incredibly grateful to have them as part of the Million Mile Clean. Their determination, creativity, and tireless effort continue to inspire volunteers across the UK.

See more of their amazing work at www.youtube.com/@caithnessbeachcleans



WHAT'S HAPPENING IN 2026



Another big year lies ahead for the Million Mile Clean, with opportunities to take part in campaigns, contribute vital citizen science, and join large-scale clean events across the UK. Read below to find out more...

The 2025 Brand Audit - Exposing the worst offenders March

Turning Million Mile Cleans into real-world impact, the [2025 Brand Audit Report](#) exposes the UK's top plastic polluters with our volunteer's citizen science at its core. **Every recorded brand and item reveals the true scale of plastic pollution** and those responsible. The report includes calls to action and a campaign toolkit for schools, businesses, and communities. The [2026 People vs Plastic campaign](#) will build on this momentum, amplifying efforts to hold brands accountable - in true SAS style!

The Big Million Mile Spring Clean is back! 4th - 12th April

This is your moment to help clean up and feed directly into our citizen science. Wherever you are in the UK, **you can be part of our nationwide wave of action** to tackle plastic pollution head-on. [Join a clean near you](#), or [lead your own](#). Go big with a community event or keep it simple with a solo clean. Every bag collected. Every item logged. Every action counts. Plus for every data collection submitted you could win a Hydro Flask!

The Big Autumn Clean - Million Mile Scream October

We'll be rallying communities again in October for the ever-popular Million Mile Scream - a week of spooky clean-up action to tackle plastic pollution together. Host a clean, join one near you, or rally your community to take part. With prizes up for grabs, **let's make this year even bigger and more spook-tacular!**

A MASSIVE THANK YOU!

Our volunteers make the Million Mile Clean possible. Every clean, whether it's a first or a hundredth, contributes to a national movement to end plastic pollution. Each logged clean fuels the programme, allowing us to provide free equipment across the UK and tackle plastic where it matters most. Thanks to the dedication and passion of our volunteers, real change is happening on the ground - and inspiration is spreading far beyond each beach and street we clean.



TAKE ACTION

Grab a bag and join the thousands of volunteers taking on plastic pollution in their local area - every clean makes a difference for communities and the environment alike.

How can you take part?

It's easy to take part. You can join a public clean already being organised by one of our volunteers - just check out the map on our website to find one near you - or set up your own. **Whether it's a big group effort or a solo mission, every clean counts.** Pick a time and place that works for you and get stuck in! We'll provide free kit, insurance, and all the guidance you need to make it happen.

Free kit we'll deliver to your door:

- Reusable SAS sacks
- Reusable gloves
- Hand sanitiser
- First aid kit
- Litter pickers
- Posters and info leaflets
- Data collection tally sheet

Help us build the evidence

While you're out cleaning, we ask that you record as much data as you can on the items and brands you find. **Every piece of data our volunteers submit strengthens the case against plastic polluters** - feeding directly into our Brand Audit, naming and shaming the worst offenders, helping us demand they reduce their plastic output and shift towards reuse and refill.



SCAN THE QR CODES TO CONTINUE YOUR OCEAN ACTIVIST JOURNEY

Register your clean, submit your results or find a clean - www.sas.org.uk/plastic-pollution/million-mile-clean

Find out more about everything that Surfers Against Sewage is up to - www.sas.org.uk



Million Mile Clean

Proudly supported by: Iceland Foods Charitable Foundation, Hydro Flask,
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Surfers Against Sewage

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