




PLANS & GOALS

Who we are

Plastic Free North Devon (PFND), is a small but mighty registered environmental charity (Reg No: 1182464) based in the heart of North Devon. Founded as a community group in 2017, we aimed to inspire North Devon residents, tourists and businesses to drastically reduce their consumption of single-use plastic, remove it from the environment and dispose of it properly. We aimed to connect people with their natural surroundings through conversations, education and events to inspire residents and visitors to protect what our very existence depends on.

Whilst this mission still holds true, over the last 7 years the way in which we tackle our mission has evolved dramatically and whilst we still organise clean ups and educate about single use plastic, we have taken a strong and collaborative, solutions based approach which has community and connection at its core. We consistently strive to grow our ability to help our communities take action on the things they care about, which we hope is a healthy and functioning planet for all.

Thanks to increasing amounts of support and consequently building our staff and volunteer team, our impact continues to grow inline with the increasing need to involve EVERYONE in helping us to protect and improve our environment.



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 Trustees

We are lucky enough to have a fantastic wealth of experience, knowledge and expertise in our trustee team already. Our aim is to build on this even further in 2024 by expanding and diversifying the team to allow for further development of our team and its reach.



James Szymankiewicz



Lyn Strahan



Emma Reed



Hamish Ferguson



Amanda Duffin

The Team - Our Staff 2024



SEA-E-O
Claire Moodie



OPERATIONS MANAGER
Anne-Marie Eveleigh



EDUCATION COORDINATOR
Libby Bowles



**COMMUNICATIONS
COORDINATOR**
Hannah Knight



RACE DIRECTOR
Croyde Ocean Triathlon
Jo Hibberd



**COMMUNICATIONS
ASSISSTANT**
Beth Woollam



DIRECTOR
Sustainable Business Resource
CIC (SBR) Martin Slocombe



**FINANCE
ADMINISTRATOR**
Gill Bunnell

Objectives 2024

3

VISITOR CAMPAIGN

Provide tools for businesses to inspire visitors to Protect our Playground

4

COMMUNITY LOBBYING

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

1

ONGOING EDUCATION & OUTREACH

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

5

REPAIR CAFES

Continue to sustain and grow our repair cafe network

8

SUSTAINABLE EVENTS

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

7

SUSTAINABLE BUSINESS

Grow a network of sustainable businesses

10

SUSTAINABLE COMMUNITY GROUPS

Grow a network of sustainable community groups

9

VOLUNTEERS

Continue to build our PFND active family

OBJECTIVE 1: ONGOING EDUCATION & OUTREACH

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.

We aim to :

- Deliver an expanded OEA citizen science programme
- Obtain long term funding
- Collaborate on 2030 vision setting with stakeholders
- Get 160 students through the OEA programme
- Attend 15 + events with OE outreach
- Deliver 15+ talks in the community
- Consolidate our KS2 Provision
- Deliver Get Out Charity x PFND pilot weekend with 28 students from Tower Hamlets, London and ND



OBJECTIVE 2: CLEANSE & CLEAN

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

We aim to:

- Execute Day of Action 27/1/24 with more organisations and community groups (13+)
- Clear 3000kgs of waste from the environment
- Connect with other local organisations to support and promote their cleans
- Continue to execute the Big Saunton Beach Clean and Instow clean series with partners
- Execute a Tarka Trail clean up in September 2024
- Execute a recycling pilot project in collaboration with Saunton Beach and Coastal Recycling



OBJECTIVE 3: VISITOR CAMPAIGN

Inspire visitors to North Devon to Protect our Playground

We aim to:

- Create a 2024 action plan for 2 businesses
- Run a communications plan to share different elements of campaign
- Streamline and communicate POP bellyboard hire
- Evaluate to decide whether funding for this campaign is possible



OBJECTIVE 4: COMMUNITY LOBBYING

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

We aim to:

- Hold initial scoping exercise with local businesses
- Review and evaluate other scheme's and best practice
- Scope funding/partnership support to deliver an effective scheme at scale
- Support trials of small scale closed-loop models at specific locations.
- Maintain a space to be able to respond, support and drive local lobbying



OBJECTIVE 5: REPAIR CAFE

Continue to sustain and grow our repair cafe network

We aim to:

- Execute 30 Repair Cafes in North Devon with increased stakeholders
- Deliver 6 Skills Workshops across North Devon
- Deliver 2 pop up Repair Cafes in Ilfracombe and Barnstaple
- Source funding for 2025 development of the Repair Cafes



OBJECTIVE 6: COMMUNITY COLLABORATION

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

We aim to:

- Continue to connect and collaborate with community networks and stakeholder groups to help traction real and achievable change within our community.
- Attend quarterly NDAONB, NDUB and NDWSR partnership meetings
- Collaborate and support delivery of two projects:
 - CAF - Climate Action Fund - 4 year - Biosphere Communities project with NDUB
 - SLOW THE FLOW with NDWSR



WAVES FOR ALL FOREVER™



OBJECTIVE 7: SUSTAINABLE BUSINESS

Support and facilitate the growth of sustainable businesses across our region

We aim to:

- Sign post our community, both online and at outreach events, to the Sustainable Business Resource (Our CIC)
- Develop CSR offering/packages
- Maintain, support and build links with SAS plastic free business's
- Continue to promote the Biosphere Business Partner scheme

OBJECTIVE 8: SUSTAINABLE EVENTS

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

We aim to:

- Work with 5 local events to help them on their sustainability journey
- Develop a robust sustainability plan for Croyde Ocean Triathlon 2024/25
- Update our events toolkit for 2024/25



OBJECTIVE 9: VOLUNTEERS

Continue to build the PFND active family

We aim to:

- Actively nurture and build the PFND volunteer network through regular communications and tailored roles that suit
- Review and develop communications with our volunteers
- Provide unique opportunities for work experience students and continue to facilitate young person volunteering.
- Source funding to support the growth of our volunteer base and growing number of events
- Improve access and attendance at ours and community partner events through the use of the 17 seater minibus we have on loan for 2024.



OBJECTIVE 10: SUSTAINABLE COMMUNITY GROUPS

Grow a network of sustainable community groups

We aim to:

- Run pilot sustainability plan with a small number of community groups
- Create and distribute a survey to all community groups/organisations across Northern Devon to find out what appetite there is for an environmental ambassadors network and sustainability support
- Use scoping exercise to ascertain the best way to thread environmental value and policy through community organisations/groups



CROYDE OCEAN TRIATHLON

As proud owners of the Croyde Ocean Triathlon we are looking forward to building on the event that we purchased in 2023 through its sustainability goals and changes that Race Director Jo Hibberd and team have been pulling together.

The 2024 event will see its first Sprint Triathlon course aptly named...Still Stunning but Less Savage Sprint Trialongside the Stunning and Savage Olympic Distance Tri. We are hoping that this will attract a new audience and help make broaden the market of entrants.

We will also be building on the sustainability plan of the event by ensuring that our impact on the environment is as minimal as possible; this we hope can be used as a template for other events.

We have also offered more free spaces for competitors who wish to fundraise for their place and offered the proceeds to be split 50/50 between PFND and any charity of the competitors choice.

All profits from this event will go towards funding our work and helps us work towards becoming financially sustainable as a charity.



PLASTIC
FREE
NORTH DEVON

GAME²⁴
25
CHANGER



WAVES FOR ALL FOREVER™

POWERVAULT
Smart green energy storage



Supported by players of



Awarded funds from



PLASTIC
FREE
NORTH DEVON

IMPACT
MAKER²⁴
25



Pickwell Foundation
FOR PEOPLE & PLANET



dryrobe®



holidaycottages.co.uk

PLASTIC
FREE
NORTH DEVON

BUSINESS²⁴
25
SUPPORTER

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



FOR THE
PLANET
— NONPROFIT PARTNER —



Thank you...

After 7 years working to drive positive environmental change in our community there are so many people who are part of the collective mission to thank. From leading a clean on our Day of Action to sharing a campaign on your social media, it all forms part of jigsaw puzzle that, together, we hope will effect meaningful change.

A very special thank you to the foundations, businesses and individuals that financially support us, and partners that help us deliver projects and campaigns.

We are proud to have such a supportive Plastic Free North Devon family and are looking forward to building that further in 2024 and beyond.

Claire Moodie
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www.plasticfreenorthdevon.org