

2023
PLASTIC
FREE
NORTH DEVON

ANNUAL IMPACT REPORT

Introduction from our Chair of Trustees

We are really pleased to share our Impact Report for 2023 with you.

It's been another successful year for Plastic Free North Devon. We have continued our Cleanse and Clean activities across North Devon by removing 2 metric tons of waste from our local environment; 110 students have gone through our Ocean Explorer Academy programme with our newly recruited in 2023 Education Coordinator; and we have fixed 424 textile, electrical and mechanical goods at our ever popular Repair Cafes across North Devon. The Repair Cafés have been a fantastic success, enabling us to work with a different demographic in the community. These cafes give people the tools to take positive environmental action against consumerism and a throwaway culture and have enabled us to take giant strides towards one of our core objectives: encouraging sustainable behaviour change.

These activities, and many more that you will see across this report, give you an insight into the impact we are having in North Devon. Our strong collaborations and partnerships with the likes of the North Devon Surf Reserve, North Devon Coast National Landscape and the North Devon UNESCO Biosphere also act as an accelerator to the reach and impact we have across the region.

What we have achieved in 2023 was only possible with the commitment of the small and passionate group of Trustees, Staff and Volunteers, without whom none of this would be possible.

We also couldn't do it without our supporters. Our sincerest thanks to you all, we hope you continue to be proud of your support of PFND and the impact we are having, and we look forward to seeing you in 2024.

Whilst we've had a good year, core funding continues to be a challenge. As a small regional, environmental charity we are reliant on you as business supporters, trusts and foundations for financial support. Inevitably core funding is less appealing to funders but it is the lifeblood of our organisation and is one of the reasons we now have the Croyde Ocean Triathlon as a campaign, awareness and fundraising platform. If we are to continue our good work to protect and preserve this small part of our planet we call home, we will need to continue to secure further core funding, in a climate that is increasingly competitive and economically challenging, but I have faith that we will continue to do so with the growing and committed team that we have.

Your sincerely
Hamish Ferguson



Mission

To protect and improve our environment through
community-led action

Strategic Objectives

By working with local communities, businesses and organisations we will:

1

**Tackle Plastic
Pollution head on
by:**

Raising awareness
Reduce littering and
consumption
Clear it away from
our environment

2

**Inspire
reconnection with
nature**

3

**Facilitate
sustainable
behavioural change**

4

**Accelerate and
intertwine
environmental
awareness and
action into the
fabric of our society**

5

**Create
movements of
change within our
region and beyond**

The Team - Our Staff



SEA-E-O
Claire Moodie



OPERATIONS MANAGER
Anne-Marie Eveleigh



EDUCATION COORDINATOR
Libby Bowles



SUSTAINABILITY ADVISOR
Tom Bedwell



RACE DIRECTOR
Jo Hibberd



**COMMUNICATIONS
COORDINATOR**
Hannah Knight



ADMINISTRATOR
Gill Bunnell

The Team - Our Trustees

We are very fortunate to have an experienced and capable trustee team who not only have excellent industry and sector experience but bring individual, business, functional and life experiences to their role as trustees. We have members with sustainability leadership, human resources, legal, finance, marketing, design, entrepreneurship and public sector health care backgrounds to ensure Plastic Free North Devon have a breadth of knowledge to help work towards their mission. All trustees share the same passion for North Devon and our environment with a desire to make a difference in the custody, protection and education of our abundant natural environment.

They say.....

"North Devon is our home and our link to the rest of the world and we treasure it. We launched in 2017 as a response to the growing environmental and climate issues in our area and to protect what our very existence depends on.

Over the last 5 years we have grown our impact, which goes much deeper than tackling plastic pollution but extends to developing tools, programmes and education that help change the culture of behaviour and business within our communities to reconnect with nature.

Through our work with residents, visitors, community groups, local government and business we aim to create a transformation towards a healthier and more informed relationship with the environment in North Devon"



The Team - Volunteer Superheroes

WE HAVE A GROWING NUMBER OF VOLUNTEERS WHO HELP US WITH NUMEROUS TASKS FROM DATA ENTRY TO INSPIRING THE NEXT GENERATION. IT IS ALL AN INTEGRAL PART OF KEEPING OUR CHARITY ON ITS MISSION.



Chief Volunteer

Andy Clee

Once again we can't share our impacts without mentioning Andy. He is always on hand to help us set up and help run events and was integral to the OEA programme. His dedication is second to none.



Volunteer Hero

Ruth Shippbotham

Ruth brings her quiet calm to our Water Bar, beach cleans and summer events. Ready to jump in last minute, talk to the public about what we do or just get stuck in to the rubbish sorting. We are lucky to have her in the team!



Repair Cafe

Richard Moore

Our regular electrical volunteer turns up at numerous Repair Cafes ready to help fix any electrical items bought in by the public. He even has his own badge!



Ocean Explorer Academy

Emily

Emily has been a ray of sunshine in our Ocean Explorer Academy sessions. She encourages students' curiosity and supports their exploration of the natural world. Emily has graduated from Plymouth University, we feel lucky to have her as part of the Ocean Explorer family.

SEA-E-O Reflection on 2023

Wow - where did that year go?! Thank you to everyone that has been a part of this year's efforts, from turning up to a beach clean and filling up water bottles at events to helping us deliver educational activities, funding our work, following us and sharing our work on social media. Every contribution adds up and we couldn't do what we do without you.

The year felt like a 'step change' for us as an organisation, we took the leap to build the team thanks to combined substantial core funding from new and long term trust and business funders, and I think we hit the jackpot. Our new Education Coordinator is a force to be reckoned with, with more expertise, passion and energy than you can shake a stick at. Our admin and finance support is a spreadsheet and budget wizard and our Communications Coordinator is also just brilliant. We are still stretched to the seams, with never enough hours in the day and only working part-time hours (some with much less). Despite this, our foundation feels solid and I'm really excited to see what the team, alongside our dedicated team of trustees and volunteers, can achieve in 2024. We still have so much work to do...

As well as smashing our charity targets, my personal highlights were; Getting invited to join a panel of experts at a Oxford University Grand Challenges seminar to discuss 'Bridging the divide between our oceans & society: why should we care?', Anne-Marie, Operations Manager, representing us on a panel to discuss the recently designated North Devon World Surf Reserve at the Blue Earth Summit, helping guide our sister CIC - the Sustainable Business Resource in my non-exec Director role, setting up a 2030 environmental education vision planning group, curating and running the Protect Our Playground area at a Goldcoast Oceanfest, being mentioned in the parliamentary debate; 'Plastic Pollution in the Oceans', successfully running our 1st Croyde ocean triathlon (I particularly loved cheering people over the finish line and going through every bin at the end of the event!), Braunton Parish Council passing a motion of support to make Braunton a single use coffee cup free village, the smiling faces at our regular Saunton beach cleans and welcoming lots of different people to our Braunton repair cafes.

Nationally we have seen the very long awaited single use ban come into action, and although it didn't go far enough, we have seen a small marked change. There has also

been some Norwegian published research that states that global clean up efforts are reducing the amount of microplastics in the oceans (Norse), and the Global Plastics Treaty finished its 3rd round of negotiations. It's great to finally see some real policy action on global plastic pollution, but many groups and campaigners are concerned about the increasing amount of petrochemical lobbyists filling the negotiations, pushing for recycling rather than reusable and true circular based solutions. Jonathan Porrit tells us to "Expect the Predatory Delayers' playbook" which gives us another reason to double down on our bottom up community efforts.

The very last part of the year saw 2023 named as the warmest year in recorded history coinciding with the completion of the controversial COP28, which although included an agreement to transition away from fossil fuels it came with huge loopholes and is a devastating result for many of the island nations feeling the effects of climate breakdown NOW. The UK's granting of new oil licenses and rolling back on environmental targets has been disappointing to say the least, but nothing currently compares to the human turmoil and incomprehensible suffering being faced by the people of Gaza, alongside the ongoing Ukraine war. War on this scale is incompatible with climate change/justice efforts and makes it impossible for those regions to prioritise their climate and environmental targets. This has been a horrific end to the year and will be a shocking start to 2024, but we will come back more determined than ever to play our part in improving and protecting our environment with the help of our incredible partners and funders.

I want to finish this by giving a special tribute to my friend, colleague and mentor; Steve Roberts, founder of our SBR and Director of Turnstyle Design, who sadly passed away at the end of this year. His passion and enthusiasm for helping businesses to do good whilst helping the planet was second to none and his support for our work was and continues to be, unwavering. He will continue to make waves forever with his legacy and I call on all business owners to be 'more Steve'.

Love and Hope,
Claire x

IMPACT HIGHLIGHTS

The image features a solid teal background. In the center, the words "IMPACT HIGHLIGHTS" are written in a white, casual, handwritten-style font. At the bottom of the image, there is a white, wavy, brush-stroke-like line that curves across the width of the page.

Snapshot of Impacts

24 community
cleans, **711**
attendees removed
2193 Kgs of waste

Delivered **29**
educational talks and
sessions in the
community

Held **30** repair
cafes in **5** locations
fixing **424** items

Ran **41** Ocean
Explorer Academy
session taking 110
selected secondary
school pupils
through the
programme

1013 volunteers
spent **2358** hours
working across all
PFND activity

NEWSLETTER
SUBSCRIBERS

1579

IG FOLLOWERS

5720

INSTA IG FOLLOWERS
INCREASE

+397

FB LIKES

7500

INCREASE FB LIKES

+351

GENERAL PRESS

OVER 42
APPEARANCES

Objectives 2023

3

VISITOR CAMPAIGN

Inspire visitors to North Devon to Protect our Playground

4

COMMUNITY LOBBYING

Continue to be the catalyst for grassroots action that drives change within our community

1

ONGOING EDUCATION

Continue to develop and deliver our OEA programme in schools; and develop and deliver our community outreach at events and to community groups

2

CLEANSE AND CLEAN

Use community cleans, to connect people with our environment, educate and inspire the community to take action

6

COMMUNITY COLLABORATION

Maintain and build positive relationships with local orgs and cross party govt through reactive and collaborative work with orgs and communities

7

SUSTAINABLE EVENTS

Utilise our toolkits, cups and water bar to help events become more sustainable.

8

SUSTAINABLE BUSINESS

Support and facilitate the growth of sustainable businesses across our region

5

REPAIR CAFES

Continue to sustain and grow our repair cafe network

9

VOLUNTEERS

Continue to build our PFND active family

OBJECTIVE 1: EDUCATION

Continue to develop and deliver our Ocean Explorer Academy programme in schools; and develop and deliver our community outreach at events and to community groups.

What did we do?

- Delivered 41 Ocean Explorers Academy sessions with 110 Ilfracombe Academy, Braunton Academy and Pilton Community College pupils
- Delivered 29 educational talks and trips to community groups and OEA student, including 1 incredible trip to Lundy Island and 2 SUP adventures at Lee Bay/Ilfracombe harbor
- Attended 15 events with our Ocean Explorer Outreach



OBJECTIVE 2: CLEANSE AND CLEAN

Use community cleans, to connect people with our environment, educate and inspire the community to take action

What did we do?

- Ran a Cleanse and Clean campaign and competition throughout January 2023
- Day of Action in January across North Devon and Torridge
 - 13 organisations - 290 volunteers - 956 kilos of waste - 101 filled bags**
- Bi monthly beach clean schedule at Saunton Beach with partners, mobilising over 400 volunteers, clearing 1265kg from the beach and collecting data for national campaign and advocacy groups SAS and MCS.
- Set up and ran a quarterly beach clean schedule at Instow beach
- In total we held 24 community cleans collecting 2193 kg's of waste



OBJECTIVE 3: VISITOR CAMPAIGN

Inspire visitors to North Devon to Protect our Playground

What have we done?

- Worked in-depth with Ilfracombe Holiday Park and Freshwell Camping on how to use our Visitor campaign effectively
- Installed the remaining Toy Libraries, totalling 7, into Hele Bay, Saunton and Combe Martin
- 13 more businesses signed up to the campaign increasing the reach of the campaign to approximately 152900
- Ran a communications campaign to encourage businesses to sign up to access and utilise our campaign resources



OBJECTIVE 4: COMMUNITY LOBBYING

Continue to be the catalyst for grassroots action that drives change within our community

What have we done?

- Passed a parish council motion to support making Braunton a single-use cup free village which has enabled us to start a consultation with local businesses in early 2024

OBJECTIVE 5: REPAIR CAFES

Continue to sustain and grow our repair cafe network



What have we done?

- Held 30 cafes in 5 locations and repaired over 424 items in made possible by collaborating with key community partners (One Barnstaple, Barnstaple Town Council, Museum of British Surfing Earth Repair Shop- Ilfracombe, Wiilows tearoom, Landkey and South Molton YMCA)
- Obtained funding from the Postcode Local Trust to continue to grow and develop our Repair Cafe network in North Devon in 2024
- Grown a fantastic network of 93 event volunteers and repairers



OBJECTIVE 6: COMMUNITY COLLABORATION

Maintain and build positive relationships with local organisations and cross party government through reactive and impactful partnerships, projects and campaigns

What did we do?

- Delivered a joint communications campaign with NDDC & TDC - Kings Coronation Green Events
- Attended quarterly North Devon National Landscapes & North Devon UNESCO Biosphere and North Devon World Surfing Reserve (NDWSR) partnership network meetings and collaborated on various outreach and communicative activities including the launch of the NDWSR
- Set up an environmental education 2030 vision planning group with local organisational and education stakeholders to help ensure we are collectively delivering and/or developing what's needed to adequately prepare our young people for a future that puts a healthy and functioning environment for all front and centre



**North Devon
Coast
National
Landscape**



OBJECTIVE 7: SUSTAINABLE EVENTS

Support and facilitate the growth of sustainable businesses across our region

What have we done?

- We worked with 11 events including Spring Classic, North Devon Hospice (6 events), Braunton Fireworks Night and Braunton Christmas Market to assist them on their sustainability journey
- Developed a robust sustainability plan for the Croyde Ocean Triathlon
- Delivered 1626 litres of water through our filtered Water Bar saving 1000's of single use plastic water bottles being used
- Directed many local events to our Event Toolkit
- Rented our reusable cups to 5 community/private events
- Curated and ran the 'Protect Our Playground' area at GoldCoast Oceanfest.



OBJECTIVE 8: SUSTAINABLE BUSINESS

Support and facilitate the growth of sustainable businesses across our region

What did we do?

- Farming Carbon and supporting Future Farming Resilience project
- Supported over 70 organisations through Decarbonise Devon
- Supporting the Economics Innovation & Skills Action group
- Researched viability of microgrid projects in two parishes
- Provided work experience, and work placement to two students and part time employment one graduate (on going)
- Supported 4 successful grant applications for capital investment
- Supporting the Kailo Social Mobility research project
- Continued to signpost appropriate businesses to the SAS Plastic Free Champion award and the Biosphere Business Partner scheme



OBJECTIVE 9: VOLUNTEERS

Continue to build the PFND active family

What did we do?

- Utilised a core team of volunteers to assist with our outreach events and activity
- Continued to build several specific groups of volunteers for different aspects of our work from Repair Cafes to our Ocean Explorer Academy programme
- Continue to utilise our past and current OE participants at our public events and within our outreach activities



Thanks. .


Thank you to all our loyal, keen bean community supporters, beach cleaners, our refreshment makers and fixers, Ocean Explorer Academy volunteers and individuals who read our newsletters, share knowledge, petitions and calls to action with anyone who will listen.

Thank you to the businesses, community groups, events and organisations putting sustainability at the heart of what they do, leading by example, and sending a ripple effect across our region and beyond.

Thank you to the foundations, businesses and commercial individuals that financially support us and partners that help us deliver projects and campaigns.

Finally, thank you to our friends and families whose support helps drive our mission forward - late nights and long weekends are not unheard of, passion doesn't stick to a schedule.

Together, we we continue to be a remarkable tribe, effecting meaningful change. We thank every single one of you for being part of the journey. We NEED EVERYONE.





North Devon
Coast
National
Landscape



Pickwell Foundation
FOR PEOPLE & PLANET



dryrobe[®]

 [holidaycottages.co.uk](https://www.holidaycottages.co.uk)



We have over 10 regular monthly paying supporters as well
10 + pro bono and delivery supporters





WONDERLUSTLIFE

