

Report to The Nineveh Charitable Trust on Plastic Free Communities Project May 2020

Surfers Against Sewage are most grateful for the grant of £3000 made to us in 2019 for the Plastic Free Communities Project.

I propose to report on the project pre-coronavirus and then briefly explain how the charity has adapted to the current situation as it provides context for the legacy of the donation.

Plastic Free Communities Overview

Our Plastic Free Communities project goes from strength to strength, uniting communities in the fight against single-use plastics and throwaway culture. We encourage individuals to sign up to an action plan as well as work with local government and businesses. **Penzance** was the first town to be awarded plastic-free status and there are now **684** communities working towards it. Over **100** communities are accredited as Plastic Free.



Plastic Free Isle of Wight has been working with all three leisure centres. They have held a plastic bottle amnesty, replaced plastic bags with reusable gym bags as part of membership, removed paper cups, hand out reusable water bottles, replaced paper towels with reusable cloth and removed plastic cutlery.

PFC Advisory Group

In July 2019 the first PFC Advisory Group Event was held in Cornwall. The new group is made up of leads from all PFC Approved communities, who are offered the opportunity to help Surfers Against Sewage shape new projects and initiatives from the ground up. Using their experience and expertise, we can then build campaigns which reflect community focuses and listens to those communities.



Focus on Sport

From installing extra water refill points for exhausted Cross Fitters to setting up refill cup schemes for fans, we are seeing some fantastic action to reduce single-use. Just as important is the message this action sends to the wider community, and we see regularly how clubs and centres are joining their local Plastic Free teams as Community Allies to host events, help spread the word and support the bigger picture.

For example, rugby clubs across Cornwall are doing a great job of spreading the reduce and reuse message to fans through new refill schemes. The county's only Championship Club, the Cornish Pirates, have pledged to ban single-use cups and swap to re-useable pints this season and throughout the county another eight league clubs, teamed with Sharps Brewery, are doing the same.

Sharp's sponsor Camborne, Wadebridge, St Austell, Launceston, Bodmin, Penryn, Bude and Truro rugby clubs and says each is set to make cash savings as well as cut its plastic impact. Camborne alone estimates it will eliminate almost eight and a half thousand single-use pint cups a year!



Mass Unwrap 2020

We were lucky that our scheduled UK-wide Mass Unwrap was able to go ahead from 22nd February to 1st March. This campaign called on communities across the UK to highlight the scale of pointless plastic packaging in supermarkets. This high impact, fun and non-confrontational action is a way for shoppers to send a clear message to supermarket managers while leaving staff undisrupted.



Support Local

There are almost **4000** SAS Plastic Free Communities accredited businesses across the UK and since the start of the Covid-19 crisis, our community leads have been central in supporting them. From setting up online delivery directories ... to sharing latest opening hours on social media and helping owners identify support; our leads have been doing great work to help shoppers' cut impact as well as support their high street.

Coronavirus Overview

- Coronavirus is having an immediate impact on our agreed strategic plans and targets for 2020
- The Senior Leadership Team is coordinating the response and supporting the team through these challenging times. We are monitoring the situation daily and adapting plans accordingly
- We have implemented immediate operational changes to protect the team, our supporters, and maintain & pivot delivery
- We are focused on reducing costs, where we can have the most control to insulate SAS until the global emergency stabilises
- Current project funding and reserves insulate the organisation in the short-medium term
- We are identifying opportunities alongside addressing the significant challenges during this period

Actions already taken

- All mass delivery activities and events have been stopped
- Our external communications are being adapted, aligned and ramped up
- Re-planning exercise has been undertaken to bring focus to the next 3 months

- Six members of staff (out of 22 FTE) have been identified for furlough which started on April 1st
- Recruitment stopped or slowed
- Reforecast Q1 focused on reducing or eliminating expenditure across the charity to ensure organisational resilience
- Full assessment of all funding streams and opportunities
- Enhanced strategic planning and project development process to create new projects and opportunities

Plastic Free Communities Project work revised and enhanced

- Immediate conversion of beach-based Ocean School to twice-weekly online live sessions for home education that support the National Curriculum; timetable and weekly resources uploaded to Digital Ocean School
- Focus on supporting local, small businesses who work hard to protect their local environment through reducing plastic pollution and using resources sustainably. They aren't just located on the coast, they are spread across all regions, with inland and city locations as well, helping to serve the local community around them.

Probable case – Partial activation in Autumn 2020

- To protect our budgets, we would look to move most community activities to 2021 with an interim, low-cost, beach clean plan focused on mobilising individuals
- We would retain Plastic Free School & Plastic Free Communities in a revised format
- Fundraising activity continues but income projections are further downgraded
- 2020 focus will be on digital communications and maintaining audience engagement