

# MARINE CONSERVATION SOCIETY

England & Wales · Charity number 1004005

## Details

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**Other names** THE MARINE CONSERVATION SOCIETY LIMITED, M C S

**Status** Registered

**Legal form** Charitable company

**Company number** [02550966](#)

**Registered** 1991-08-28

**Register** [View on the Charity Commission register](#)

## Contact

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**Website** [www.mcsuk.org](http://www.mcsuk.org)

## Activities

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**Objects:** 3. THE OBJECTS OF THE COMPANY (THE "OBJECTS") ARE TO UNDERTAKE AND PROMOTE FOR THE BENEFIT OF THE PUBLIC: 3.1 THE CONSERVATION, PROTECTION, IMPROVEMENT AND ECOLOGICALLY SUSTAINABLE MANAGEMENT OF THE MARINE AND FRESHWATER ENVIRONMENT INCLUDING ASSOCIATED LAND, SHORELINE AND STRUCTURES. (ECOLOGICALLY SUSTAINABLE MANAGEMENT MEANS USING, CONSERVING AND ENHANCING THE COMMUNITY'S RESOURCES SO THAT ECOLOGICAL PROCESSES, ON WHICH LIFE DEPENDS, ARE MAINTAINED, AND THE TOTAL QUALITY OF LIFE, NOW AND IN THE FUTURE, CAN BE INCREASED). 3.2 ADVANCE THE EDUCATION OF THE PUBLIC, IN ALL MATTERS RELATING TO THE CONSERVATION, PROTECTION, IMPROVEMENT AND ECOLOGICALLY SUSTAINABLE MANAGEMENT OF THE MARINE, COASTAL AND FRESHWATER ENVIRONMENT, AND IN RELATION TO CONNECTED HUMAN HEALTH AND OTHER BENEFITS, AND THE UNDERSTANDING AND AWARENESS OF THE IMPORTANCE OF THE OCEAN TO HUMAN LIFE. 3.3 PROMOTE, ASSIST, UNDERTAKE AND COMMISSION RESEARCH INTO MATTERS RELATING TO THE CONSERVATION, PROTECTION, IMPROVEMENT AND ECOLOGICALLY SUSTAINABLE MANAGEMENT OF THE MARINE, COASTAL AND FRESHWATER ENVIRONMENT AND IN RELATION TO CONNECTED HUMAN HEALTH AND OTHER BENEFIT. NOTHING IN THE ARTICLES SHALL AUTHORISE AN APPLICATION OF THE PROPERTY OF THE CHARITY FOR PURPOSES WHICH ARE NOT CHARITABLE IN ACCORDANCE WITH SECTION 7 OF THE CHARITIES AND TRUSTEE INVESTMENT (SCOTLAND) ACT 2005 AND/OR SECTION 2 OF THE CHARITIES ACT (NORTHERN IRELAND) 2008.

**Activities:** The Marine Conservation Society fights for the future of our ocean through people powered action, with science on our side. We defend habitats and species, with communities, businesses and governments. Together, we work towards a cleaner, better protected, healthier ocean. For seas full of life, where nature flourishes and people thrive.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Arts/culture/heritage/science, Animals, Environment/conservation/heritage
- **Who:** The General Public/mankind

## Geography

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- **Area of benefit:** NOT DEFINED. IN PRACTICE NATIONALLY
- Scotland
- Turks And Caicos Islands
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£5,339,836	£5,250,911	£1,830,348	103
2024-03-31	£5,130,045	£4,967,281	£1,741,423	101
2023-03-31	£4,666,213	£5,566,156	£1,578,659	110
2022-03-31	£4,356,330	£4,766,803	£2,478,602	92
2021-03-31	£4,253,632	£4,153,529	£2,889,075	78

## Trustees

Name	Role	Appointed
Amanda Jane Nobbs		2020-03-18
David Roy Wilkin		2025-05-13
Helena Thernstrom		2021-03-17
James Arnell		2025-11-13
Mark Eckstein		2025-09-18
Martin Konstantin Koehring		2024-08-30
Natalie Shippen		2025-09-18
Polly Rose Burns		2022-12-14
Rajah Alexis Unwin Roy		2024-08-30
Rebecca Rodney		2022-12-14
Stefano Tiratelli		2019-09-20
William Joseph Oulton		2019-09-20

**MARINE CONSERVATION SOCIETY**

England & Wales - Charity number 1004005

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# Accounts

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**Annual Impact Report & Accounts**

**2024-2025**

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# A message from our Chair

**An octopus is a resourceful creature. It uses a range of strategies to achieve results. Our approach in this globally challenging year has been to be more octopus-like. By being a mix of agile, tenacious, innovative and ambitious, we have achieved some significant breakthroughs for our ocean. We have also been true to our core values of working with people and being evidence based.**

Over the past year, our sustained advocacy efforts have contributed to real progress in addressing water pollution including:

- A £11.5bn investment package to cut spills from storm overflows in England and Wales,
- Installation of 1,000 new overflow monitors by Scottish Water,
- A UK-wide commitment to a ban on the supply and sale of wet wipes containing plastic,
- Legislation for Deposit Return Schemes for cans and plastic bottles in England and Northern Ireland to enter into force in 2027,
- The Circular Economy Act in Scotland.

Our work at the cutting edge of how an emerging blue economy can support marine recovery has gained traction, and we have made recommendations to UK governments on supporting and investing in nature-led economic growth.

Our community-led approach to connecting people with the ocean established us as leaders in promoting 'ocean literacy' across the UK. Our highly successful Hiraeth Yn Y Môr project in North Wales was crucial in shaping the 'Y Môr a Ni' Ocean Literacy Strategy for Wales and we hope to see similar strategies elsewhere in the UK soon.

Our Youth Engagement Programmes are flourishing, strengthening connection to nature. We engaged over 17,000 young people, supporting and empowering them to act for the ocean, and our Youth Ocean Network members have planned and led ocean events. Our Ocean-Friendly School awards continued, with 49% of schools completing the award being inland.

Our work in the Caribbean UK Overseas Territories shaped the East Caicos Community Vision Plan to protect local biodiversity and supported plans and legislation for the recovery of local turtle populations in the Virgin Islands.

Our ocean regeneration work has led to over 61,000 more oysters being deployed across multiple projects: Natur Am Byth! Môr, Restoration Forth, and Dornoch Environmental Enhancement Project. These oysters help to purify water, enrich biodiversity by providing habitats for marine life, and store carbon.

Over 15,000 people participated in our Beachwatch beach clean programme, submitting 1,256 beach litter surveys – the highest number in the programme's 31-year history. The data collected by our Beachwatch volunteers provides a hugely impactful evidence base for our advocacy to governments across the UK on pollution, waste and the circular economy. Our State of our Beaches report, produced using these litter surveys, was debated in the Scottish Parliament.

All we have achieved, and all our ambitions, would not be possible without the much-appreciated backing of our supporters, members and volunteers. Whether you've contributed vital funds to support our work, taken part in our citizen science activities, or raised awareness of the Marine Conservation Society and what we do, we thank you for your positive impact on the health of our ocean. We have been especially grateful to partners providing longer term support; so often it is sustained effort that achieves results.

We are committed to engaging with people from all across the UK – from inland schools to coastal communities – to foster a connection with our ocean and empower all of us to help revitalise our seas. Together we can create the conditions for our ocean to recover. May the octopus thrive!

**Amanda Nobbs**

Chair of the Board of Trustees

## 2024–2025

# A message from our Chief Executive

# **Our collective impact**

**“By reseeded the ocean with oysters, mussels, kelp and seagrass we will better protect our ocean for the future.”**

**In October 2024 I found myself just outside Edinburgh, covered head to toe in protective gear (because of a shellfish allergy!) to join a fabulous group of volunteers from People’s Postcode Lottery staff and community members. Together with our Restoration Forth project partners from Heriot-Watt University and WWF, we were there to prepare native oysters to be put into the Firth of Forth as part of an inspiring ocean regeneration project.**

Not only was this a fun, social – and hugely meditative – experience, but it is becoming an increasingly important part of what we are doing to protect the ocean at the Marine Conservation Society.

Multiple serious threats are continuing to put more and more unsustainable pressure on already degraded marine ecosystems: from activities that damage the seabed, including dredging and bottom-trawling, to pollution from sewage, plastic and forever chemicals.

Over the last few years, we have made brilliant progress on improving the management of Marine Protected Areas and on the regulation of sewage and plastic pollution to tackle these threats. This year, we will continue to push for holistic marine planning across the UK to ensure that activities in the sea cause the least damage possible, and to campaign for an end to forever chemicals, starting with consumer products. We will also seek solutions

to globally significant issues like ocean acidification and sustainable ocean finance, which affect the health of our seas nationally and locally.

However, just focussing on policy change and implementation, be it local or global, is not enough. To protect our ocean and to meet national and international water quality and nature goals, we must also take targeted action to help our ocean regenerate. By restoring precious marine ecosystems, the seas and their diverse species can thrive. That’s where native oysters come into the story. They are one of the essential elements of ocean recovery. Each one can filter up to 200 litres of water a day. Thanks to start-up project funding we have received from FatFace and the FatFace Foundation, over the next few years, we will be intensifying our efforts to work with communities and partner organisations up and down the Atlantic coast of the UK. By reseeded the ocean with native oysters, mussels, kelp and seagrass – the superheroes of the sea, each with their own special power – we will better protect our ocean for the future.

We are so grateful for all the support we receive from our members, volunteers, funders and wider supporters. We will only be able to protect the ocean **together**.

**Sandy Luk**  
Chief Executive Officer



# Our year in numbers

Here are some of the great numbers we've achieved in another busy year...

Volunteers removed **16,731**kg of litter from UK beaches – that's the weight of 266 full-size fridges!

We had **3,949** new volunteers join our amazing community of Sea Champions this year...

...and **1,395** volunteers took part in training to increase their skills and knowledge about our work

Volunteers spent...

**17,132** hours completing **18,497** activities to positively impact our seas – from collecting important data to raising awareness in their communities

**2,401** species monitoring surveys and **1,256** litter surveys were submitted by our citizen scientists, helping to improve our understanding on the state of our marine environment

**61,819** native oysters were deployed through our restoration projects

**17,613** young people attended our in-person or online events to build their understanding of how to protect marine environments

An estimated **12 million** litres of water will be filtered by these oysters every day

Through **606** learning and community engagement sessions, across 274 schools and community groups, we directly engaged with **21,287** people

**618,873** people visited our website - an audience that could fill Wembley Stadium nearly seven times!

With **4,049** mentions in print, broadcast and online media, we're raising the profile of the ocean and the importance of protecting it

Parliamentary engagement work led to... **20** mentions of the Marine Conservation Society across debates, Ministerial Statements, parliamentary questions and motions - an increase of almost double on last year

**£1.17m** was raised by over 150 companies whom we engaged with through strategic partnerships, sponsorship, donations and campaigns

**1,997** corporate volunteers took part in beach cleans and litter surveys, and as a result, 89% felt a stronger connection to the ocean

**£4,978,412** was raised by our generous donors, supporters and fundraisers to support our ocean restoration efforts

For every **£1** spent on fundraising, we raised **£4.99**

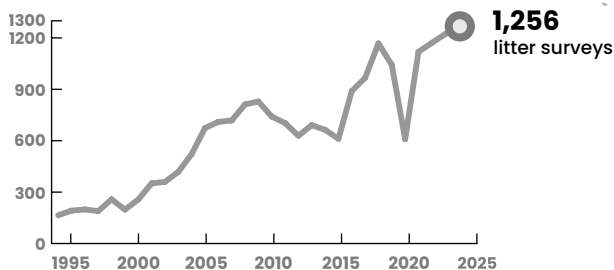
**80p** of every £1 we received was spent on charitable activities, from educating future generations to restoring native species

# Our impact across the UK

We work with communities across the four nations, and in the UK's Overseas Territories, to protect and conserve our ocean for the future. See where we've been working for a cleaner, better protected and healthier ocean – one we can all enjoy

## ● Beach cleans and surveys

15,064 people took part in our Beachwatch beach cleaning programme, submitting 1,256 litter surveys – the highest number in the programme's 31-year history



## ● Inland cleans and surveys

The data collated helps inform campaigns and policies to reduce ocean pollution

## ● Big Seaweed Search

The **Big Seaweed Search**, in partnership with the Natural History Museum, is shaping important scientific research. This information plays a vital role in guiding conservation efforts to protect these essential marine species and ensure the health of our ocean for years to come

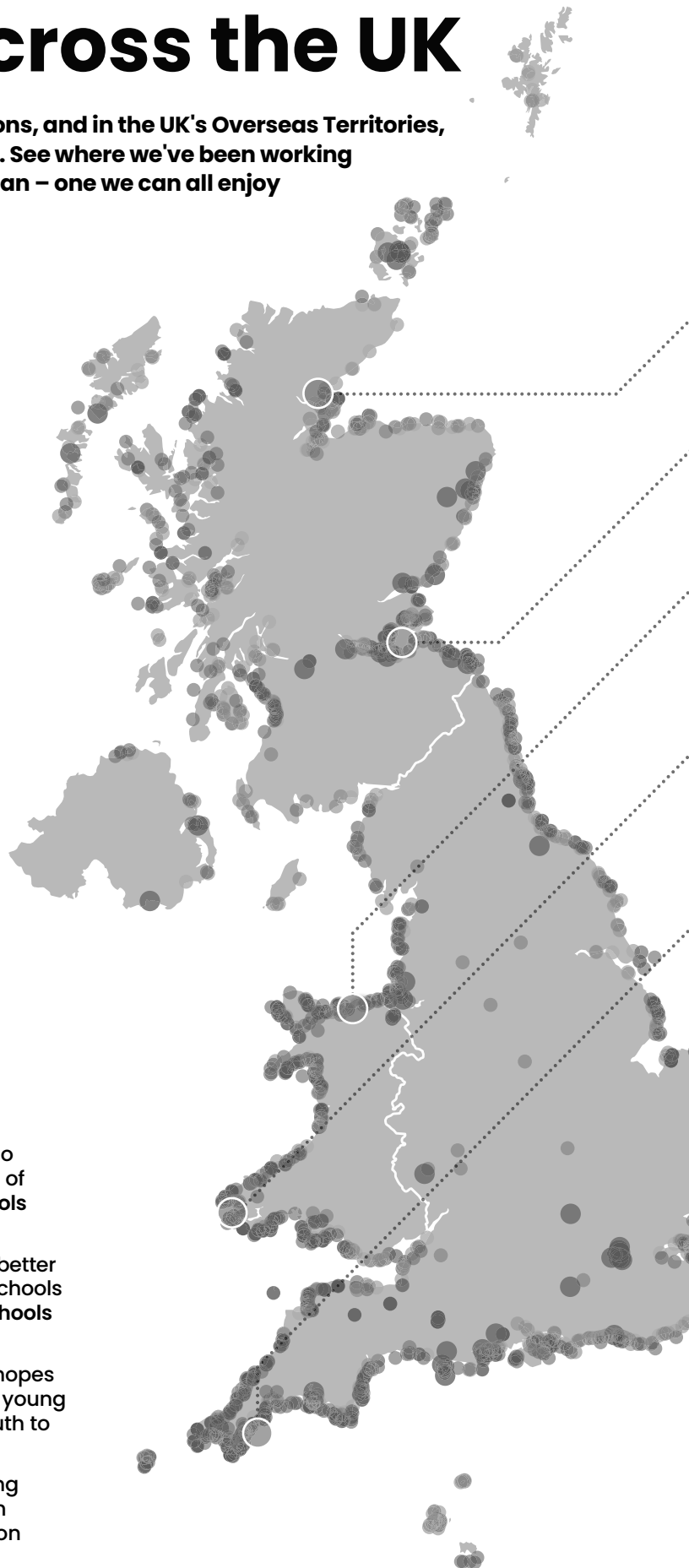
## ● Learning and community engagement activity

We helped build pupils' connection to the coast, no matter where, with inland schools making up 49% of schools that completed our **Ocean-Friendly Schools Award** in the 2023-24 academic year

Young people showed determination to secure a better future for the planet, with 193 young people in 10 schools across the UK undertaking our **Ocean-Friendly Schools Award on fighting climate change**

The **Scottish Education Roadshow** exceeded our hopes and expectations, delivering 64 sessions to 3,909 young people, including in the Orkney Isles, inspiring youth to take action to protect Scottish seas

Our **youth programmes** engaged with 17,613 young people through 305 sessions, providing them with the skills to positively influence ocean conservation while promoting their mental health through nature connection



## Ocean regeneration and active conservation projects

2024 marked the 10th anniversary of the DEEP partnership between Marine Conservation Society, Glenmorangie, and Heriot-Watt University for oyster restoration work

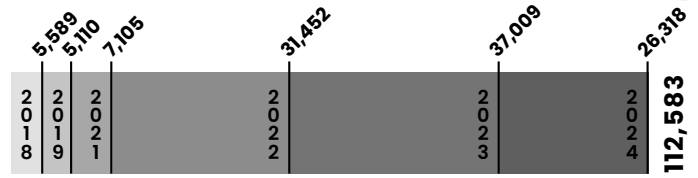
15,119 native oysters\* were restored to Dornoch Firth through DEEP in 2024, bringing the project's total to over 112,000

As part of WWF-led Restoration Forth partnership we supported, 403 volunteers assisted in the deployment of 26,700 oysters

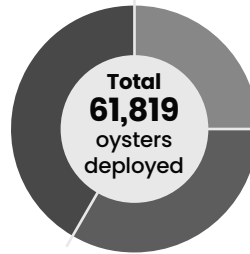
Through our community-led project Hiraeth Yn Y Môr in North-East Wales we engaged with 3,549 people through 122 activities, with 77% learning something new about the marine environment

Through the NRW-led Natur am Byth! species recovery partnership, we restored 20,000 oysters in Wales and installed an oyster hotel with 200 adult oysters to provide spat for the surrounding marine habitat

Through our Valued Seas project, we worked with local communities of St Austell Bay to understand their connections to the sea, helping ensure future management of the area considers the many ways the coast and sea benefits those who live, work and spend time there

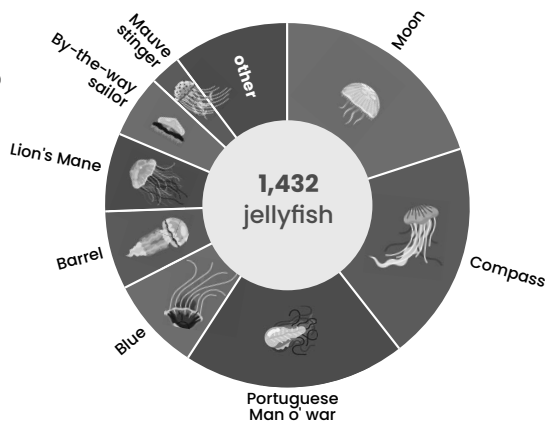


\* This figure covers the 2024/2025 Financial Year



## Wildlife sightings

9 turtles



## UK Overseas Territories

As part of the East Caicos Wilderness Project, we gathered input from 200 islanders to develop a community-led management plan. We trained and supported local scientists to lead turtle nesting surveys, which revealed significant green turtle activity along the northern shores, suggesting a recovering population. This evidence is now guiding efforts to protect this vital biodiversity

Through the STEEL project, we worked with partners to deliver an updated Sea Turtle Recovery Action Plan for the British Virgin Islands, outlining strategies to help the government restore vital turtle populations

The Anguilla Shark Conservation project, in partnership with local organisations and the University of Exeter, is improving knowledge and management of shark populations while considering community needs. Recent underwater surveys recorded multiple shark species, including the first sightings of smooth-hound and dogfish sharks, providing crucial data for future conservation efforts

# 1

## Ocean goals

# For a better protected ocean

**We'll ensure our seas are better-protected and their value for biodiversity and climate change mitigation is recognised. We will improve marine management and secure well-managed protected areas to recover, nurture, and protect species and habitats. And we will track the progress of ocean recovery.**

By 2030, we're calling for a third of our ocean to be truly protected, so nature can recover

### Our achievements

1. Our Welsh marine planning report and recommendations to the Welsh Government's independent review of marine planning are helping to prioritise nature in marine planning in Wales. We are the only marine charity participating in the expert advisory group that sets targets and indicators for the new Welsh Environment Act, and our data informed the Crown Estate's 'Whole of the Seabed' approach to marine planning. Our findings are now influencing marine planning priorities elsewhere in the UK, driving a more consistent and ambitious approach to marine conservation and ensuring key habitats and species are protected regardless of political or administrative boundaries.
2. Through Natur am Byth! Môr, we, alongside project partners, restored 20,000 native oysters, installed an oyster hotel to provide spat for the surrounding habitat, and engaged 480 citizen scientists to monitor water quality at over 240 sites. As well as empowering local communities to get involved in conservation efforts, this is helping to recover key species in Wales's marine biodiversity hotspots: Pembrokeshire and Pen Llŷn & Ynys Môn. We met with the Deputy First Minister, Huw Irranca-Davies, to discuss practical action to accelerate marine recovery and to address marine pollution.
3. Through delivery of the Darwin Plus-funded East Caicos Wilderness Area project and the Sea Turtle Recovery Action Plan (STRAP) for the Virgin Islands, we are driving marine conservation and sustainable fisheries management in the Caribbean UK Overseas Territories. We supported local communities to shape the East Caicos Community Vision Plan, which will safeguard this biodiversity hotspot. Supported by enhanced legislation and endorsed by local communities, the Sea Turtle Recovery Action Plan for the Virgin Islands will aid recovery of local marine turtle populations.
4. We are leading the way in creating a new space for blue finance to support marine recovery and contribute to the long-term health of our ocean. *Our Seas of Opportunity* podcast with Simmons & Simmons is positioning us as a thought leader on this important emerging topic, resulting in new relationships that will advance our work. Our online *Guide to the Blue Economy* makes clear policy recommendations to governments to support and invest in nature-led economic growth. Additionally, we are establishing Marine Fund Cymru in partnership with the Welsh Government and members of the Welsh Coast & Seas Partnership to attract investments to support marine recovery and biodiversity enhancement projects in Wales.

*Nabi is funded by The National Lottery Heritage Fund and Welsh Government, led by Natural Resources Wales.*

*Our Marine Natural Capital Analyst is funded by the John Ellerman Foundation.*

## Highlight

We have made significant strides in oyster restoration with two successful projects in Scotland. Through the Dornoch Environmental Enhancement Project (DEEP), we restored the 100,000th native oyster to the Dornoch Firth – a fitting way to mark the 10th anniversary of the DEEP partnership with Glenmorangie and Heriot-Watt University. We have since restored an additional 15,119 oysters and engaged with 716 people through 41 engagement sessions in local communities over the last year.

In October 2024, we exceeded the target of restoring 30,000 native oysters to the Firth of Forth through Restoration Forth. As the partnership lead for community engagement in this WWF-led project, we engaged with 817 people through 54 sessions, training 178 participants to use the project's oyster identification citizen science resource.

The Marine Conservation Society is a proud partner of the WWF-led Restoration Forth project, alongside The Ecology Centre, Edinburgh Shoreline, Fife Coast & Countryside Trust, Heart of Newhaven, Heriot-Watt University, Project Seagrass, Royal Botanic Garden Edinburgh and Scottish Seabird Centre.



**In the Scottish Parliament, Finlay Carson MSP lodged a motion to celebrate the progress made with the Dornoch Environmental Enhancement Project. In the motion, Mr Carson acknowledged the 'key milestone of the 100,000th oyster planted in the Dornoch Firth' and described DEEP as setting a 'world leading standard in environmental restoration projects'.**

## Ocean goals

# For a cleaner ocean

**We'll campaign to stop pollution entering our ocean. Using science, we track the health of our seas, identify and prevent the main sources of pollution, and work with businesses and governments towards a cleaner ocean.**

By 2030, we're calling for ocean pollution levels to show a clear downward trend

### Our achievements

1. Following sustained advocacy and campaigning efforts, Ofwat announced a £104 billion investment package for the water sector in England and Wales between 2025–2030, with £11.5bn allocated to cutting spills from storm overflows. In addition, the UK Government introduced the Water (Special Measures) Act 2025, which will ensure more robust enforcement and monitoring of water pollution, including all emergency sewage overflows – a monitoring gap we identified in our investigations and have been calling for. As the water industry is reviewed to reform practices and address pollution, we will advocate for harmful hidden pollutants to be stopped at source, such as by banning PFAS 'forever chemicals'.

We have seen progress in our ongoing efforts to secure stronger protections for Scotland's water environment. Following years of our campaigning, Scottish Water has taken significant action, installing 1,000 new sewer overflow monitors – increasing the coverage of the network from 7% to 32%. This was announced at a press event with the Cabinet Secretary Gillian Martin and us as the guests.

2. Following years of our Beachwatch project evidencing the presence of wet wipes on UK beaches, in April 2024, all UK governments committed to ban the supply and sale of plastic-containing wet wipes by 2028, with Wales pledging to do so by 2026. This builds on other single-use plastic item bans that our data helped achieve, demonstrating the impact of our Beachwatch programme and volunteer community.
3. We have made significant progress on the path towards a circular economy. After years of campaigning, legislation was passed in Westminster in January 2025 to enable Deposit Return Schemes (DRS) for cans and bottles in England and Northern Ireland – a crucial step in implementing these schemes across the UK by October 2027. We also played a key role in securing the Circular Economy (Scotland) Act 2024, which empowers the Scottish Government to transition toward a society that reuses rather than disposes – which we have been advocating for since 2019.

## Highlight

Our research with the University of Portsmouth on the presence of PFAS (forever chemicals) in the environment received coverage in more than 132 news outlets, bringing the issue into the mainstream and increasing public awareness, whilst putting pressure on governments and industry to act. The joint paper on the presence of PFAS in stormwater discharges in the protected Langstone Harbour paper was also the second-most covered paper published in academic journal Chemosphere and ranked in the top 5% in Altmetric, a system tracking the public impact of academic papers. Our work with Watershed Investigations and The Guardian led to a high-profile article, which included a UK map of wildlife contaminated by PFAS, further highlighting their prevalence in the environment and evidencing the need to ban these chemicals at the source.



**Evidence is the cornerstone to our work and helps us prove to the UK Government why we need urgent action on PFAS forever chemicals. Our work with the University of Portsmouth and Watershed Investigations has provided a compelling evidence base to call for a ban and the fact that we have proved another invisible impact from sewage discharges is vital in our efforts to stop pollution in our ocean.**

**Francesca Ginley**

Policy and Advocacy Manager (Chemicals)

# 3

## Ocean goals

# For a healthier ocean

**We'll aim for more fish in healthier seas, improve the way wild fisheries and seafood farming practices are managed, and help businesses and consumers to be more responsible in their buying choices.**

By 2030, we're calling for our fish stocks to be at sustainable levels

### Our achievements

1. We are leading in the field of sustainable seafood and creating change. This year, we improved the sustainability of over 400,000 meals and reached over a million people through our Great British Chefs and Good Fish Guide promotional campaign, which encouraged consumers to make sustainable seafood swaps and offered guides on how top chefs cook with these ingredients. This bolstered public awareness of the Good Fish Guide and the importance, and ease, of making sustainable seafood choices.
2. Our October 2024 Good Fish Guide ratings update, which reported on declining crab and lobster populations, was covered by 150 different media outlets and helped inform developing management for these species. The update also prompted fresh engagement with major supermarkets, notably with Tesco, which has a large influence on the UK seafood supply chain and is involved in several UK fisheries improvement projects.
3. We strengthened crucial relationships with fishing industry members and regulators through our involvement in key Fisheries Management Plan implementation groups for crabs, lobsters and scallops. This will advance our work on transitioning to low impact sustainable fishing methods to ensure the future sustainability of UK fisheries while addressing environmental concerns.

## Highlight

On invitation by the biggest certifier of farmed seafood, GLOBALG.A.P., we spoke at a panel event at the world's largest annual seafood trade event, the Seafood Expo. To influence the supply chain to increase their uptake of certified seafood, we highlighted the need for transparency in the seafood supply chain and explained how certification standards can help deliver this. We discussed best practices for fisheries in other countries, including France and the USA, with industry experts at the International Pectinid Workshop on the Isle of Man, and hope to use these learnings to drive improvements in the sustainability of UK fisheries.

We presented our asks and concerns regarding the aquaculture industry directly to the Scottish Government and submitted our recommendations for the operation of Scottish salmon farming as evidence at the Scottish Parliament.



**These efforts are crucial in ensuring that the UK aquaculture industry operates within environmental limits and adheres to credible standards. By shaping policy, fostering international collaboration, and encouraging sustainability through initiatives like Good Fish Guide ratings, we're helping to ensure the industry's long-term viability while protecting marine ecosystems.**

**Dawn Purchase**

Aquaculture Programme Manager

# 4

## Ocean goals

# An engaged community of support

**We'll build an engaged community of support, committed to protecting and restoring the ocean. We will promote involvement through giving, campaigning, and volunteering, as well as pursue wider, pro-ocean societal change.**

By 2030, we want everyone to be able to enjoy the ocean and what it has to offer, while fulfilling their responsibility to protect it

### Volunteers

1. In 2024, we empowered 15,064 people to participate in Beachwatch, with 1,256 beach litter surveys submitted – the highest number in the beach clean and litter survey programme's 31-year history. These communities and businesses not only cleaned up our coast and made our beaches safer, but contributed vital evidence to drive meaningful marine protection policies, such as our recent success in influencing Deposit Return Schemes, plastic wet wipes, and disposable vape legislation.

As well as feeding into our *State of our Beaches* report, this year the data collected by volunteers informed our asks for UK governments, which we shared through 36 policy recommendations that address marine litter, circular economy, and sewage-related measures. This led to three parliamentary mentions in Senedd debates, a Holyrood parliamentary motion supported by 18 cross-party MSPs, and a debate in Scottish Parliament in which several MSPs acknowledged the importance of Beachwatch data in informing policy, highlighting the impact of our volunteers' efforts.

*Beachwatch is supported by The Access Foundation, Aldi, Buffini Chao Foundation, Cully & Sully, Highlands & Islands Environment Foundation (through the Conservation Collective partnership with Depeche Mode & Hublot), PwC, Sky, and many other donors.*



**I want to join members in congratulating and thanking the Marine Conservation Society and their volunteers on their commendable effort over many years... not only removing litter from... beaches but... giving us intelligence as to what is actually washing up on our beaches as well because that really has informed policy. The people who do these litter picks are worth their weight in gold.**

**Gillian Martin MSP**

Acting Cabinet Secretary for Climate Action and Energy

2. This year, 17,337 citizen scientists collected and shared valuable data to help us to better understand our seas, informing research and our policy work. 171 Big Seaweed Search surveys have provided partners at the Natural History Museum with information on the distribution of seaweeds so that we can understand the impact of environmental change on our seas. 100 Source to Sea surveys have contributed additional litter data from inland sources, and 1,098 people sent us their jellyfish and marine turtle wildlife sightings, providing vital information about our ocean inhabitants. For the first time, we incorporated volunteer and member perspectives into our consultation response to the Scottish Government's proposed charge for single-use cups, making it more inclusive and credible, and empowering our community.
3. To ensure our volunteers remain active and informed, we have improved feedback opportunities and how we communicate the impact of their efforts. We have further invested in our Ocean Voice activities, leading to registered volunteers contributing 11.8% more time and participating 10.2% more frequently than last year. These developments supported volunteers to share the work of the charity in their local communities, extending our reach, and we launched a new 'Events' activity following support from a successful internship with the University of Oxford. We have also developed new training and support resources, and a new calendar of online events, which attracted over 200 volunteers and members.

## Community engagement and learning

1. Our work through the Hiraeth Yn Y Môr (HYYM) project played a key role in shaping the UK's first national Ocean Literacy Strategy for Wales and is influencing the creation of similar strategies in Scotland and England, reinforcing our leadership in advancing ocean literacy (understanding people's influence on the ocean, and the ocean's influence on people) across the UK. Through the project, our team delivered activities in nature and indoors, engaging with 3,549 people – all of whom committed to take part in pro-ocean behaviours in the next 12 months. Our co-designed bilingual resources ensured accessibility for Welsh speakers, and we shared this best practice internationally. We are delighted that the project was nominated for a BBC 'Make A Difference' Award.

*HYYM was supported by the Nature Networks Programme 2, delivered by The National Lottery Heritage Fund on behalf of the Welsh Government; and 7lblue, Garfield Weston Foundation and other donors.*

2. Through our Valued Seas project, we engaged with a wide range of coastal communities around St Austell Bay to highlight the different ways people value the sea, and how socio-cultural values can be recognised and embedded in marine management. The data has informed the Marine Management Organisation's Celtic Seas and Western Pelagic Channel Fisheries Management Plan, helping to create a more inclusive approach to managing marine resources and ensuring that community voices are considered in decision-making. Additionally, the data has contributed to Natural England's Marine Natural Capital Ecosystem Assessment Programme, supporting the inclusion of socio-cultural perspectives in environmental valuations.

*Valued Seas is supported by Marshall Wace and a major donor.*

3. Our Youth Engagement programme has made a significant impact in driving the protection and restoration of ocean health by empowering 17,613 young people from diverse communities to take ocean-positive action and strengthen their connection to nature.

Our educational reach has grown, with 12,366 downloads of learning resources allowing us to advance ocean literacy and support an estimated 252,786 individuals to make pro-ocean behaviour changes. We have extended our efforts to reach underserved communities, with our Scottish Education Roadshow delivering 64 sessions to 3,909 young people, including those in the Orkney Isles, and inland schools making up 49% of those that completed the Ocean-Friendly School Awards in the 2023-24 academic year.

*Our Youth Engagement programme is supported by Bunzl and William Grant Foundation. Our Scottish Education Roadshow is supported by The MacRobert Trust, William Grant Foundation and other donors.*



**There are so many opportunities and ways to get involved in any aspect of ocean conservation and marine science, regardless of your age. Sharing what you love about the ocean and what drives your passion as well as hearing about other people's is helpful and inspiring! Putting yourself out there and coming to events can be scary but it's always worth it!**

**Issie**

Youth Ocean Network member

## Members and supporters

1. This year, we welcomed 828 new members – our largest intake of new members in four years. These memberships contributed vital funds to support our work and enabled us to achieve so much over the past year.

Our members' magazine continues to go from strength to strength, with *Your Ocean* Highly Commended at the Memcom Excellence Awards and shortlisted for two other media awards. This year, more than 60% of new members chose the digital option, reducing waste and our costs, meaning we can direct more funds to conservation efforts.

Our shop continues to raise awareness of our cause through ocean-based designs, generating vital funds. Supporters purchased more than 22,800 products this year and we have expanded our shop offerings to appeal to our growing supporter base and provide more ways for them to amplify our messages.



**I recently became a member and received [Your Ocean] magazine... I couldn't put it down. It's a great magazine with so much information and wonderful stories. I learnt a lot from it too. It is a truly inspiring magazine. For years I have been trying to help in different ways, but I hope with more of the information [the Marine Conservation Society] provides, I can do more, as it's so important we protect the ocean.**

**Tanya**

Marine Conservation Society member

2. In 2024, we grew our digital presence and saw a 6% rise in social media followers, including our successful launch on Bluesky. This has allowed us to deliver multi-channel campaigns on key issues to engage new audiences, raise awareness and advance environmental policy.

We have made significant strides in delivering a more personalised experience for our supporters by empowering them to choose how they hear from us and sending tailored email communications based on individual actions. We continuously review and update the accuracy of our supporter data, meaning it is robust, with an exceptionally high data quality score of 92% achieved through data enriching processes. These advancements not only strengthen our connection with supporters but also enhance our ability to engage and inspire meaningful action.

## Operational goals

# Sustainable organisation

We'll be a high-performing, values-driven organisation whose organisational culture is underpinned by sound systems and processes that allow us to understand our impact in all areas, environmentally, socially and regulatory.

1. We have been empowering a high-performing culture through data literacy apprenticeships supported by a corporate sponsor. With strong participation from colleagues across teams, we are enhancing data gathering, visualisation, and decision-making, which is driving efficiency, transparency, and impact across our organisation.
2. We have enhanced organisational efficiency and sustainability by integrating our HR, payroll, and holiday systems. This has streamlined processes, reduced margins for error, and enhanced employee experience. Our new travel platform has eliminated duplicated work, improved financial reconciliation, and increased reporting visibility. We are reinforcing our commitment to environmental responsibility through the development of our sustainability policy, enabling us to incorporate metrics, like our carbon footprint, into decision-making.

We have also strengthened budgeting and forecasting by collaborating with department heads to optimise resources, mitigate risks, and improve our adaptability. These efforts ensure financial stability, strong governance and accountability, enabling us to remain efficient, transparent, and aligned with our long-term mission.

3. We have fully transitioned to cloud-based IT systems, moving away from on-site servers to support hybrid working. This shift enhances efficiency and reduces infrastructure costs – aligning with our commitment to adaptable ways of working. It also strengthens our data security, ensures better system resilience, and enables seamless collaboration across teams, supporting a more flexible and future-ready organisation.

## Highlight

As active participants in the second annual RACE (Racial Action for the Climate Emergency) Report and by partnering with other organisations (Wildlife & Countryside LINK groups), we are reinforcing our dedication to transparency and collaboration in tackling racial and ethnic disparities in the conservation sector. Although the latest sectoral report reflected data from more organisations and represented more employees, just 6% of employees in the environmental and conservation sector identify as people of colour or from racially minoritised groups, compared to 15% of the UK workforce.

We recognise this clear need to drive meaningful change in the environmental sector. Our commitment to equity, diversity, and inclusion (EDI) is aimed at creating inclusive environments, so audiences can see themselves in our work, and ensuring our activities and our team are reflective of society. Internally, we continue to focus on our recruitment processes, and to develop and adopt ways of working that support everyone to work at their best.



**I wanted to say how much I love being a part of the Great British Beach Clean. I can struggle with some social environments due to neurodivergent conditions, and I found the Marine Conservation Society's beach clean very inclusive and non-judgemental where many different types of people can come together for a common goal.**

**Sam**

Beach clean volunteer

## Powerful partnerships

1. We have developed an ambitious and innovative approach to help recover the UK's seas along its Atlantic coast, restoring lost ecosystems and improving the ocean's resilience in the fight against climate change. Working hand in hand with local communities, the Atlantic Coast programme will reintroduce superhero species that filter impurities, store carbon and build habitats – from native oysters and mussels to seagrass and kelp. The support of founding partners, FatFace and the FatFace Foundation, is enabling us to kick-start activity, whilst paving the way for us to secure more strategic investment towards this vital work.
2. Our work to tackle PFAS, a group of the 'forever chemicals' permeating our ocean and devastating marine life, has received support from a suite of committed funders. Thanks to The Schroder Foundation, The Orp Foundation and support from a major donor, we are raising awareness of this critical issue and increasing pressure on the UK Government to make the policy changes needed to prevent more damaging PFAS entering our waters.
3. We secured a three-year award from The National Lottery Heritage Fund and match funding from Buffini Chao Foundation, The Access Foundation and other donors for our One Ocean Roadshow. This programme will inspire and empower communities across Northern England to take pro-ocean action, leaving a legacy of community-wide behaviour change and driving benefits for local people and our ocean. We will use our proven ability to develop new ways of engaging audiences and use marine citizen science to deliver meaningful outcomes for both people and planet through this work.
4. Our supporters continue to astound us with the incredible efforts they go to, in raising funds for the charity. This year, we have seen people completing running, swimming, and walking challenges – including a desert marathon and climbing the equivalent of Everest using stairs at home – to further our efforts to restore our ocean. We deeply appreciate every one of you.

## Highlight

This year marks ten incredible years and £7.2m of support from players of People's Postcode Lottery, whose long-term, flexible, unrestricted funding has underpinned delivery and development of several long-term conservation and engagement initiatives.

The Helvellyn Foundation, The Constance Travis Charitable Trust and John Swire 1989 Charitable Trust have continued to entrust us with unrestricted funding through multi-year commitments, reinforcing confidence in our mission. This year, we are proud to have been selected as a new strategic funding partner by the King Charles III Charitable Fund, which is contributing £180,000 of unrestricted funding over three years to support our work. We are grateful to all our funders, such as these, whose long-term flexible funding fuels the core functions of the charity and enables long-term planning and delivery of established and new, innovative projects.



**We're delighted to celebrate ten years of incredible support from players of People's Postcode Lottery for the Marine Conservation Society. Over the past decade, this funding has made a real difference – from improving our beaches and restoring coastal habitats, to securing stronger policy protections against marine pollution and empowering communities with the data and tools they need to protect our precious marine life.**

**Laura Chow**

Head of Charities

People's Postcode Lottery

## Challenges and disappointments

**Over the past year, we have seen accelerating marine development, for example in relation to offshore wind, without first putting in place the necessary measures to avoid unsustainable pressure on the marine environment. Together with a continued lack of investment in marine protection and regeneration, this puts additional pressure on ocean health.**

**From an operational perspective, the availability of funding and charitable income has been impacted by the rise in National Insurance contributions, as well as the continued cost-of-living crisis and high inflation rates, making it crucial to adapt and refine our processes.**

We welcome the UK Government's focus on implementing strategies to achieve Net Zero. Now we must ensure that these do not place unsustainable pressure on the marine environment. With the new Great British Energy Act and the Crown Estate Act accelerating offshore developments, we want to see activities directed to the least environmentally sensitive areas in a way that balances different sectors' demands on the sea, safeguards biodiversity and enhances nature. We will, therefore, work with the Crown Estate and civil servants to align existing programmes of work and intensify our efforts to effect positive changes in marine planning.

Life Below Water (which covers marine conservation) is the least funded of all Sustainable Development Goals. Against the background of an economy under pressure, this continued lack of investment creates additional barriers to ocean recovery, including achieving fishing within sustainable limits, effective

management of the protected areas network and regenerating our ocean.

Moreover, cuts to overseas development aid funding may limit the ability to accelerate climate adaptation and marine regeneration in the UK Overseas Territories (UKOTs), and the communities they support.

To address this, we will accelerate our blue finance work, to develop new income streams from philanthropic and non-governmental sources, alongside government funding to create a high-integrity, sustainable blended finance framework. We will continue to work with partners in the UKOTs and the Great Blue Ocean coalition to advocate for long-term UK Government funding that can support management and protection of the UKOTs incredible marine environments.

As with all organisations, we find ourselves with higher costs due to the changes in thresholds and rates for National Insurance contributions, and higher than expected inflation levels. This leaves us with fewer funds to spend on our conservation work, reinforcing the need to improve efficiency and strategically focus our efforts.

Similarly, the funding environment is tight, with financial pressures impacting membership and donation, and funders receiving more applications than ever before. Although challenging, this has inspired us to refine our project objectives and activities to ensure we deliver as much impact as possible for the funds available and work ever more collaboratively with like-minded environmental organisations.

2025-2026

## Fresh determination and ambitious plans

**Despite the challenges we faced, and building on the wonderful successes we have achieved, we are determined to persist in our efforts to work with communities, partners and industry to regenerate vital ocean habitats, tackle toxic chemicals and sewage pollution in our seas, and promote more sustainable seafood choices.**

Over the last few years, we have increased our experience and expertise in a range of community engagement projects and approaches to ocean restoration. Utilising our learning, we are combining the forces of our citizen science projects, and policy and advocacy work – our core strengths – to build ocean conservation projects, driven by local communities.

Tackling PFAS ‘forever chemicals’ in the marine environment remains one of our key priorities. Our work has already led to successful research publications, parliamentary events and ministerial meetings, and we are not finished yet. We will continue to improve parliamentary, public and private sector knowledge about the impact of ‘forever chemicals’ on the ocean through continued advocacy and events with stakeholders, including businesses, investors and other PFAS users. We will be working with DEFRA, are planning a parliamentary bill, and pushing the UK Government for urgent protection from PFAS.

In addition, we will continue to keep up the pressure on UK governments to address water pollution more widely. To do this, we will keep on working with partners to influence the reform of water regulatory frameworks and we will provide additional evidence

that demonstrates cost effective best practices for water quality monitoring.

The Good Fish Guide has been a core part of our organisational impact and identity for two decades and has made great strides in informing and influencing consumers and businesses to make more sustainable seafood choices. As we celebrate the success of the Good Fish Guide and what it has achieved – both this year and over the past two decades – our focus for the next year will be determining how it should evolve, to ensure another 20 years of maximum impact in informing the seafood choices made both by consumers and the supply chain.

We will support our team members to progress their careers through learning and development opportunities, such as skills-building workshops and training, professional qualifications and apprenticeships. A continued focus on improving data literacy will allow us to generate key insights that can inform our strategy and work, whilst highlighting opportunities to become more efficient – keeping us looking towards our aims and ambitions.

We’re excited to build more connected technology systems where our platforms all work together seamlessly, allowing us to better personalise our communications and use resources more efficiently. In the next year, we plan to upgrade our website to promote easier navigation, smoother donation processes, and a better overall experience for our members, volunteers, and new visitors.

# Financial review

“ With Consumer Price Index inflation averaging 2.5% across 2024 and rising to 3.6% by June 2025, inflationary pressures have persisted, albeit at lower levels than the peaks seen in previous years. These conditions continued to influence financial planning, and the 2024/25 budget was set with a focus on maintaining a balanced position on unrestricted funds and preserving unrestricted reserves in line with the Board’s objective of holding between 3 and 4 months of unrestricted expenditure.

As shown in the Statement of Financial Activities, this was broadly achieved, with a net deficit of £52k on unrestricted funds. This resulted in unrestricted reserves of £1.09m at year-end, equivalent to approximately 3.4 months of unrestricted expenditure, in line with Board policy.

Restricted funds saw a net income of £141k, reflecting continued success in securing project funding. The 2025/26 budget has been designed to deploy these restricted reserves efficiently to maximise delivery of our ocean goals.

Total income for the year was £5.34m, representing a 6% increase on the prior year’s £5.13m. Unrestricted income rose to £3.75m, a 2% increase from £3.68m in 2023/24. Restricted income increased significantly to £1.59m, up 10% from £1.45m in the previous year, with grant income remaining the largest contributor.

Expenditure totalled £5.25m, up 6% from £4.97m in 2023/24, reflecting continued investment in charitable activities and fundraising. Charitable expenditure accounted for £4.18m, with resources directed across our four strategic outcomes: Better protected ocean, Cleaner ocean, Healthier ocean, and Engaged community of support.

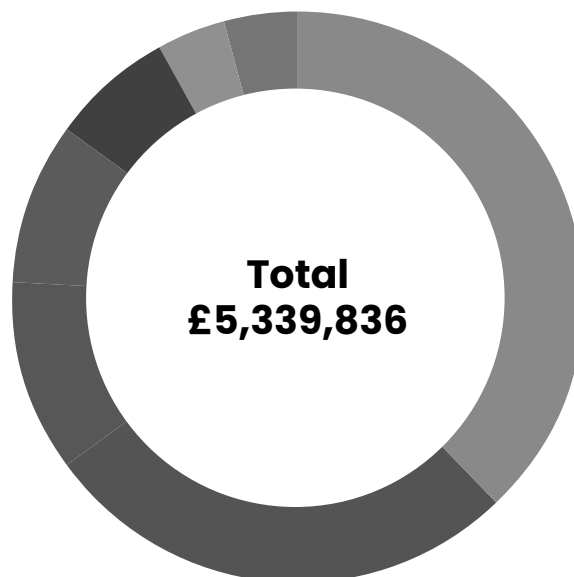
The year-end reserves position remains strong, with total funds of £1.83m (2024: £1.74m), comprising £1.09m in unrestricted reserves and £741k in restricted reserves. This provides a stable foundation for continued delivery of our mission in 2025/26.”

**Karen Hooley**

*Director of Finance and Operations*

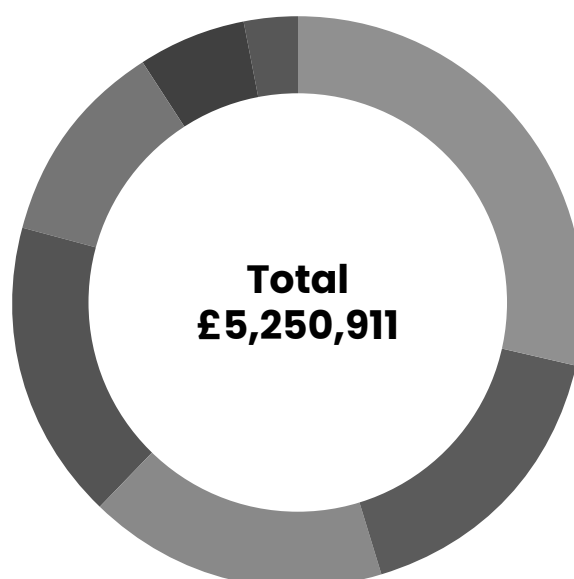
## Income

2024-2025



## Expenditure

2024-2025



## At £3.2m, unrestricted donations and legacies contributed 85% of the total unrestricted income for the year

38%	<b>Donations from trusts and companies</b>	<b>£2,038,841</b>
27%	<b>Grants</b>	<b>£1,462,281</b>
11%	<b>Memberships</b>	<b>£580,522</b>
9%	<b>Royalties, sponsorship, sales and other income</b>	<b>£456,539</b>
7%	<b>Individual donations</b>	<b>£375,853</b>
4%	<b>Beach cleans and education</b>	<b>£207,940</b>
4%	<b>Legacies</b>	<b>£217,860</b>

## Supporting our income growth

- ▷ In total, the cost of raising funds was £1.07m, which equated to 20% of the total income raised.
- ▷ Administering our membership scheme and producing our magazine constituted 5.5% of total spend, consistent with 2023-24
- ▷ Our fundraising income remains steady this year but there are plans to deliver growth. Spend on administering our group of individual donors and fundraisers, companies and other supporters also remains steady at £0.6m, as does the cost of raising trading income at £0.1m.
- ▶ Our long term support from players of People's Postcode Lottery continues to be vital in supporting our core conservation work.
- ▶ Membership Subscriptions contributed £0.6m in line with 2023-2024.
- ▶ Grants to fund specific conservation projects were up a significant 38% on the previous year, totalling £1.46m.

## Our expenditure on charitable activities at £4.2m represents 80% of total expenditure

28%	<b>Better protected</b>	<b>£1,499,362</b>
17%	<b>Healthier ocean</b>	<b>£883,682</b>
17%	<b>Cleaner ocean</b>	<b>£917,571</b>
17%	<b>Engaged community of support</b>	<b>£880,259</b>
12%	<b>Fundraising</b>	<b>£645,405</b>
6%	<b>Memberships</b>	<b>£290,587</b>
3%	<b>Trading</b>	<b>£134,045</b>

## Supporting our conservation work

- ▷ £1.5m spent on working towards a better protected ocean.
- ▷ £0.9m on our healthier ocean goal.
- ▷ £0.9m towards creating a cleaner ocean.
- ▷ £0.9m on our 'Engaged community of support' work promoting access to enjoying the ocean.

# Funds

## At the end of the year, we had unrestricted funds of £1.09m

It is our policy to hold between three and four months' unrestricted operating costs in a designated contingency fund to be able to maintain our conservation programmes in the event of a shortfall in income, until further funding can be secured. We review the level of this fund regularly. As at 31st March 2025 this fund held £1.09m, representing 3.4 months' worth of anticipated unrestricted expenditure.

## Approach to fundraising

Our approach to fundraising is to connect with our supporters and encourage motivated individuals and companies to raise voluntary funds to support our aims and activities. We ensure that our fundraising is not overly intrusive or persistent, and doesn't put members of the public under undue pressure to donate. We recognise that everyone has the right to support their favourite causes and charities and that we have an obligation to protect those who may be in vulnerable circumstances. We do this in a way which seeks to protect each person and their dignity while also being respectful of any desire they express to support us.

- ▷ We comply with UK data protection laws and are registered with the Fundraising Regulator.
- ▷ We comply with the Fundraising Regulator's Code of Fundraising Practice.
- ▷ Complaints are monitored by the Executive Team and are reported to Trustees and we encourage any supporters with questions or enquiries about our fundraising to contact us at any time. There were no complaints received during the year.

## Investments

The charity continues to retain its funds in cash rather than investing in a portfolio, given the stable level of reserves and ongoing economic uncertainty. The Trustees reassess this approach at the end of each financial year. As of the latest review, cash holdings remained high and consistent with the previous year, standing at £1.7 million.

## Risk management

The Trustees recognise their legal responsibility to provide this annual risk management statement to show that they have given due and proper consideration to the charity's major risks and that they have satisfied themselves of the adequacy of the systems which are in place to manage those risks.

Detailed review authority is delegated to the Finance, Resources & Risk Committee, which meets on a quarterly basis.

The Trustees consider risk to be the opportunities/uncertainties which may impact the charity's ability to deliver its vision/mission/strategy, or which may jeopardise the organisation's compliance with legal and regulatory requirements. In applying a particular approach, the Board aims to assess and agree its own appetite to the risks identified, which enables the Executive Team to manage them accordingly.

In identifying and assessing risk the organisation looks at both internal and external factors which may impact its strategic objectives, as well as its financial position. In addition, there are key leading and lagging indicators, which may influence its ability to over or under achieve what it has set out to do.

Risk areas have been aligned to the organisation's strategic objectives and have been categorised into the following:

- ▷ Financial (e.g. loss of income, cashflow, reserves)
- ▷ Operational (e.g. staff skills, welfare, resources, business continuity)
- ▷ Reputational (e.g. communications, campaigning, partner agreements)
- ▷ Strategic (e.g. economic climate, government policy)

The organisation is also mindful of other potential significant risks, which underpin and run across all of the above:

- ▷ Legal (e.g. health & safety breach, legal/regulatory responsibilities, breach of trust)
- ▷ Governance (e.g. organisational controls, trustee skills, conflicts of interest)

The Board recognises that risks ebb and flow, depending upon both external and internal factors. Therefore, the management of risk is a dynamic process, which requires regular review.

The organisation's approach to risk is multi-faceted, depending on the type of risk and includes:

- ▷ stopping the activity to avoid the risk completely
- ▷ mitigating the risk through the use of the best possible control measures
- ▷ transferring the financial consequences to insurers or other third parties
- ▷ accepting the risk as unavoidable

# Structure, governance and management

## Governing document

The charity is a charitable company limited by guarantee, incorporated in England and Wales on 23 October 1990, having previously been registered with the Charity Commission for England and Wales as an unincorporated charity on 1 February 1984. It also registered with the Office of the Scottish Charity Regulator on 18 September 2006. It is governed by its Articles of Association, having been amended following approval by the members on 6 November 2018 and on 2 December 2021. In the event of the company being wound up, each member is required to contribute an amount not exceeding £1.

## Subsidiary companies

Marine Conservation Society has two wholly owned subsidiary companies, Ocean Finance Alliance Limited, which is dormant, and M C S Sales Limited. The purpose of M C S Sales is to raise funds for the charity through fundraising activities such as sponsorship and an online shop. All the profits of M C S Sales are donated to the charity each year under the Gift Aid scheme.

For more detailed information about either of the subsidiary companies, the individual company accounts are filed annually with Companies House, or they can be requested from the Company Secretary at the charity's registered office (details at the back of this report).

In this report, the accounts include the income, expenditure, assets and liabilities of the charity and both subsidiaries whenever the statements are referred to as 'consolidated' or 'group'.

## Public benefit

The Trustees confirm that they have complied with the duty in Section 4, Charities Act 2011, to have due regard to the guidance issued by the Charity Commission concerning public benefit. The objects of the charitable company are to conserve, protect and improve the marine environment for public benefit. We promote the protection of marine wildlife, sustainable fisheries and aquaculture and clean seas and beaches, through projects, scientific research, education and publication of scientific and educational works. Each of our programmes is aimed at improving the condition of the marine environment. A healthy marine environment will supply benefits to the public.

During the year the charity continued to promote interest and learning on the marine environment through its education outreach (both online and face to face) and inspired action at the local level through its volunteer and community engagement programme and online campaign opportunities. Our Good Fish Guide website

and app have reached many hundreds of thousands of customers interested in sustainable seafood, and informed assessments of UK seafood exports as far afield as Japan and the USA. Our volunteers spent over 23,500 hours cleaning and recording litter on beaches, completing 1,256 surveys and removing over 636,500 items of litter, enabling us to continue to collect vital data on the type of litter found on our beaches.

## Pay and remuneration of key management and personnel

We operate a salaries and benefits policy that applies equally to all employees of the charity. Tests are conducted for bias, fairness and equality and a moderation process is undertaken to ensure a consistent approach to performance ratings. Each year, remuneration awards are recommended by the Finance, Resources and Risk Committee to the Board for approval.

## Recruitment and appointment of Trustees

Whilst the day-to-day management of the charity is delegated to the Executive Team, the Trustees are responsible for setting the charity's strategic policies and objectives and for ensuring they are fulfilled. Trustees are volunteers, give freely of their time and have no beneficial interest in the charity. As set out in our Articles of Association, Trustees step down by rotation every three years. They may offer themselves for re-election at the forthcoming Annual General Meeting, but the total duration of each Trustee's tenure is limited in order to ensure there are opportunities for new Trustees to join the Board.

The Articles of Association state that, subject to the provisions of Companies Act 2006, every Trustee, secretary or other official of the charitable company shall be indemnified out of the assets of the charitable company against all losses or liabilities incurred by them in or about the execution and discharge of the duties of their office.

The Board of Trustees undertakes an annual review of its effectiveness. To ensure the Board is sufficiently skilled to carry out its responsibilities we carry out skills analysis of existing members before seeking new Trustees with the appropriate skills by open advertisement or approaching individuals to suggest they might apply. Business and conservation skills are well represented amongst the Trustees.

The majority of Trustees in post at 1 April 2024 served throughout the year ended 31 March 2025. One Trustee resigned at the AGM in 2024. A recruitment process took place in the Summer of 2024 to find Trustees to replace those standing down at the 2024 AGM at the end of their second term.

## Trustee induction and training

Prior to appointment, new Trustees receive an induction to introduce them to the work of the charity and usually attend a Board meeting as an observer. Each Trustee is given a Trustee Handbook, which provides current good practice guidance on how they can contribute most effectively to the charity. All Trustees are required to sign up to a Trustees' Code of Conduct.

## Committees and subsidiary Boards

To assist the Board with detailed scrutiny of topics and to make recommendations on those topics to the Board, we operate a number of Trustee committees as below. The committee terms of reference and membership are reviewed on a regular basis to ensure relevancy:

- ▷ Conservation Committee;
- ▷ Stakeholder Experience Committee;
- ▷ Fundraising and Development Committee;
- ▷ Governance Committee; and
- ▷ Finance, Resources and Risk Committee;

Each subsidiary company has its own Board of Directors consisting of at least one of the charity's Trustees (who act as chair) and members of the Executive Team.

## Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of Marine Conservation Society for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to

- ▷ select suitable accounting policies and then apply them consistently;
- ▷ observe the methods and principles in the Charities SORP 2019 (FRS 102);
- ▷ make judgments and estimates that are reasonable and prudent;

- ▷ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- ▷ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware, there is no relevant audit information of which the charitable company's auditor is unaware and the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.


The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This Trustees' Report and Strategic Impact Report have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.



**Seth Richardson**  
Treasurer



**Amanda Nobbs**  
Chair

10 September 2025

# Independent Auditor's Report to the Trustees of Marine Conservation Society

## Opinion

We have audited the financial statements of Marine Conservation Society (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2025 which comprises The Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▷ give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 March 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- ▷ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- ▷ have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast

significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- ▷ the information given in the Trustees' Annual Report which includes the Directors' Report and the Annual Impact Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- ▷ the Trustees' Annual Report which includes the Directors' Report and the Annual Impact Report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report and the Annual Impact Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- ▷ adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- ▷ the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- ▷ certain disclosures of Trustees' remuneration specified by law are not made; or
- ▷ we have not received all the information and explanations we require for our audit.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 33, the Trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and under the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities:

- ▷ We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the Trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended.
- ▷ We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements.
- ▷ We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with Trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and guidance issued by the Charity Commission for England and Wales and the Office of the Scottish Charity Regulator.

Audit response to risks identified:

- ▷ We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures.
- ▷ We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising.

- ▷ We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud.

- ▷ We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud.
- ▷ We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business.
- ▷ We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias.
- ▷ At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

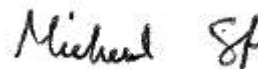
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's Trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and Trustees those matters we are required to state to them in an

auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company, the parent charitable company's members and Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



**Michael Strong** Senior Statutory Auditor  
for and on behalf of Saffery LLP

St Catherine's Court, Berkeley Place, Clifton, Bristol BS8 1BQ

Chartered Accountants  
Statutory Auditors

24/10/2025

Saffery LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

# Financial statements

## Marine Conservation Society

### Consolidated statement of financial activities for the year ended 31 March 2025 (incorporating consolidated income and expenditure account)

Income and expenditure	Note	Unrestricted Funds 2025 (£)	Restricted Funds 2025 (£)	Total Funds 2025 (£)	Total Funds 2024 (£)
<b>Income from</b>					
Donations and legacies	1	3,194,065	114,126	3,308,191	3,367,642
Charitable activities	2	217,504	1,452,717	1,670,221	1,279,804
Other trading activities	3	145,194	-	145,194	196,337
Investments	4	14,611	-	14,611	14,033
Other	5	178,509	23,110	201,619	272,229
<b>Total income</b>		<b>3,749,883</b>	<b>1,589,953</b>	<b>5,339,836</b>	<b>5,130,045</b>
<b>Expenditure on</b>					
Raising funds	6	1,070,037	-	1,070,037	960,187
Charitable activities:					
Better protected	7	817,806	681,556	1,499,362	1,440,026
Cleaner ocean	7	724,118	193,453	917,571	910,052
Healthier ocean	7	592,678	291,004	883,682	925,625
Engaged community of support	7	592,499	287,760	880,259	731,391
<b>Total expenditure</b>		<b>3,797,138</b>	<b>1,453,773</b>	<b>5,250,911</b>	<b>4,967,281</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>		<b>(47,255)</b>	<b>136,180</b>	<b>88,925</b>	<b>162,764</b>
Net gains on investment assets		-	-	-	-
<b>Net income/(expenditure)</b>		<b>(47,255)</b>	<b>136,180</b>	<b>88,925</b>	<b>162,764</b>
Transfers between funds	22	(4,826)	4,826	-	-
<b>Net income/(expenditure) and net movement in funds for the year</b>		<b>(52,081)</b>	<b>141,006</b>	<b>88,925</b>	<b>162,764</b>
Funds at the start of the year	22	1,141,771	599,652	1,741,423	1,578,659
<b>Funds at the end of the year</b>	<b>22</b>	<b>1,089,690</b>	<b>740,658</b>	<b>1,830,348</b>	<b>1,741,423</b>

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

# Marine Conservation Society

## Statements of financial position at 31 March 2025

	Note	The group		The charity	
		Total funds 2025 (£)	Total funds 2024 (£)	Total funds 2025 (£)	Total funds 2024 (£)
<b>Fixed assets</b>					
Tangible fixed assets	14	11,562	4,877	11,562	4,877
Investments	15	-	-	200	200
		<b>11,562</b>	<b>4,877</b>	<b>11,762</b>	<b>5,077</b>
<b>Current assets</b>					
Stock	17	11,820	9,464	11,820	9,464
Debtors	18	528,106	633,022	561,037	906,918
Cash at bank and in hand		1,776,691	1,726,400	1,726,846	1,400,585
		<b>2,316,617</b>	<b>2,368,886</b>	<b>2,299,703</b>	<b>2,316,967</b>
Creditors falling due within one year	19	(491,376)	(626,611)	(474,562)	(574,792)
<b>Net current assets</b>		<b>1,825,241</b>	<b>1,742,275</b>	<b>1,825,141</b>	<b>1,742,175</b>
<b>Total assets less current liabilities</b>		<b>1,836,803</b>	<b>1,747,152</b>	<b>1,836,903</b>	<b>1,747,252</b>
Provisions for liabilities	21	(6,455)	(5,729)	(6,455)	(5,729)
<b>Net assets</b>		<b>1,830,348</b>	<b>1,741,423</b>	<b>1,830,448</b>	<b>1,741,523</b>
<b>Funds</b>					
Restricted funds	22	740,658	599,652	740,658	599,652
Unrestricted funds:					
Designated funds (contingency fund)	22	1,089,690	1,124,404	1,089,690	1,124,404
General funds	22	-	17,367	100	17,467
<b>Total funds</b>		<b>1,830,348</b>	<b>1,741,423</b>	<b>1,830,448</b>	<b>1,741,523</b>

Company Number: 02550966

The Trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 44 of the Charities and Trustee Investment (Scotland) Act 2005. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the Board of Trustees on 10 September 2025 and signed on its behalf by:

*Seth Richardson*

**Seth Richardson**  
Treasurer

*Amanda Nobbs*

**Amanda Nobbs**  
Chair

# Marine Conservation Society

## Consolidated statement of cash flows for the year ended 31 March 2025

	Note	Total funds 2025 (£)	Total funds 2024 (£)
<b>Cash flows from operating activities</b>			
Net cash (used in) operations		61,657	297,417
<b>Investing activities</b>			
Purchase of tangible fixed assets	14	(11,366)	-
<b>Net (decrease) / increase in cash and cash equivalents</b>			
Cash and cash equivalents at beginning of year		1,726,400	1,428,983
<b>Cash and cash equivalents at end of year</b>		<b>1,776,691</b>	<b>1,726,400</b>
<b>Reconciliation of net income to net cash flow from operating activities</b>		<b>2025 (£)</b>	<b>2024 (£)</b>
<b>Net income per statement of financial activities</b>		<b>88,926</b>	<b>162,764</b>
<b>Adjustments for:</b>			
Depreciation of tangible fixed assets		4,681	4,622
Decrease in stock		(2,356)	(2,833)
(Increase) in debtors		104,916	195,250
Increase in creditors		(135,235)	(51,998)
Increase / (reduction) in provision for liabilities		726	(10,388)
<b>Net cash (used in) / provided by operations</b>		<b>61,658</b>	<b>297,417</b>
<b>Analysis of cash and cash equivalents</b>			
Cash at bank and cash in hand		1,776,692	1,726,400
<b>Total cash and cash equivalents</b>		<b>1,776,692</b>	<b>1,726,400</b>

Analysis of changes in net debt	As at 1 April 2024 (£)	Cash flows in year (£)	As at 31 March 2025 (£)
Cash at bank and cash in hand	1,726,400	50,292	1,776,692

# Principal accounting policies

## Basis of preparation

Marine Conservation Society meets the definition of a public benefit entity under FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable in the UK and Republic of Ireland to charities preparing their accounts in accordance with the Financial Reporting Standard FRS 102, the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 and the Charities and Trustee Investment (Scotland) Act 2005. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). The Trustees are confident that the level of unrestricted reserves and income means that there are no material uncertainties about the charity's ability to continue. The accounts have been prepared on a going concern basis.

## Basis of consolidation

These financial statements consolidate the results of the charitable company and its wholly owned subsidiaries on a line-by-line basis. The financial performance of the charity is shown in note 24. The turnover and expenditure of the subsidiaries are included within the Consolidated Statement of Financial Activities. The assets and liabilities of each subsidiary is included on a line-by-line basis in the Consolidated Balance Sheet in accordance with FRS 102. Further details of the subsidiaries are given in notes 15 and 16. Accounting policies detailed in this note apply throughout the group and any surplus or deficit arising on intercompany transactions are eliminated in the Consolidated Statement of Financial Activities.

## Incoming resources

Income is recognised in the period in which the charitable company is entitled to receipt, receipt is probable and the amount can be measured reliably. Income is deferred when the charity has to fulfil conditions before becoming entitled to use such income or where the donor has specified that the income is to be expended in a future period.

### ► Membership subscriptions

Annual memberships are recognised across the year of the membership. Life membership subscriptions are accounted for in the year in which they are received.

### ► Donations and grants

Donations from individuals and income from lotteries is recognised upon receipt. Income from donations and grants, including grants from the UK Government and

capital grants, is included in incoming resources when it is receivable, except as follows:

- ▷ When donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- ▷ When donors impose conditions which have to be qualified before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.
- ▷ When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

### ► Legacies

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified with reasonable certainty.

### ► Donated facilities and professional services

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit is probable, it can be measured reliably and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity, for example the amount the charity would be willing to pay in the open market for such facilities and services. A corresponding amount is recognised in expenditure.

No amount is included in the financial statements for volunteer time in line with the Charities SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

### ► Commercial trading activities

Income from commercial activities is included in the period in which the charity is entitled to receipt.

## Resources expended

Expenditure is included when incurred on an accruals basis. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of resources.

### ► Costs of generating and servicing membership subscriptions

These represent costs incurred in encouraging individuals to subscribe to the charity and the servicing of those individuals including provision of the members' magazine.

► **Costs of raising donations and legacies**

Fundraising expenditure comprises costs incurred in encouraging people and organisations to contribute financially to the charity's work through donations and grants. This includes a proportion of salaries and overhead costs of the staff who promote fundraising.

► **Commercial trading costs**

These represent costs incurred in raising funds through the online shop.

► **Expenditure on charitable activities**

These represent costs incurred in activities aimed at achieving the charity's four strategic outcomes of a better protected ocean, a cleaner ocean, a healthier ocean and engaged community of support. The costs include the salary costs of those working directly on these activities, other direct costs such as equipment and travel costs and a share of support costs. Where an activity is aimed at achieving more than one outcome, the costs are allocated out between the relevant outcomes.

► **Staff costs**

The allocation of staff costs between individual unrestricted funds is based on the estimated split of staff time for each individual employee of the charity. The allocation of staff costs to restricted funds is based on the estimated split of staff time, up to the maximum amount that the funder will allow. Some funders do not cover all the staff costs of a project and so full staff costs cannot be allocated to those funds.

► **Support costs (including governance)**

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves constitute the output of the charitable activity. These include office costs, the cost of administration and governance such as the audit fee and insurance. These are allocated to all activities (charitable and raising funds) on the basis of the number of full-time equivalent staff employed within each activity.

The allocation of general support costs to restricted funds is based on the full-time equivalent staff working on each project, up to the maximum amount that the funder will allow. Some funders do not allow overhead costs and so full costs cannot be allocated to those funds.

## **Tangible fixed assets**

All assets costing more than £1,000 are capitalised. Depreciation is provided at the following rates in order to write off each asset over its estimated useful life:

- Fixtures and fittings: 15% to 20% on cost
- Computers and equipment: 25% to 33.3% on cost

## **Investments**

In the charitable company's individual financial statements, investments in the charitable company's subsidiaries are included at cost less any provisions for impairment.

## **Stocks**

Stocks are valued at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

## **Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments such as trade debtors and creditors with no stated interest rate and receivable or payable within one year, which are recorded at transaction price. Any losses arising from impairment are recognised in the income statement in other operating expenses.

Transactions in foreign currencies are translated into pounds sterling (£) at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into pounds sterling (£) at the exchange rate on the date of reporting.

## **Debtors and cash**

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid net of any trade discounts due. Cash and cash equivalents comprise cash on hand and demand deposits and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk to changes in value.

## **Creditors**

Trade and other creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

## Provisions

Provisions are recognised when the charity has a present obligation as a result of a past event, it is probable that a transfer of economic benefits to a third party will be required to settle the obligation and the amount can be measured reliably. By their nature, provisions are often based on estimates, but they are recognised only when they can be estimated reasonably reliably.

## Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

## Pensions

Contributions in respect of the charity's defined contribution pension scheme are charged to the Statement of Financial Activities for the year in which they are payable to the scheme.

## Tax

Where applicable, income is recognised net of any output Value Added Tax and the cost of irrecoverable input Value Added Tax is accounted for in the same period as the expenditure on which it was incurred.

In terms of corporation tax, the charity is usually an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

Any corporation tax payable by the charity or one of its subsidiaries would be recognised in the period in which the taxable profit is generated. However, usually no corporation tax is payable because trading income is received by the subsidiary trading companies (not the charity) and the subsidiary companies distribute all the taxable profits to the charity as a Gift Aid donation.

## Funds accounting

Funds held by the charity are:

### ► Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

### ► Designated funds

These are funds set aside by the Trustees out of unrestricted general funds for specific purposes or projects.

### ► Restricted funds

These are funds that can only be used for particular restricted purposes within the objects of the charity.

Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements (note 22).

## Foreign currencies

The consolidated financial statements are presented in pounds sterling (£), which is the charitable company's functional and presentational currency.

Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting. Foreign exchange gains and losses incurred in respect of monetary assets are shown within expenditure. Foreign exchange gains and losses in respect of non-monetary assets are shown between net income/(expenditure) and net movement in funds before other recognised gains and transfers and net movement in funds.

## Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make some judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for income and expenditure. However, the nature of estimation means that actual outcomes could differ from those estimates.

Significant judgement is applied when assessing whether grant funding received should be accounted for either as a donation grant or as a performance-related services grant. Whether a contract is accounted for either as a donation grant or as a performance-related grant has a material impact on the timing of when such income is recognised.

Grant income includes grants for single projects accounted for as performance related grants, using the percentage of completion method. Percentage of completion has been estimated based on the ratio of costs to date at the balance sheet date compared to total expected project costs (including future project costs). The use of the percentage of completion method is considered a critical judgement and the value for future project costs included in total project costs used in the calculation is considered a key estimation.



# Notes to the financial statements

<b>1 Income from donations and legacies</b>	<b>Unrestricted funds 2025 (£)</b>	<b>Restricted funds 2025 (£)</b>	<b>Total funds 2025 (£)</b>	<b>Total funds 2024 (£)</b>
Membership subscriptions and adoptions	580,522	-	<b>580,522</b>	597,436
Legacies	217,860	-	<b>217,860</b>	145,700
Donations – trusts and companies	1,978,841	60,000	<b>2,038,841</b>	2,162,971
Donations – individuals	321,727	54,126	<b>375,853</b>	393,304
Other fundraising income	95,115	-	<b>95,115</b>	68,231
	<b>3,194,065</b>	<b>114,126</b>	<b>3,308,191</b>	<b>3,367,642</b>
For the year ended 31 March 2024	3,135,111	232,531	-	3,367,642

Donations from trusts and companies include £52,278 (2024: £64,850) of donated services or goods. We are very grateful for all this support, enabling us to benefit from advice and services that the charity might otherwise not be able to afford.

<b>2 Income from charitable activities</b>	<b>Unrestricted funds 2025 (£)</b>	<b>Restricted funds 2025 (£)</b>	<b>Total funds 2025 (£)</b>	<b>Total funds 2024 (£)</b>
Grants	35,000	1,427,281	<b>1,462,281</b>	1,055,931
Beach cleans	153,325	-	<b>153,325</b>	144,001
Education and sales	29,179	25,436	<b>54,615</b>	79,872
	<b>217,504</b>	<b>1,452,717</b>	<b>1,670,221</b>	<b>1,279,804</b>
For the year ended 31 March 2024	197,163	1,082,641	-	1,279,804

<b>3 Income from other trading activities</b>	<b>Total funds 2025 (£)</b>	<b>Total funds 2024 (£)</b>
Sales	61,444	100,087
Sponsorship	83,750	96,250
All income from other trading activities is unrestricted.	<b>145,194</b>	<b>196,337</b>

<b>4 Income from investments</b>	<b>Total funds 2025 (£)</b>	<b>Total funds 2024 (£)</b>
Bank interest received	14,611	14,033
All income from investments is unrestricted.	<b>14,611</b>	<b>14,033</b>

<b>5 Other Income</b>	<b>Unrestricted funds 2025 (£)</b>	<b>Restricted funds 2025 (£)</b>	<b>Total funds 2025 (£)</b>	<b>Total funds 2024 (£)</b>
Royalties and licences	178,509	23,110	<b>201,619</b>	272,229
	<b>178,509</b>	<b>23,110</b>	<b>201,619</b>	<b>272,229</b>
For the year ended 31 March 2024	140,313	131,916	-	272,229

<b>6 Expenditure on raising funds</b>	<b>Direct staff costs 2025 (£)</b>	<b>Other direct costs 2025 (£)</b>	<b>Support costs 2025 (£)</b>	<b>Total 2025 (£)</b>	<b>Total 2024 (£)</b>
Costs of generating and servicing memberships	109,919	145,931	34,737	<b>290,587</b>	256,119
Costs of raising other donations and legacies	449,836	53,589	141,980	<b>645,405</b>	637,712
Commercial trading costs	131,968	-	2,077	<b>134,045</b>	66,356
	<b>691,723</b>	<b>199,520</b>	<b>178,794</b>	<b>1,070,037</b>	<b>960,187</b>
For the year ended 31 March 2024	624,645	159,807	175,735	-	960,187

<b>7 Expenditure on charitable activities</b>	<b>Direct staff costs 2025 (£)</b>	<b>Other direct costs 2025 (£)</b>	<b>Support costs 2025 (£)</b>	<b>Total 2025 (£)</b>	<b>Total 2024 (£)</b>
Better protected	846,086	419,387	233,889	<b>1,499,362</b>	1,440,026
Cleaner ocean	586,020	145,888	185,663	<b>917,571</b>	910,052
Healthier ocean	587,406	153,672	142,604	<b>883,682</b>	925,625
Engaged community of support	510,723	205,488	164,048	<b>880,259</b>	731,391
	<b>2,530,235</b>	<b>924,435</b>	<b>726,204</b>	<b>4,180,874</b>	<b>4,007,094</b>
For the year ended 31 March 2024	2,474,955	820,642	711,497	-	4,007,094

<b>8 Support costs</b>	<b>Property costs 2025 (£)</b>	<b>Admin staff costs 2025 (£)</b>	<b>Admin other costs 2025 (£)</b>	<b>Govern- ance costs 2025 (£)</b>	<b>Total 2025 (£)</b>	<b>Total 2024 (£)</b>
Costs of generating and servicing membership subscriptions	2,992	18,020	7,231	6,494	<b>34,737</b>	39,796
Costs of raising other donations and legacies	12,228	73,654	29,554	26,544	<b>141,980</b>	131,722
Commercial trading costs	-	-	-	2,077	<b>2,077</b>	4,217
Better protected	20,144	121,333	48,686	43,726	<b>233,889</b>	228,113
Cleaner ocean	15,990	96,316	38,647	34,710	<b>185,663</b>	171,467
Healthier ocean	12,282	73,978	29,684	26,660	<b>142,604</b>	179,887
Engaged community of support	14,129	85,102	34,148	30,669	<b>164,048</b>	132,030
	<b>77,765</b>	<b>468,403</b>	<b>187,950</b>	<b>170,880</b>	<b>904,998</b>	<b>887,232</b>
Analysed between:						
Raising funds	15,220	91,674	36,785	35,115	<b>178,794</b>	175,735
Charitable activities	62,545	376,729	151,165	135,765	<b>726,204</b>	711,497
	<b>77,765</b>	<b>468,403</b>	<b>187,950</b>	<b>170,880</b>	<b>904,998</b>	<b>887,232</b>

Support costs are allocated to activities based on the FTE staff numbers working on those activities. Property costs include rent, rates, and utility costs for all our offices. Admin staff costs are the staff costs of the Finance, Human Resources, and IT teams. Other admin costs include postage, stationery, equipment, and depreciation of fixed assets (note 14). Governance costs include insurance, audit and legal fees, the cost of Trustee meetings and the proportion of management and finance staff costs spent on the governance of the charity.

<b>9 Net incoming resources for the year</b> <i>This is stated after charging:</i>	<b>Total 2025 (£)</b>	<b>Total 2024 (£)</b>
Depreciation	4,681	4,622
Auditor's remuneration:		
audit fees	15,124	14,404
other services	3,000	-
Equipment rental	1,618	1,312
Trustees' liability insurance	2,218	1,955
Property rental	55,744	81,450
Foreign exchange rate (gains) / loss	236	2,439

The property rental cost above relates to the lease of the head office at Ross-on-Wye as well as licences to occupy small offices in London and Edinburgh.

## 10 Staff costs and Trustees' remuneration

	Total 2025 (£)	Total 2024 (£)
Salaries and wages	3,199,076	3,085,884
Employer's national insurance contributions	312,724	299,042
Pension costs	181,902	175,127
Redundancy payments	7,500	114,703
	<b>3,701,202</b>	<b>3,674,756</b>

One employee received emoluments in the band £80,000 to £90,000 (2024 – one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £6,703 (2024 – £6,495). One employee received emoluments in the band £70,000 to £80,000 (2024 – none). Three employees received emoluments in the band £60,000 to £70,000 (2024 – one). These employees had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £15,533.

During the year key management received a combined total remuneration including the cost of employer pension and national insurance of £408,039 (2024 – £415,592). Marine Conservation Society is committed to paying all employees at least the real Living Wage as set by the Living Wage Foundation.

No Trustees received any remuneration in the year (2024: nil) and four Trustees claimed expenses during the year for travel and subsistence (2024: one), amounting to £1,689 (2024: £85).

## 11 Staff numbers

	2025 (average headcount)	2024 (average headcount)	2025 (full time equivalent)	2024 (full time equivalent)
Conservation and engagement programmes	64	62	58	59
Fundraising and servicing membership subscriptions	21	19	18	16
Administration and support	18	20	16	17
	<b>103</b>	<b>101</b>	<b>92</b>	<b>92</b>

## 12 Pension costs

The charity operates a defined contribution scheme for members of staff. The assets of the scheme are held separately from those of the charity, being invested with insurance companies. Pension costs charged in the Statement of Financial Activities represent the contributions payable by the charity in the year. There was £20,320 (2024 – nil) accrued at the end of the year representing pension costs payable. Where restricted income funds staff costs, the relevant proportion of pension costs is allocated to those funds.

## 13 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The group's tax liability is minimised by ensuring that any non-charitable income is received by the subsidiary company M C S Sales Limited, and the subsidiary donates the taxable profits from that income to the charity under the Gift Aid Scheme. Further details on M C S Sales Limited are provided in notes 15 and 16.

<b>14 Tangible Fixed Assets (Group and charity)</b>	<b>Fixtures &amp; fittings (£)</b>	<b>Computers &amp; equipment (£)</b>	<b>Total (£)</b>
<b>Cost</b>			
At 1 April 2024	10,352	63,592	<b>73,944</b>
Additions at cost	-	11,366	<b>11,366</b>
Disposals	-	-	-
<b>At 31 March 2025</b>	<b>10,352</b>	<b>74,958</b>	<b>85,310</b>
<b>Depreciation</b>			
At 1 April 2024	8,790	60,277	<b>69,067</b>
Charge for the year	408	4,273	<b>4,681</b>
Disposals	-	-	-
<b>At 31 March 2025</b>	<b>9,198</b>	<b>64,550</b>	<b>73,748</b>
<b>Net book value</b>			
<b>At 31 March 2025</b>	<b>1,154</b>	<b>10,408</b>	<b>11,562</b>
At 31 March 2024	1,562	3,315	<b>4,877</b>

<b>15 Investments in subsidiaries (charity only)</b>	<b>2025 (£)</b>	<b>2024 (£)</b>
M C S Sales Limited (company number 1766795)	100	100
Ocean Finance Alliance Limited (company number 1777391)	100	100
	<b>200</b>	<b>200</b>

Investments in subsidiaries held by the charity represent the whole of the issued share capital of each of the companies above. Both companies are registered in England and Wales, with the registered office of Overross House, Ross Park, Ross-on-Wye, Herefordshire, United Kingdom, HR9 7US. The companies were established to carry out trades which were not in themselves charitable (and which could not, therefore, be conducted by the charity) but where all the profits were gifted to the charity, providing an additional income source to fund marine conservation.

Marine Biological Consultants Limited was renamed to Ocean Finance Alliance Limited on 20 October 2023, is not trading and is dormant.

M C S Sales Limited conducts corporate fundraising including sponsorship to raise money for the Marine Conservation Society. A summary of the results of M C S Sales Limited is shown in note 16 and full accounts are filed with Companies House each year.

## 16 Performance of M C S Sales Limited

	Year ended 31 March 2025 (£)	Year ended 31 March 2024 (£)
<b>Statement of comprehensive income</b>		
Turnover	339,458	461,333
Cost of sales	(145,453)	(79,135)
<b>Gross profit</b>	<b>194,005</b>	<b>382,198</b>
Administrative costs	(2,077)	(3,754)
<b>Operating profit</b>	<b>191,928</b>	<b>378,444</b>
Tax on operating profit	-	-
<b>Total comprehensive income for the year</b>	<b>191,928</b>	<b>378,444</b>
Gift Aid donation to parent charity relating to profits from previous year	-	-
Gift Aid donation to parent charity from profits in current year	191,928	378,444
<b>The assets and liabilities of the company were</b>		
Current assets	88,029	446,690
Current liabilities	(87,929)	(446,590)
<b>Total net assets</b>	<b>100</b>	<b>100</b>
Share capital	100	100
Retained profit	-	-

The above subsidiary accounts are before consolidation adjustments. Because all the profits are donated to the charity within the Gift Aid Scheme, no tax is owing.

17 Stocks	The group		The charity	
	2025 (£)	2024 (£)	2025 (£)	2024 (£)
Stocks held for resale in online shop	11,820	9,464	11,820	9,464
	<b>11,820</b>	<b>9,464</b>	<b>11,820</b>	<b>9,464</b>

The charity holds stocks of Seasearch books and equipment for sale. The clothes sold online are sold through our partner Teemill, who print to order.

18 Debtors	The group		The charity	
	2025 (£)	2024 (£)	2025 (£)	2024 (£)
Trade debtors	66,769	236,153	30,640	140,602
Amounts owed by subsidiary	-	-	70,825	378,238
Prepayments and accrued income	461,337	395,828	459,572	387,037
Other debtors	-	1,041	-	1,041
	<b>528,106</b>	<b>633,022</b>	<b>561,037</b>	<b>906,918</b>

	The group		The charity	
	2025 (£)	2024 (£)	2025 (£)	2024 (£)
<b>19 Creditors: amounts falling due within one year</b>				
Trade creditors	194,875	78,637	195,165	78,170
Tax and social security	97,352	119,047	85,292	87,119
Accruals	81,365	136,537	76,321	133,364
Deferred income	97,464	292,388	97,464	276,137
Other creditors	20,320	2	20,320	2
	<b>491,376</b>	<b>626,611</b>	<b>474,562</b>	<b>574,792</b>
<b>Deferred income</b> <i>Income received that relates to a future period</i>				
Membership subscriptions	42,245	45,744	42,245	45,744
Corporate memberships and logo licensing	24,225	50,958	24,225	34,707
Grant income received for service delivery	1,467	146,576	1,467	146,576
Income received for events and training	29,527	49,110	29,527	49,110
	<b>97,464</b>	<b>292,388</b>	<b>97,464</b>	<b>276,137</b>

All of the deferred income as at 31 March 2024 was released into the SOFA in the 2024-25 financial year.

## 20 Operating lease commitments

As at 31 March 2025 the charity had total commitments under non-cancellable operating leases as below:

	2025 (£)	2024 (£)
<b>Land and buildings</b>		
Leases expiring within one year	19,747	49,400
Leases expiring within two to five years	23,528	31,592
	<b>43,275</b>	<b>80,992</b>

## 21 Provision for liabilities (Group and charity)

	2025 (£)	2024 (£)
At the beginning of the year	5,729	16,117
Addition / (reduction) for dilapidations	726	(10,388)
<b>At the end of the year</b>	<b>6,455</b>	<b>5,729</b>

The provision relates to the lease of the office at Ross-on-Wye.

## 22 Statement of group funds

	At 1 April 2024 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2025 (£)
<b>Unrestricted funds</b>					
General reserves	17,367	3,749,883	(3,797,138)	29,888	-
Designated funds (contingency fund)	1,124,404	-	-	(34,714)	1,089,690
	1,141,771	3,749,883	(3,797,138)	(4,826)	1,089,690
<b>Restricted funds</b>					
Ocean Regeneration & Sustainable Seafood					
Atlantic Coast	-	85,000	(1,505)	-	83,495
Good Fish Guide	147,551	15,848	(92,512)	-	70,887
Just Transition	15,000	-	-	-	15,000
Aquaculture projects	101,205	51,396	(83,852)	-	68,749
Restoration Projects UK					
Restoration Forth	-	106,257	(105,501)	-	756
DEEP	6,138	25,436	(27,958)	-	3,616
ReMEDIES	5,503	12,555	(23,836)	5,778	-
Seagrass projects	87,910	13,236	(61,122)	(5,778)	34,246
Marine Protected Areas	26,239	11,198	(35,460)	-	1,977
Policy and Advocacy					
Marine Spatial Planning	-	78,291	(55,318)	-	22,973
Persistence of Chemicals	1,150	109,000	(52,054)	-	58,096
Tyres & Road Run Off	20,267	-	(20,267)	-	-
Deposit Return Scheme	30,021	13,225	(12,311)	-	30,935
Parliamentary Affairs					
Parliamentary Affairs (Senedd)	-	22,974	-	-	22,974
Blue Carbon	1,164	46,807	(47,971)	-	-
Learning and Community Engagement					
Learning and Community Engagement General	32,722	350,669	(304,240)	9,052	88,203
Scottish Education Roadshow	682	40,000	(21,527)	-	19,155
One Ocean Roadshow	18,774	166,000	(16,215)	-	168,559
Natur am Byth!	-	212,932	(212,932)	-	-
Youth Engagement	-	20,000	(1,508)	-	18,492
Other engagement funds	5,553	(5,553)	-	-	-
Volunteering and Citizen Science					
Beachwatch	25,638	52,469	(61,691)	-	16,416
Volunteer & Community Engagement	-	-	-	-	-
National Seasearch	39,570	91,868	(127,018)	(4,226)	194
UK & Overseas Territories					
British Virgin Islands Turtle Conservation	-	934	(934)	-	-
Anguilla Shark Conservation	-	33,906	(33,906)	-	-
Other UK Overseas Territories	16,781	35,505	(36,351)	-	15,935
	599,652	1,589,953	(1,453,773)	4,826	740,658
<b>Total funds</b>	<b>1,741,423</b>	<b>5,339,836</b>	<b>(5,250,911)</b>	<b>-</b>	<b>1,830,348</b>

**22 Continued**
**Comparative statement of group funds  
for the year ended 31 March 2024**

	<b>At 1 April 2023 (£)</b>	<b>Income (£)</b>	<b>Expenditure (£)</b>	<b>Transfers (£)</b>	<b>At 31 March 2024 (£)</b>
<b>Unrestricted funds</b>					
General reserves	-	3,682,957	(3,663,617)	(1,973)	17,367
Designated funds	1,124,404	-	-	-	1,124,404
	1,124,404	3,682,957	(3,663,617)	(1,973)	1,141,771
<b>Restricted funds</b>					
General conservation					
SealIFE	-	56,562	(58,535)	1,973	-
Blue Carbon	1,012	45,000	(44,848)	-	1,164
Deposit Return Scheme	-	30,021	-	-	30,021
Tyres and Road Run Off	-	25,000	(4,733)	-	20,267
Fisheries programme					
Good Fish Guide transformation	36,174	157,085	(53,818)	-	139,441
Other fisheries funds	-	15,000	-	-	15,000
Aquaculture projects	74,580	129,528	(102,903)	-	101,205
Ocean recovery programme					
ReMEDIES	-	20,767	(17,912)	2,647	5,502
Other seagrass projects	93,244	64,683	(67,370)	(2,647)	87,910
National Seasearch	100	86,580	(47,110)	-	39,570
British Virgin Islands Turtle Conservation	-	30,820	(30,820)	-	-
Anguilla Shark Conservation	-	126,731	(126,731)	-	-
Other UK Overseas Territories	12,927	52,376	(48,522)	-	16,781
Other ocean recovery funds	59,407	91,605	(93,326)	-	57,686
Social science programme					
Agents of Change	8,662	-	(8,662)	-	-
Marine CoLab	13,116	-	(13,116)	-	-
Wild Coast Sussex	-	28,828	(28,828)	-	-
Environmental Behaviours	22,130	-	(8,122)	-	14,008
Engagement programme					
Sea Champions Bridlington	36,796	-	(18,022)	-	18,774
Volunteer & Community Engagement	385	-	-	-	385
Education general funds	51,945	187,103	(214,195)	-	24,853
Scottish Education Roadshow	-	19,396	(19,396)	-	-
Other engagement funds	18,777	115,000	(107,374)	-	26,403
Wales programme	25,000	-	(25,000)	-	-
Natur am Byth!	-	67,680	(67,680)	-	-
Scotland programme	-	-	682	-	682
Restoration Forth	-	97,323	(97,323)	-	-
<b>Total funds</b>	<b>454,255</b>	<b>1,447,088</b>	<b>(1,303,664)</b>	<b>1,973</b>	<b>599,652</b>
	<b>1,578,659</b>	<b>5,130,045</b>	<b>(4,967,281)</b>	<b>-</b>	<b>1,741,423</b>

## Unrestricted funds

### General funds

The general reserve represents funds that are not designated for particular purposes and so can be used by the charity across different work areas.

### Designated funds

The designated reserves are those funds set aside by Trustees as a contingency in the event of future income shortfalls. The Trustees aim to maintain this fund at a level that will support between 3 and 4 months' unrestricted expenditure, based on future plans. As at 31 March 2025, approximately 3.4 months of unrestricted expenditure was held in the designated fund.

### Restricted funds

All restricted funds are for specific conservation or educational projects in the UK and overseas. These funds are recorded and managed individually by project but, for ease, the smaller projects are broadly categorised in these accounts by type of activity.

### Ocean Regeneration and Sustainable Seafood

Funds within this programme supported our work to create a healthier ocean by promoting the development of sustainable wild capture and farmed seafood production, and our work across the UK to address critical threats to our marine environment and wildlife.

- ▷ **Atlantic Coast** – Thanks to our founding partners, FatFace and the FatFace Foundation, who have pledged multi-year support, our developing Atlantic Coast programme will support ocean regeneration for many years to come. Projects will focus on the UK's west coast, helping to solve the supply crisis of key ocean species such as native oysters and seagrass through innovative hatchery solutions, combined with complementary community restoration practices and an innovative mosaic approach to improving the health of the ocean.
- ▷ **Good Fish Guide** – Having completed the digital transformation of the Good Fish Guide, we received funding from Fishmongers' Company's Charitable Trust and another foundation to critically assess and update our rating

methodologies for both wild and farmed fish, to ensure they remain current, proactive, robust, and continue to challenge seafood production to be more environmentally sustainable.

- ▷ **Just Transition** – Multi-year funding from the Martin Charitable Trust has enabled us to begin exploring the theory of a 'just transition' to leverage change in the fishing and seafood sectors towards climate-smart, low impact, sustainable fisheries. This year our work included understanding case studies of transitions already undertaken to learn lessons from successes, failures, barriers and opportunities which will inform our future programme in relation to sustainable fisheries and aquaculture.
- ▷ **Aquaculture projects** – Our one-year 'Shaping a Vision for Environmentally Friendly Seaweed' project, supported by the Levine Family Foundation, concluded in June 2024, and the resulting report, 'UK Shellfish and Seaweed Aquaculture Development – Opportunities, Barriers, and Solutions', is informing innovation, guidelines, and next steps for shellfish and seaweed development in the UK. Funds also include a 2.5-year grant from Esmée Fairbairn Foundation (which commenced in March 2023), to fund an Aquaculture Policy Officer. Our ongoing advocacy on aquaculture policy seeks out opportunities across the devolved administrations to inform the development and implementation of responsible and sustainable aquaculture policies in the UK.

### Restoration Projects UK

- ▷ **Restoration Forth** – In October 2024, the 30,630th native oyster was returned to the Firth of Forth, against a project target of 30,000. We have delivered community engagement and citizen science activities for this project and, from the 1st January 2025, became the partnership lead for community engagement, for which we introduced a new Restoration Forth Community Engagement Lead role.

*The Marine Conservation Society is part of this WWF-led project, alongside Edinburgh Shoreline Project, Fife Coast and Countryside Trust, Fife Ecology Centre, Heart of Newhaven, Heriot-Watt University, Project Seagrass, Royal Botanic Garden Edinburgh and Scottish Seabird Centre.*

*The first phase of Restoration Forth (2022–24) was made possible by funding from Aviva, the ScottishPower Foundation and the Scottish Government's Nature Restoration Fund, facilitated*

by the Scottish Marine Environmental Enhancement Fund and administered by NatureScot. The current phase (January 2025 onwards) is made possible by funding from Sky and the Cinven Foundation; the project is supported by the Scottish Government's Nature Restoration Fund, managed by NatureScot.

- ▷ **DEEP** – Dornoch Environmental Enhancement Project (DEEP) in partnership with Heriot-Watt University is funded by The Glenmorangie Company and has been running for over 10 years. In that time, over 100,000 native oysters have been deployed – with the ultimate goal of establishing four million oysters in the Dornoch Firth. We have been leading on local community engagement for the project.
- ▷ **ReMEDIES** – Funded by EU LIFE, and in partnership with Natural England and others, this project to reduce and mitigate damage to seabed habitats at Natura 2000 sites (Special Areas of Conservation [SACs]) in southern England has now come to an end. The project focussed on seagrass recovery, including reducing pressure from boat moorings. It also included extensive engagement and education with communities and schools on the importance of protecting the seabed for biodiversity and to help tackle climate change.
- ▷ **Seagrass projects** – Working with Princess Yachts and The Ocean Conservation Trust, 'Advanced Mooring Systems' (a type of low-impact mooring system) were installed at several sites to enable re-growth of seagrass at the base of the mooring chains, making beds denser and blades longer.
- ▷ **Marine Protected Areas** – Funds from Seas at Risk and others have enabled work to increase protection for marine protected areas.

## Policy and Advocacy

- ▷ **Marine Spatial Planning** – Our work on marine spatial planning aims to ensure that there is effective and holistic marine spatial planning across the UK, and that activities that occur in the sea take place where they cause the least damage, with their cumulative effects considered. This is delivered through establishing the evidence base and political advocacy across Wales, Scotland and England. Funding to support this work, starting in Wales, was received from Marshall Wace.
- ▷ **Persistence of Chemicals and Storm Outflows** – Our work on PFAS (per- and polyfluoroalkyl substances – or 'forever

chemicals') aims to achieve a PFAS-free economy, starting by banning the use of all PFAS 'forever chemicals' in cases where there are alternatives, and asking businesses to remove forever chemicals from their products.

We work to achieve this goal by strengthening the evidence base on the prevalence and impacts of PFAS in the marine environment, and by engaging in political advocacy, public campaigning, and collaboration with businesses to raise awareness and influence PFAS-related policies. Over the past year, public and political awareness of PFAS has grown, with more stakeholders beginning to take action to address the issue.

This work has been supported by The Orp Foundation, The Schroder Foundation and a private philanthropist.

- ▷ **Tyres & Road Run Off** – Funding from The Orp Foundation enabled us to investigate the impact of tyre particulates and road run off on the marine environment and waterways connected to the UK's road systems. Our evidence explored the chemicals and pollutants found within road run off, which would not only persist but also cause harm.
- ▷ **Deposit Return Scheme** – Funding from a private philanthropist has enabled us to strengthen our policy work and lobbying efforts, helping to secure political commitments toward the adoption of Deposit Return Schemes (DRS) across the UK. Following years of campaigning, legislation was passed in January 2025 to enable future introduction of DRS for cans and bottles in England and Northern Ireland. Meanwhile, the Scottish Government has amended its existing regulations, and the Welsh Government is exploring the inclusion of glass and reuse in its scheme – a crucial step toward UK-wide implementation by October 2027.

## Parliamentary Affairs

- ▷ **Parliamentary Affairs (Senedd)** – With funding support from The Waterloo Foundation, the recruitment of our Senedd Parliamentary Affairs Officer in July 2024 has significantly boosted our parliamentary impact in Wales in relation to our key impact areas and goals. This has enabled us to build relationships with government officials and influential cross-party Senedd Members, leading to regular collaboration on key debates, parliamentary questions and other inputs into the political decision-making process.

- ▷ **Blue Carbon** – Funding from John Ellerman Foundation has enabled the initiation of our natural capital programme of work. We've worked with a range of stakeholders from across the financial sector to look at generating substantial new finance to enable ocean recovery, both from private and philanthropic investment. Our Marine Natural Capital Analyst has produced the 'Guide to the Blue Economy' report and 'Seas of Opportunity' podcast in partnership with the law firm, Simmons & Simmons. This solid evidence and policy foundation provides a basis for future targeted work to galvanise public and private investment in the sustainable blue economy.

## Learning and Community Engagement

These funds supported a range of projects focussing on our 'Engaged Community of Support' goal.

### Learning and Community Engagement general funds

These funds supported our learning and education programme to increase participation in marine conservation and improve ocean literacy through education workshops, live online lessons and over 100 online resources for young people and interested community members. This includes the following projects and work areas:

- ▷ **Hiraeth Yn Y Môr** – Funded by the Nature Networks Programme 2, delivered by The National Lottery Heritage Fund on behalf of the Welsh Government, along with 7blue, The Gaynor Cemlyn Jones Trust, Garfield Weston Foundation and The Nineveh Charitable Trust, this project pioneered ocean literacy engagement in Wales, through amplifying the Well-being of Future Generations Act. It set out to empower the coastal communities of Northeast Wales, improve the sustainable management of local protected areas and the wider marine environment, and provide evidence to inform practical conservation action for marine environments in Wales.
- ▷ **World Ocean Day for Schools 2024** – Delivered in partnership with Project Blue, engaging with 886 schools across the globe. Our Learning Officer inspired young people by spreading ocean optimism and highlighting how we can all have a positive impact on ocean health.
- ▷ **Scottish Education Roadshow** – The Protecting Scotland's Seas roadshow is an education experience featuring a selection of options

tailored for schools and youth groups to engage with the marine and outdoor environment. It is supported by the William Grant Foundation, MacRobert Trust and other donors.

- ▷ **One Ocean Roadshow** – The One Ocean Roadshow delivers learning and community engagement work – with a strong focus on ocean literacy – across a vast swathe of northern England. This project launched in January 2025 with recruitment of a dedicated Engagement Officer. The One Ocean Roadshow project is funded by a three-year grant from The National Lottery Heritage Fund, along with match funding provided by The Access Foundation, Buffini Chao Foundation, The David Brooke Charity and a private philanthropist.
- ▷ **Natur am Byth!** – Natur am Byth! (NaB!) Môr, a species recovery project funded by The National Lottery Heritage Fund and Welsh Government, brings the powerful benefit of nature-connectedness to communities alongside Wales's most biodiverse marine areas: Pembrokeshire, Pen Llyn and Ynys Môn. Working with partner organisations and projects, we have brought new audiences to citizen science and volunteering and worked with local schools to create resources and opportunities for action. We are reintroducing native oysters, co-producing plans for the restoration of vulnerable seagrass beds and monitoring pink sea fans and the pressures they face.
- ▷ **Youth Engagement** – Our youth engagement programme in Scotland inspires young people to take positive pro-ocean action through in-person and online events. A two-year grant from the William Grant Foundation towards our youth engagement programme in Scotland commenced in January 2025.

### Other engagement funds

These funds included other community engagement projects around the UK, including:

- ▷ **Valued Seas** – Funded by Marshall Wace and a private philanthropist, this project successfully used social science engagement methods to explore the many ways participants derived socio-cultural value from the coast. The data gathered is being used to support the inclusion of socio-cultural data in Natural England's Marine Natural Capital Ecological Assessment Programme. It is also being used

by the Marine Management Organisation to support its Celtic Seas and Western Pelagic Channel Fisheries Management Plan.

## Volunteering and Citizen Science

- ▷ **Beachwatch** – Beachwatch is our flagship, citizen science activity. It was supported by several funders, locally and nationally, and through Cully & Sully’s generous sponsorship of our annual ‘Great British Beach Clean’ event in 2024. Volunteers across the UK and Channel Islands organise and participate in beach cleans and marine litter surveys in local communities to gather data, which is crucial for tracking litter back to its source, informing campaigns for change, and influencing policy decisions to reduce marine pollution and achieve a cleaner ocean.
- ▷ **Volunteering and Community Engagement** – These funds supported a range of activities focussing on our ‘Engaged Community of Support’ goal to increase the participation of volunteers (Sea Champions) in marine conservation, engage local communities and improve ocean literacy through live online information events and citizen science activities.
- ▷ **National Seasearch** – This is a partnership project with a number of agencies and organisations that involves volunteer recreational divers and snorkellers surveying marine species and habitats and collecting biodiversity records that form part of national and global biodiversity databases. The project was partially funded by The Access Foundation, Department of Agriculture, Environment and Rural Affairs of Northern Ireland, Natural Resources Wales, NatureScot and Welsh Government’s Landfill Disposals Tax Communities Scheme, administered by Wales Council for Voluntary Action.

## UK and Overseas Territories

- ▷ **British Virgin Islands Turtle Conservation** – The UK Government’s Darwin Plus scheme supported us to lead an interdisciplinary partnership that developed better local understanding of sea turtle conservation and fisher needs, used participatory methods to enable local communities to feed into conservation strategies, and delivered a revised Sea Turtle Recovery Action Plan and legislative recommendations to safeguard BVI’s turtle populations.

- ▷ **Anguilla Shark Conservation** – The UK Government’s Darwin Plus scheme supported us in leading a multidisciplinary project that increased knowledge of Anguilla’s shark populations, their habitats and conservation need, whilst developing local ownership of conservation interventions through comprehensive community engagement. The Anguilla Shark Conservation project conducted Anguilla’s first ecological baseline assessment of sharks, integrated fisher knowledge, and took account of community perceptions. It then used these to inform a national shark Research Action Plan (SAP) that laid a pathway for future legislation and species action plans that consider community values, co-existence, and spatial protection of sharks and their habitats.
- ▷ **Other UK Overseas Territories** – We delivered a range of diverse work under this programme in close collaboration with stakeholders in five Caribbean Territories. This ranged from supporting local researchers to monitor green and hawksbill sea turtle nesting, working with coastal communities to inform future management of biodiversity hotspots, collecting data to support shark conservation measures, and working with UK and UKOT Governments to improve marine management through the Blue Belt Programme. Funding from a range of charitable trusts including Fishmongers’ Company’s Charitable Trust and Ernest Kleinwort Charitable Trust, supported this programme over the 2024-2025 period, enabling us to work with Caribbean communities, including fishers and their families, women, and young people, and using their local ecological knowledge to underpin conservation efforts.

## Transfers between funds

- ▷ Funds have been transferred from general funds into specific project funds where corporate supporters have paid us royalty payments that are unrestricted when received by M C S Sales Limited but which they have asked to be directed to specific work such as seagrass restoration.
- ▷ A transfer was made between Seagrass Projects and ReMEDIES to meet match funding requirements.
- ▷ Transfers were made from general funds to cover match funding requirements on Learning & Community Engagement General Funds and National Seasearch.

<b>23 Analysis of net assets between funds</b>	<b>Restricted funds (£)</b>	<b>Designated funds (£)</b>	<b>General funds (£)</b>	<b>Total funds 2025 (£)</b>	<b>Total funds 2024 (£)</b>
<b>2025</b>					
Tangible fixed assets	-	11,562	-	11,562	4,877
Net current assets	740,658	1,078,128	-	1,818,786	1,736,546
	<b>740,658</b>	<b>1,089,690</b>	<b>-</b>	<b>1,830,348</b>	<b>1,741,423</b>
<b>2024</b>					
Tangible fixed assets	-	4,877	-	-	4,877
Net current assets	599,652	1,119,527	17,367	-	1,736,546
	<b>599,652</b>	<b>1,124,404</b>	<b>17,367</b>	<b>-</b>	<b>1,741,423</b>

#### 24 Financial performance of the charity

The consolidated statement of financial activities includes the results of the sponsorship, other corporate fundraising and online retail sales conducted by M C S Sales Limited.

The summary financial performance of the charity alone is:

	<b>2025 (£)</b>	<b>2024 (£)</b>
<b>Income</b>		
Income	5,000,378	4,668,528
Gift Aid donation and other income from subsidiary company	205,415	394,976
	<b>5,205,793</b>	<b>5,063,504</b>
<b>Expenditure</b>		
Expenditure	(5,116,868)	(4,900,925)
<b>Net (expenditure)/income</b>	<b>88,925</b>	<b>162,579</b>
<b>Total funds brought forward</b>	<b>1,741,523</b>	<b>1,578,944</b>
<b>Total funds carried forward</b>	<b>1,830,448</b>	<b>1,741,523</b>
Represented by:		
Restricted funds	740,658	599,652
Unrestricted funds	1,089,790	1,141,871

#### 25 Related party transactions

There were no related party transactions during the year.

**26 Comparative consolidated statement of financial activities**

Income and expenditure	Unrestricted funds 2024 (£)	Restricted funds 2024 (£)	Total funds 2024 (£)
<b>Income from</b>			
Donations and legacies	3,135,111	232,531	3,367,642
Charitable activities	197,163	1,082,641	1,279,804
Other trading activities	196,337	–	196,337
Investments	14,033	–	14,033
Other	140,313	131,916	272,229
<b>Total income</b>	<b>3,682,957</b>	<b>1,447,088</b>	<b>5,130,045</b>
<b>Expenditure on</b>			
Raising funds	960,187	–	960,187
Charitable activities:			
Better protected	780,895	659,131	1,440,026
Cleaner ocean	753,398	156,654	910,052
Healthier ocean	692,248	233,377	925,625
Engaged community of support	476,889	254,502	731,391
<b>Total expenditure</b>	<b>3,663,617</b>	<b>1,303,664</b>	<b>4,967,281</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>	<b>19,340</b>	<b>143,424</b>	<b>162,764</b>
Net gains on investment assets	–	–	–
<b>Net income/(expenditure)</b>	<b>19,340</b>	<b>143,424</b>	<b>162,764</b>
Transfers between funds	(1,973)	1,973	–
<b>Net income/(expenditure) and net movement in funds for the year</b>	<b>17,367</b>	<b>145,397</b>	<b>162,764</b>
Funds at the start of the year	1,124,404	454,255	1,578,659
<b>Funds at the end of the year</b>	<b>1,141,771</b>	<b>599,652</b>	<b>1,741,423</b>

# Acknowledgements of financial and other support

We would like to thank all the individuals and organisations who made our work this year possible.

## Charitable trusts, foundations and grant funders giving £1,000 or more:

7lblue  
Alfred and Frances Rubens Charitable Trust, The  
Anson Charitable Trust, The  
Barker Charitable Trust Ltd, The  
Batchworth Trust, The  
Boardmasters Foundation  
Buffini Chao Foundation  
Cecil Pilkington Charitable Trust  
Chapman Charitable Trust  
Cobb Charity  
Conservation Collective partnership with Depeche Mode & Hublot  
Constance Travis Charitable Trust, The  
Darwin Initiative, The  
David Brooke Charity, The  
Department for Environment Food and Rural Affairs  
Department of Agriculture, Environment and Rural Affairs of Northern Ireland  
Derek and Clare Stevens Trust  
DS Smith Charitable Foundation, The  
Edgar Lee Foundation, The  
Esmée Fairbairn Foundation  
EU Interreg 2 Seas Fish INTEL  
EU LIFE Recreation ReMEDIES  
Fishmongers' Company's Charitable Trust  
Gaynor Cemlyn-Jones Trust, The  
Gennets Charitable Trust  
George A. Moore Foundation, The  
Helvellyn Foundation, The  
Hemby Charitable Trust, The  
Highlands & Islands Environment Foundation  
Hugh Fraser Foundation, The  
Inchcape Foundation  
James T Howat Charitable Trust  
John Cowan Foundation, The  
John Ellerman Foundation  
John Swire 1989 Charitable Trust  
Joseph Strong Frazer Trust, The  
Keilor Trust  
King Charles III Charitable Fund  
Lady Hind Trust, The  
Lady Yuen Peng McNeice Charitable Foundation  
Langdale Trust  
Lawson Trust, The  
Levine Family Foundation  
Lighthouse Giving  
Llywodraeth Cymru – Welsh Government  
Lyndal Tree Foundation, The  
M J Camp Charitable Foundation  
Ma'at Environment Fund  
Mabel Cooper Charity  
MacRobert Trust, The  
Mainhouse Charitable Trust  
Marsh Charitable Trust  
Marshall Wace  
Martin Charitable Trust  
Medlock Charitable Trust  
Nancy Roberts Charitable Trust  
National Lottery Heritage Fund, The  
Natural Resources Wales  
Naturesave Trust, The  
NatureScot  
Neil and Pauline Pettefar Charitable Trust  
Nineveh Charitable Trust, The  
Norman Family Trust, The  
Orchard Family Charitable Trust, The  
Orp Foundation, The  
Oxygen House Foundation  
Peacock Charitable Trust  
Pebble Trust, The  
Peter Courtauld Charitable Trust, The  
Pilkington General Trust  
Players of People's Postcode Lottery  
RS Macdonald Charitable Trust, The  
Rainford Trust, The  
Ronald Miller Foundation  
Royal Society for Protection of Birds  
Ruth Smart Foundation  
Schroder Foundation, The  
Seas At Risk  
Simon Gibson Charitable Trust  
Thomas Lilley Memorial Trust  
University of Portsmouth  
Uxbridge Charitable Trust, The  
Valentine Charitable Trust, The  
Wales Council for Voluntary Action  
Waterloo Foundation, The  
William Grant Foundation  
Wyndham Charitable Trust, The  
WWF-UK

## Organisations and companies contributing £5,000 or more towards our income and charitable objectives through donations and corporate partnership agreements:

Access Foundation, The  
Aesica Queenborough  
Aldi UK  
Bourne Leisure  
Bunzl PLC  
Cargill  
Cully & Sully  
Dorset Tea  
Elemis  
FatFace  
FatFace Foundation  
Glenmorangie  
Green People  
Haddenham Healthcare  
holidaycottages.co.uk  
ISS World  
LB 1  
LSP Leadership  
Marks & Spencer  
Parlez Clothing  
PBI 1  
Pilot Pen Company UK  
Princeton University Press  
PwC UK  
Roja Parfums  
Romo  
Salcombe Distilling Company  
Sky UK  
Sonardyne International  
St Austell Brewery Company  
STV Studios  
Susie & Peter Partnership  
Teemill  
Tettix Games  
The Navigator Company  
Triton Showers  
Vacherin  
Wholefoods Market UK  
Zurich Insurance UK  
Wrendale Designs

**Organisations and companies contributing £1,000 or more from company memberships:**

Abel & Cole  
Blueberry Financial  
CH & CO  
Clarity Environmental  
Excel Networking Solutions  
Glenmorangie  
holidaycottages.co.uk  
i3Works  
Luke Jackson

Mobile Worker Plus  
Molesworth & Bird  
Optical Express  
Polyco Healthline  
Rapesco Office Products  
Raw Potential  
Recorra  
RX Architects  
S2S Group  
Shibui Tea  
St Hilda's Sea Adventures  
Talomon Capital

**Legacies and in memoriam donations:**

Alan Osgood  
Amanda Doble  
Angela Mary Broome  
Antonia Claire Louise Toffolo  
Betty Green  
Brendan O'Sullivan  
Brian Barnett  
Brian Kendrick  
Bruce Bassam  
Carol Graves, Dr  
Chris Dare  
Christopher John Binnie  
Christopher Murray  
David Bruce Gunnersen  
Denise Davies  
Dieter Krautzberger  
Elle Bowman  
Eric Madigan  
Felix Pring  
Heidi Ann Castell  
James Elson  
James Philip Horan  
Janet Riddlestone  
John Anthony Chapman  
John Brian Gale  
John Brooks  
Judith Mary Steedman  
Katy Penn  
Leonard Richard Larbey

Liberty Rose  
Lily Sparrow  
Linda Hancock  
Margaret Angela Drummond-Roe  
Mark Thompson  
Michael Robins  
Mike Edmonds  
Neal Jackson  
Patricia Anne Dobson  
Pete Collier  
Raymond Ingle, Dr  
Richard John Wilson, Dr  
Rosalind & Gwyn Griffiths  
Rose & Stan Whitfield  
Ruth Jakober  
Saroj Vashisht  
Simeon Podilchuk  
Simon Briton  
Sowjanya Yarlagadda  
Tanysha Garcia

**The crew of HMT Apley lost in 1917:**

Alexander S Crawford  
Charles Benjamin Lake  
Edward Haddican  
Ernest Alfred Constant  
Frederick James Bloxham Walker  
Frederick William Moody  
James Lancaster  
James Mather  
John Watson  
William Walter Berryman  
William Walter Payne

**Individuals giving gifts of £5,000 or more:**

Philip Trehern  
Xavier Menguy

**Patrons, supporters, members and groups:**

**Patron**

HRH King Charles III

**Ocean Ambassadors**

Prof Ben Garrod  
Cyrus Todiwala OBE DL  
Deborah Meaden  
Doug Allan  
Fernando Montaña  
Inka Cresswell  
Iolo Williams  
Lizzie Daly  
Miranda Krestovnikoff  
Sarah Jackson  
Simon Reeve  
Susie Rodgers MBE  
Tom 'The Blowfish' Hird  
Zoe Lyons

We would like to thank our members, local groups, and Sea Champion volunteers for their support of our conservation activities and fundraising efforts over the year. Thanks also to all the volunteers who supported our projects and/or gathered vital information through Beachwatch, the Great British Beach Clean, Seasearch, Jellyfish, Basking Shark and Turtle Watch.

Also, to the many individual and community participants, dive clubs, sports clubs, youth and member organisations and school and college students who raised money to support our work.

**Pro bono support:**

We would like to thank the following supporters for their pro bono support during the last year:

John Ellerman Foundation  
LSP Leadership  
Mayer Brown  
McCann  
Mitzi Wyman  
Ocean Outdoor  
Polyco Healthline  
PPL Hub  
Simmons & Simmons  
St Austell Brewery  
Thomas Cook

*We would like to extend our thanks to our valued donors who wish to remain anonymous.*

# Reference and administrative information

## Charity name

Marine Conservation Society

## Charity registration number

1004005 (England & Wales)

SC037480 (Scotland)

## Company registration number

02550966

## Registered office and operational address

Overross House,  
Ross Park,  
Ross-on-Wye HR9 7US

## London operational address

Metal Box Factory,  
30 Great Guildford Street,  
Bankside SE1 0HS  
*until 31 January 2025*

Canopi, 82 Tanner Street SE1 3GN  
*from 1 February 2025*

## Scottish operational address

CBC House, 24 Canning Street,  
Edinburgh EH3 8EG

## Principal professional advisors

### Auditors

Saffery LLP,  
St Catherine's Court,  
Berkeley Place, Clifton,  
Bristol BS8 1BQ

### Bankers

Barclays Bank,  
Leicester LE87 2BB  
Lloyds Bank,  
8 High Town,  
Hereford HR1 2AE

## President

HRH King Charles III

## Trustees

The Trustees listed below were Trustees for the whole of the year ended 31 March 2025 and until the date of this report unless stated otherwise:

Amanda Nobbs Chair

Mark Haviland Vice Chair  
*until 3 December 2024*

Will Oulton Vice Chair  
*from 3 December 2024*

Susan Ronaldson Treasurer  
*until 3 December 2024*

Seth Richardson Treasurer  
*from 3 December 2024*

Simon Brockington  
*from 30 August 2024*  
*until 14 March 2025*

Polly Burns

Wadham Downing  
*from 30 August 2024*  
*until 20 March 2025*

Jonathan Hall  
*until 3 December 2024*

Martin Koehring  
*from 30 August 2024*

Joyce Lorigan

Deborah Mahon

Jessica Montgomery

Rebecca Rodney

Rajah Roy  
*from 30 August 2024*

Helena Thernstrom

Stefano Tiratelli

David Wilkin  
*from 13 May 2025*

## Executive Team

The members of the Executive Team were in post for the whole of the year ended 31 March 2025 and until the date of this report unless stated otherwise:

Sandy Luk  
Chief Executive Officer

Gareth Cunningham  
Director of Conservation & Policy

Huw Davies  
Director of Finance & Resources  
and Company Secretary  
*until 31 March 2025*

Karen Hooley  
Director of Finance & Operations  
*from 1 April 2025*

Kate Jacques  
Director of Fundraising  
& Development

Jennifer Mitchell  
Director of Communications  
& Engagement  
*until 31 March 2025*

Georgina Parker  
Director of Communications,  
Engagement & Marketing  
*from 13 May 2025*



# MARINE CONSERVATION SOCIETY

[mcsuk.org](https://mcsuk.org)

Email: [info@mcsuk.org](mailto:info@mcsuk.org)

Marine Conservation Society,  
Overross House, Ross Park,  
Ross-on-Wye, HR9 7US

Telephone: 01989 566017

 [mcsuk](https://www.facebook.com/mcsuk)  [mcsuk](https://twitter.com/mcsuk)  [mcs\\_uk](https://www.instagram.com/mcs_uk)

Registered charity in England and Wales 1004005 and in  
Scotland SC037480. Registered company limited by guarantee  
in England and Wales 02550966. Registered office: Overross  
House, Ross Park, Ross-on-Wye, HR9 7US. VAT number: 321491232.



**MARINE CONSERVATION SOCIETY**

England & Wales - Charity number 1004005

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# Accounts

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**Annual Impact Report & Accounts**

**2023-2024**

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# A message from our Chair

**Change is happening for our ocean. We're strongly focused on clear ocean goals - a better protected, cleaner and healthier ocean, underpinned by an engaged community of support. The great news is that our collective actions are starting to achieve exciting breakthroughs. Yes, we face an ocean, nature and climate crisis and there are sticking points. Yet also, the route is clearer than ever.**

Ocean recovery is happening. We can see it. We can measure it.

- Three years ago we reported devastating bottom trawling in 98% of UK offshore Marine Protected Areas. Today, thanks to our collective efforts, we have byelaws in place to provide meaningful protection for an area of seabed the size of Essex, so that nature can start to recover.
- We're proud to report that Dogger Bank, the first MPA to be given better protection in 2022, has seen seabed fishing drop by 98%. And our research shows that nature is returning!
- We've tripled seagrass cover in Plymouth Sound by introducing sustainable alternatives to seabed anchors, with progress spreading to nearby bays.
- We're returning long-lost native oyster beds to the Firth of Forth, expanding on our achievements in restoring nature's water filters to the Dornoch Firth.
- Our work in the UK Overseas Territories has led to a 22% increase in seagrass cover, benefiting sea turtles, many other species, and our climate.

Our task now is to scale up and to make sure that the ocean is a mainstream issue, fully integrated into our economy, wellbeing and climate strategies. The key to delivering transformative change is working in partnership with like-minded people and organisations.

We partnered with Simmons & Simmons to host a ground-breaking event with finance industry

leaders to unlock funding for ambitious ocean recovery projects. To show how important ocean conservation is for the UK economy, we made representations with the finance sector to HM Treasury for the Spring Budget and to cross-party debates on the economic impact of a healthy ocean.

We've stepped up our campaigning for a cleaner ocean, including raising awareness of forever chemicals among politicians, and advocating for microfibre filters for washing machines into government plans. Such is the scale of sewage pollution that, funded by the Good Law Project, we went to the High Court to press for action on marine pollution from overflow sewers. As a direct result of our case, the Government introduced plans for tackling this source of sewage in our seas and estuaries.

Our Beachwatch programme, supported by Aldi, drives so much change, and went from strength to strength. We invested in a dedicated team to manage and deliver beach clean events for organisations, resulting in a 40% increase in delivery and generating vital funds.

We are particularly indebted to players of People's Postcode Lottery who have donated more than £6m during their long-running partnership with us, enabling sustained action that sees results. We also greatly value our unrestricted income from trusts and grants because this helps us employ our expert staff who work so tirelessly and effectively on behalf of our ocean.

None of this would be possible without you - our members, donors, volunteers, and supporters. We are truly grateful for your support.

I hope you enjoy reading about our thriving and uplifting programme of activities involving schools, Seasearch divers and so many other wonderful volunteers. We're delighted to be welcoming new members, and that member feedback is so positive for our stunning new digital magazine, 'Your Ocean'.

It has also been a great honour that His Majesty, The King, renewed his patronage of our charity and we are grateful for his continued support.

Thank you and here's to what we can achieve in the year ahead. Together, let's drive further progress and be catalysts for ocean, nature and climate recovery.

**Amanda Nobbs**

Chair of the Board of Trustees

## 2023–2024

A message from our Chief Executive

# Our collective impact

**“I cannot wait to see what we can achieve, together with you – our passionate, committed supporters.”**

**After a year marked by significant progress in ocean recovery and notable challenges, the urgency for swift and decisive ocean action has never been greater. Climate, nature and the ocean depend on it – as do we.**

For us this means two things: we need to stay dogged and persistent in our work towards long-term, positive change, such as in relation to the effective management of our marine spaces and tackling chemical pollution. We also need to be creative and innovative to maximise our opportunities to achieve, and accelerate, change.

Going forward we have refreshed our strategy and streamlined our goals to do this. I expect the next year to be transformational for the nature and impact of our work – from the ways we

communicate and engage with our supporters and work with our partners, to piloting new approaches to community and ocean conservation projects and strengthening engagement across all four nations.

In the exciting, visionary, experienced leadership team that we have built over the last two years, we have assembled just the right combination of skills, expertise, drive, grit, and determination to deliver that crucial combination of long-term thinking and innovation that we need so much. It is an honour and a privilege for me to be working with them and their dedicated, inspirational teams – I cannot wait to see what we can achieve, together with you – our passionate, committed supporters.

**Sandy Luk**  
Chief Executive Officer



# Our year in numbers

Over the course of this year, together with our community of supporters, we've spent thousands of hours underwater, on the beach and connecting people of all ages with our ocean. But that's not all! Here are some of the great numbers we've achieved in another busy year...

Our online audience grew to...

**365,241** social media followers and...

**616,731** visits to our website to learn more about our projects

**16,276** volunteers supported our work by promoting our projects in their local communities, removing litter pollution, and submitting citizen science surveys

Bold advocacy led to **14** parliamentary mentions

**3,500** media outlets mentioned our work

We made **31** alliances and partnerships and...

...engaged with **2,180** company volunteers to educate businesses on the importance of our ocean

**13,248** beach clean volunteers cleared **17** tonnes of litter

Our marine experts wrote and presented **11** scientific publications and...

...attended **23** conferences as a keynote speaker or panel expert, amplifying our work to diverse audiences

**5,165** citizen science surveys were completed by our volunteers, providing evidence for decision makers and influencers to improve the health of our seas

**284** new Seasearch volunteers were trained to survey underwater habitats, helping to expand our knowledge of marine ecosystems

**153,300** young people (aged 25 and under) and...

**3,411** community members developed their understanding of the ocean and how to protect it through our events and online resources

**£4,647,446** was raised by our generous supporters and fundraisers

We protected and restored **123** hectares of seagrass

After we installed **17** Advanced Mooring Systems, seagrass density in Cawsand Bay, Plymouth increased by **212%**

Seasearch divers spent **1,336** hours underwater surveying UK species and habitats, and submitted **1,331** records

For every **£1** spent on fundraising, we raised **£5.34**

**81p** of every £ was spent on charitable activities

# Our impact

**We work with communities across the four nations, and in the UK's Overseas Territories, to protect and conserve our ocean for the future. See where we've been working for a cleaner, better protected and healthier ocean – one we can all enjoy.**

Our Scottish Education Roadshow reached 158 schools, inspiring students to take proactive actions for ocean conservation. 18 sessions were held in schools located within the top 30% most deprived areas in Scotland

In partnership with CHEM Trust, we held an event at the Conservative party conference where Ocean Ambassador Sarah Jackson spoke about the impacts of a polluted ocean on her health

We organised a panel at the Labour party conference where our plea to reduce chemical pollution was well supported

We launched Wales's first One Ocean Forum – a diverse local community steering group – and fed into the Welsh Government's Ocean Literacy Task and Finish Group, which is developing the UK's first national Ocean Literacy Strategy

The Environmental Protection (Single-use Plastic Products) (Wales) Bill was passed by the Senedd in December 2023, banning many 'on the go' single-use plastic items

Our persistent campaigning and advocacy for proper protection of our Marine Protected Areas (MPAs) helped safeguard an area of seabed the size of Essex, with new byelaws introduced to protect over 4,000km<sup>2</sup> in 13 English MPAs from bottom trawl fishing.

Seagrass cover in Plymouth Sound has tripled in the four years since our work to introduce Advanced Mooring Systems and voluntary 'no anchor zones'

## UK Overseas Territories

A new partnership with the Scottish Islands Federation led to 112% more Beachwatch surveys from Scottish Islands, providing essential evidence for stronger policy levers to prevent different types of litter polluting beaches

In partnership with Heriot-Watt University and Glenmorangie, we reintroduced nearly 100,000 native oysters to the Dornoch Firth and over 3,000 to the Firth of Forth, engaging over 650 people in training, biosecurity, and deployment

We supported the development of the Scottish Environment Protection Agency's Sea Lice Risk Assessment Framework – a major step in managing sea lice in salmon aquaculture

We worked in collaboration with the Sustainable Inshore Fisheries Trust (SIFT) to produce unique guidelines to help inform sustainable development in the emerging UK seaweed aquaculture sector

By creating a dedicated team, we've delivered 40% more Team Beach Cleans this year, with 88 cleans delivered on behalf of 66 organisations to a total of 2,180 participants

We saw a 3% increase in volunteers and an 11% rise in Great British Beach Clean events, with volunteers removing nearly 130,000 pieces of litter – totalling almost 7,500 kg – from 40 miles of beach

We delivered 43 Ocean-Friendly School assemblies across the UK, awarding ten schools and reaching 17,985 students, with many more awards in progress

Following our campaign against PFAS, the Government committed to restrict PFAS use in firefighting foams and publish an analysis of options for managing these substances

Funded by the Good Law Project, we went to the High Court to demand action on sewage overflows, with the Government introducing subsequent plans to tackle this pollution in seas and estuaries

Our campaigning resulted in microplastic fibre capture filters being included in UK Government's Plan for Water, with our petition for mandatory filters receiving 44,000 signatures

The Wild Coast Sussex project engaged around 500 young people (aged 16-25) through over 30 free marine events, empowering them to connect with their local coast and inspiring ocean-friendly action

40,000 young people took part in our in-person and live online events, which brought together enthusiastic individuals aged 13-25 for learning, networking, inspiring workshops, and immersive experiences.

Our work in the UK Overseas Territories has led to a 22% increase in seagrass cover, benefitting marine turtles and other species, and our climate

Through the Great Blue Ocean coalition, we helped the Cayman Islands join the UK's Blue Belt Programme

In partnership with the Government of Montserrat and the University of Exeter, we launched a 5-year Marine Turtle Action Plan to safeguard turtle populations through conservation actions that respect local values

We supported advocacy for the expansion of the South Georgia and South Sandwich Islands' Marine Protected Area, which now protects an area twice the size of the UK

We partnered with Simmons & Simmons to host a ground-breaking event with finance industry leaders to unlock funding for ambitious ocean recovery projects

We made representations with the finance sector to HM Treasury for the Spring Budget and to cross-party debates on the economic impact of a healthy ocean

In October 2023 the UK Government finally introduced a ban on single-use plastic plates, trays, cutlery and other 'on the go' items in England, following years of Beachwatch data evidencing the issue

# Looking forward



## **Jennifer Mitchell**

Director of Engagement  
and Communications

Our amazing members, volunteers, donors and supporters are making a difference in so many ways, and we're growing our community of support with even more personalised and engaging experiences.

We're working hand-in-hand with communities more than ever before: our volunteers are making a direct difference to our conservation outcomes; the Youth Ocean Network continues to nurture the next generation of leaders; and we're creating new initiatives to help more people understand the impact of the ocean on us, and our impact on the ocean.

## **Gareth Cunningham**

Director of Conservation  
and Policy

With a new UK Government in place, we'll be increasing our efforts to secure cross party support for the ocean in combatting climate change and underpinning a sustainable economy.

We'll also be exploring the role of innovative conservation and financial solutions to secure sustainable investment in marine recovery that benefits communities, industries, and our amazing marine species and habitats.

**Kate Jacques**

Director of Fundraising  
and Development

**We cannot wait to discuss new, innovative projects across water quality, climate resilience and ocean literacy with charitable foundations who have generously supported our work in recent years.**

**We've also invested in our corporate partnerships team to grow and maximise the incredible support we receive from corporate partners.**

## Ocean goals

# For a better protected ocean

**We secure spaces where species and habitats can recover. We'll ensure our ocean is better protected and its value for biodiversity and climate change mitigation is recognised. We'll improve marine management and secure well-managed protected areas to recover, nurture and protect species and habitats. And we'll track the progress of ocean recovery.**

We're campaigning for at least 30% of UK waters to be effectively managed by 2030 to protect wildlife and ecosystems.

### Our achievements

1. Our persistent campaigning and advocacy for proper protection of our Marine Protected Areas (MPAs) helped safeguard an area of seabed the size of Essex, with new byelaws introduced to protect over 4,000km<sup>2</sup> in 13 English MPAs from bottom trawl fishing. Our research has proven the impact of these byelaws, reporting a 98% drop in seabed fishing in Dogger Bank MPA since the introduction of a similar byelaw in June 2022.
2. Seagrass cover in Plymouth Sound has increased by an impressive 212% over the past four years. This follows our successful work in introducing sustainable mooring systems (Advanced Mooring Systems) and voluntary No Anchor Zones in Cawsand Bay and Portland Harbour working in partnership with Natural England, Ocean Conservation Trust, Royal Yachting Association and Plymouth City Council/Tamar Estuaries Consultative Forum.
3. We launched the Montserrat Marine Turtle Action Plan (2023-2028) working in partnership with the Government of Montserrat and the University of Exeter. This project safeguards the regionally significant turtle population through evidence-based conservation actions that respect local values and contribute to the island's prosperity.
4. As part of the Great Blue Ocean coalition, we were instrumental in helping the Cayman Islands to become the third Caribbean UK Overseas Territory to join the UK Government's flagship Blue Belt Programme. We supported the coalition's advocacy of the South Georgia and South Sandwich Islands, which led to the expansion of their Marine Protected Area, with an area twice the size of the UK (450,000 km<sup>2</sup>) now fully protected.
5. We've returned nearly 100,000 native oysters to the Dornoch Firth and over 3,000 to the Firth of Forth for the first time in almost 100 years, in partnership with Heriot-Watt University and Glenmorangie. As proud partners in the Dornoch Environment Enhancement Project (DEEP), and the Restoration Forth project, our team members engaged with more than 650 people through training, biosecurity, and deployment sessions.

## Highlight

Working with Simmons & Simmons, we are building a body of work that showcases our expertise in blue finance and the sustainable blue economy.

This year, we launched a joint podcast series, 'Seas of Opportunity - Unlocking the Sustainable Blue Economy.' This is a first for the Marine Conservation Society: inviting people across different sectors to learn more about our projects and how the blue economy can benefit nature and wider society.

We started working with partners in the UK finance sector to unlock further funding for ambitious ocean conservation by improving communications between ocean conservationists and private finance institutions. For World Ocean Day 2023, we hosted an event in the City of London and plan to develop this work in 2024–2025.

To show how important ocean conservation is for the UK economy, we've been creating new ways to amplify the economic benefits. We've been working in partnership with the UK finance sector focusing on both private and public investment, resulting in representation to HM Treasury for the Spring Budget, and cross-party debates on the economic impact of a healthy ocean.



**Robust funding programmes are vital if we are to properly protect and restore our seas. The work we've been doing with financial institutions and politicians to unlock the UK's sustainable blue economy has the potential to be transformative for the health, cleanliness, and protection of our marine environment."**

**Fiona Thomas**

Public Affairs Manager

## Ocean goals

# For a cleaner ocean

**We campaign to stop pollution entering our ocean. Using science, we track the health of our seas, identify and prevent the main sources of pollution, and work with businesses and governments towards a cleaner ocean.**

We're calling for ocean pollution levels to show a clear downward trend by 2030.

### Our achievements

1. Following years of our Great British Beach Clean results evidencing the issue of 'on the go' single-use plastic, in October 2023 the UK Government finally introduced a ban on single-use items including plastic plates, trays, bowls, cutlery, balloon sticks, and certain types of polystyrene cups and food containers in England. The Environmental Protection (Single-use Plastic Products) (Wales) Bill was passed by the Senedd in December 2023, bringing legislative parity across the nations. This demonstrates the influence our litter data can have on driving change, and the value and importance of the thousands of volunteers who collect it.
2. Following our campaigning for the restriction of harmful 'forever chemicals', the Government has taken steps to start addressing the potential threats from PFAS (per- and poly-fluoroalkyl substances). They have committed to restricting PFAS in firefighting foams and have published analysis of regulatory options for managing these chemicals.
3. We achieved an important milestone through our campaigning for the introduction of mandatory filters in washing machines by 2024, resulting in the recognition of microfibre pollution in the UK Government's Plan for Water and setting out steps they will take to address it. This is the first time microplastic fibre capture filters have been included in Government plans and is testament to our advocacy efforts. Additionally, we presented a petition with 44,000 signatures urging the implementation of these essential filters.
4. Beachwatch volunteers in our year-round beach cleaning programme recorded less sewage-related debris on Scottish beaches in 2023, demonstrating the importance of our persistent work to reduce sewage pollution. A new partnership with the Scottish Islands Federation led to 112% more Beachwatch surveys from Scottish Islands in 2023. This provided essential evidence for stronger policy levers to prevent different types of litter polluting beaches.

We continued to raise awareness about persistent pollutants like PFAS with political parties. We organised a panel at the Labour Party Annual Conference where our plea to reduce chemical pollution was well supported, and held an event at the Conservative Party Conference where Ocean Ambassador, Sarah Jackson spoke about the impacts of a polluted ocean on her health, further highlighting the issue.

## Highlight

We took the UK Government to the High Court in July 2023 as co-claimants in a sewage pollution case funded by Good Law Project. One of our key arguments was that England's Storm Overflows Discharge Reduction Plan was not fit for purpose as it did not apply to coastal and estuarine waters. As a direct result of our legal challenge, Defra (Department for Environment, Food & Rural Affairs) launched a public consultation. We called on our supporters to respond to the consultation with guidance on the process.

The outcome was that all coastal sites in England were included in the Sewage Overflow Discharge Reduction plan, with Marine Protected Areas and Shellfish Protected Areas prioritised for action. This was a significant breakthrough and demonstrates the powerful impact of our legal challenge and advocacy work.



**Our work to show people that a cleaner, healthier ocean is possible has been hugely successful. From communicating the impact of data collected on our beach cleans to sharing consultations, we're empowering people with the knowledge and data they need to fight against sewage pollution."**

**Emily Cooper**  
Science Communicator

## Ocean goals

# For a healthier ocean

**We promote sustainable fishing and seafood to minimise harm. We'll support businesses to catch, produce and source seafood sustainably and incorporate conservation into their work.**

We're calling for our fish stocks to be at sustainable levels by 2030.

### Our achievements

1. We delivered two Good Fish Guide rating updates, reviewing more than 250 seafood sources and helping consumers and businesses make sustainable seafood choices using the latest guidance. We used this extensive evidence base to call for more robust management measures during consultations on the new Fisheries Management Plans, which are the most important changes to UK fisheries management since Brexit.
 

"We believe local and fresh is best and only use fish recommended as sustainable by the [Marine Conservation Society] – if it's red on their list – you won't find it on our menu," Alexandra Hotel, Lyme Regis.
2. Our work with the International Institute for Environment and Development has helped frame seafood as vital for a future-proof UK food system and cemented our position as one of the leading operators in the field. Our co-authored paper highlighted the role of seafood as a protein source in transforming the sustainability of UK food systems, sparking valuable discussions with sector thought leaders at our workshop and follow-up sessions. This collaborative effort not only earned us support from the Esmée Fairbairn Foundation but also opened doors for dynamic partnerships with academics and non-governmental organisations, driving progress in this critical field.
3. We launched our new Chefs' Training Programme, the School of Fish, which aims to influence sustainable choices in the catering industry. More than 450 students and lecturers attended the event, which featured talks from Michelin starred chefs and Japanese sushi masters, and 5,400 more joined online. We reached new audiences in the catering sector and developed relationships with educators and catering businesses who are eager to support our work.

## Highlight

Seaweed aquaculture is an emerging sector within the UK and our unique guidelines, produced in collaboration with the Sustainable Inshore Fisheries Trust (SIFT), are helping inform sustainable development of this sector. Because so few other environmental organisations are engaging in this field, we are leading the way in advising on environmental considerations for aquaculture projects before they are developed. Our guidelines formed the basis of SIFT's Scottish Parliamentary event and are informing the Scottish Seaweed Industry Association's (SSIA) Code of Practice, including presenting at SSIA's Conference in Oban, Scotland in November 2023.

We welcomed and engaged in the development of the Scottish Environment Protection Agency's Sea Lice Risk Assessment Framework, which is a huge step forward in managing sea lice interactions in salmon aquaculture. It will help support effective marine spatial planning in salmon aquaculture, inform decisions on suitable siting for salmon farms and lead to other necessary management actions. We hope the framework will also be used to assess cumulative impacts of salmon farming – one of our key aquaculture asks.



**Aquaculture is growing in importance as a source for seafood, and the Marine Conservation Society is uniquely placed to guide it towards more environmentally friendly growth.”**

**Dawn Purchase**

Aquaculture Programme Manager

## Ocean goals

# One ocean for everyone

**We work hard to ensure everyone can enjoy the ocean and what it has to offer, while fulfilling their responsibility to protect it.**

We'll promote the value of the ocean for our health and wellbeing.

### Our achievements

1. This year, our Scottish Education Roadshow engaged with 158 schools, inspiring students to take proactive actions for ocean conservation. We delivered a range of activities from classroom sessions and beach workshops to online engagements, including in remote, rural areas and areas of deprivation, with 18 sessions held in schools located within the top 30% most deprived areas in Scotland.
2. We made waves with 43 assemblies for our Ocean Friendly School Awards (OFSA) across the UK. By hosting most of these events online, we broke down barriers and enabled schools to take part regardless of their location –coastal and inland alike—to join us and take part. We're proud to report that ten schools have already completed their OFSA, with many more on track to finish in the current academic year. Our efforts reached an impressive 17,985 students, and over 1,300 are either wrapping up or are well on their way to completing their award.
3. Our youth engagement work resulted in over 40,000 young people taking part in our in-person and live online events. Our Voice for the Ocean youth gatherings in Edinburgh, Bristol, and Bangor brought together more than 100 enthusiastic individuals aged 13-25 for networking, inspiring workshops, and immersive experiences with our work. The Youth Ocean Network (YON) has seen an increase in membership, all with a strong desire to support our mission in the future.
4. Through the Wild Coast Sussex project, we empowered young people (aged 16-25) to connect with their local coast and sea. We delivered more than 30 free, inclusive, and fun marine-related events, involving around 500 young people, inspiring them to act in more ocean-friendly ways. We built long-lasting partnerships with other youth organisations and expanded our reach towards younger audiences, while continuously improving the accessibility and inclusivity of our engagement.

## Highlight:

Through the Hiraeth Yn Y Môr (HYYM) project, we launched Wales's first One Ocean Forum – a diverse local community steering group that collaborated with us to co-create impactful project activities.

We deepened levels of trust across a range of sectors including businesses, schools, and public bodies in Towyn, Kinmel Bay, Rhyl and Prestatyn, and were invited to speak at Wales Environment Link's Equity, Diversity and Inclusion (EDI) Working Group about the project and our use of best EDI practices.

Through the project we are breaking barriers in relation to ocean understanding and have strengthened our position as the leading voice on Ocean Literacy (understanding the impact of the ocean on us and of our impact on the ocean) in Wales through our membership of the Welsh Government's Ocean Literacy Task & Finish Group, which is developing the UK's first national Ocean Literacy Strategy.



**The One Ocean Forum meeting was so energising. We attend so many workshops all the time, it's easy to feel run down by them, but this was the most inspiring one I've been to in a long time and can't wait for our next meeting."**

**One Ocean Forum Member**  
(Local Authority)

## Operational goals

# An engaged community of support

We will build an engaged community of support, committed to protecting and restoring the health of our ocean. We will promote supporter involvement through giving, campaigning and volunteering and pursue wider, pro-ocean societal change.

### Members and Donors

1. We welcomed 620 new members to our community - our greatest intake since 2020. Our members are not only generously supporting us through income; they're an essential part of our campaigning and lobbying success, with many signing petitions, volunteering and supporting appeals. As we've been making improvements to the member experience, we've been pleased that 95% of supporters surveyed would recommend (or have recommended) Marine Conservation Society membership to a friend.
2. In 2023 we launched our new, immersive members magazine, "Your Ocean", packed full of immersive videos, stunning photography and fascinating stories, bringing to life our projects and campaigns. With a successful launch, more than 40% of our members now receive the digital version.
3. Our shop sales have reached another milestone, exceeding £100,000. This is a fantastic achievement and another example of how dedicated our supporters are to helping our cause. These sales contribute vital funds so we can continue, and further our efforts to achieve healthier seas for all. Additionally, thanks to our supporters using PayPal Give, we benefitted from over £40,000 of PayPal donations at checkout.

## Volunteers

1. Our 'Team Beach Clean' events, that we offer to organisations of all sizes, continue to be in high demand. We increased Team Beach Cleans by 40% this year, following the introduction of a new, dedicated team within our Beachwatch programme. By creating a dedicated team, we've been able to deliver 88 Team Beach Cleans, on behalf of 66 organisations, engaging 2,180 participants. This has not only generated over £131,000 but also provides an opportunity for organisations to deepen their connection to the ocean and support our cause.
2. In our flagship Great British Beach Clean event, volunteers removed nearly 130,000 pieces of litter, totalling almost 7,500 kg, from 40 miles of beach. We saw a 3% increase in volunteer numbers and an 11% rise in events compared to 2022. Of those who took part in our online training, 90% registered as volunteers. This led to 47 new beach cleans involving 362 volunteers. Due to this success, we're expanding with 12 introductory and four refresher sessions in 2024.
3. We ran 29 Seasearch training courses for 361 volunteers, generating £15,000 of income and helping divers and snorkellers to record underwater habitats. We also published the latest title in the popular and well-respected series of Seasearch field guides, providing a valuable learning resource to improve marine habitat and species monitoring. Sales of Seasearch merchandise generated over £31,000 to support the programme.

## Highlight

**We successfully launched the volunteer 'Ocean Voice' programme, empowering volunteers to promote marine conservation in their local communities. Supporters can volunteer as Media Spokespersons or Community Presenters, with plans to expand the programme in 2024. After taking part in simple, online, and nationally accessible training, volunteers are provided with resources to support them in their role. They can represent the charity in their local communities, highlighting issues, promoting our work, and explaining what people can do to help. Volunteers have already helped to deliver media interviews, increase engagement to more than 1,000 people in local communities and generate additional donations for the charity.**



**After a talk, when I read in my feedback forms that I've inspired people to become Marine Conservation Society members or sign up for beach cleans, I felt so proud."**

**Debbie Rowland**  
Community Presenter

## Growing our audiences

1. In 2023 we reached more audiences than ever before, with a 44% increase in media mentions, an 8% increase in website visitors, and a 6% increase in our social media followers. Building our audience base has supported the success of our campaigns, from generating more than 44,000 signatures for our Stop Ocean Threads petition, to supporting our legal case through the Sewage Free Seas campaign and influencing policy change.
2. We have improved the digital experience for supporters, which has enhanced the recruitment and retention of members. Automated email journeys resulted in more timely and relevant communications, and development of our Customer Relationship Management (CRM) system and data has provided actionable insights for further improvement. We revamped our membership journey to better align with supporters' interests, leading to higher engagement with our content.
3. Our progress in digital development is advancing the quality of volunteers' experiences nationwide. Volunteer data is now recorded and managed consistently, enabling quality nationwide communications that welcome new volunteers and send monthly updates to the community. We can now track volunteer roles and their participation duration and frequency for some activities. This will help us develop user journeys that encourage retention and increase future participation.

## **Highlight**

**We reached our target of securing a total of 20,000 wildlife sightings in our 20th year of the project. To reach the target we introduced a 'Spotted' feature in the membership magazine which regularly shares supporters' sightings and encourages reports.**

**For Jellywatch weekend, Ocean Ambassador and photographer, Lizzie Daly, promoted our Wildlife Sightings project and encouraged the public to share their sightings. This was endorsed by Inka Cresswell and TV presenter Meg McCubbin and enabled us to collate user-generated content to share on our channels as well as boosting the total of jellyfish reports received. Our wildlife sightings report achieved wide media attention including a feature on BBC Breakfast.**

## Operational goals

# Sustainable organisation

**We create a high performing culture with talented, knowledgeable people who plan effectively and ensure that the charity's values underpin everything that we do.**

We'll utilise our resources carefully through the management of risk, optimisation of data, efficient processes and ensuring our finances are secure. We'll reduce our carbon footprint, demonstrating our ethical principles.

### Achievements

1. Effective processes and systems are an essential component to how we work, every day. We have started implementing new tools for our payroll and HR information which will bring these systems to everyone in the organisation. They will add robustness to our data, provide analysis to inform our decision-making and create efficiencies in tasks for all our colleagues.
2. We've rebuilt our budgeting and forecasting system, improving our ability to be dynamic and react to changing circumstances – something that is much needed in the current climate. We now have greater visibility of any changes in our operating environment, providing us with more options and allowing us to respond flexibly. This means we can continually evolve to keep up with changes and ensure we use our resources effectively to maximise our impact.
3. In response to organisational changes, we consolidated our office space in all three geographical areas as we have a reduced requirement for larger office spaces and the overheads that go with them. They now offer a venue for colleagues to come together and collaborate, while also providing a valuable logistics service for our equipment.
4. We take our commitment to equity, diversity and inclusion (EDI) seriously. We've set organisational and operational key performance indicators (KPIs) that integrate EDI considerations into how we work every day. From appraisals to project plans, and from our EDI champion on the Board of Trustees to every member of our EDI working group, we share our experiences and learnings with each other and supportive charities in external groups (Wildlife & Countryside Link groups for England and Scotland) and participate in The Race Report. Our actions challenge ourselves and the wider societal structures, making the environmental and charity sectors more inclusive.

## Highlight

The Directorate has been responsive to an evolving organisation and supporting the organisation's need for agility. As a result, we are introducing new systems and processes that will support our remote teams to work effectively, reduce our overhead costs, and support our work towards net zero.



**To ensure the organisation can adapt and respond to an ever-changing external economic environment, I want to build on the work of the finance and resources team and turn the mass of data that we hold into meaningful management information. With that information being accurate, relevant, and timely.”**

**Huw Davies**

Director of Finance and Resources

## Operational goals

# Powerful partnerships

We build meaningful funding partnerships with people and organisations motivated by the urgent need for a healthier ocean. We will fundraise effectively, responsibly, and transparently, connecting our donors with the impact their support has on ocean recovery.

### Our achievements

1. Support from our funders is paving the way for us to develop, explore and deliver innovation in marine conservation. Their much-needed investment is enabling us to think differently, explore new approaches and pilot work. We are particularly grateful for funding from the ORP Foundation, Levine Family Foundation, Esmée Fairbairn Foundation, and John Ellerman Foundation, which has supported innovative approaches to water quality, aquaculture and natural capital assessments.
2. We were excited to welcome Aldi as the new sponsor of Beachwatch, our influential citizen science programme, engaging volunteers across the country. We look forward to developing this partnership and supporting Aldi colleagues across the UK to volunteer as the new year of beach cleans get underway.
3. Our corporate partners are supporting our work to restore the health of our seas. We've been working with Princess Yachts and Salcombe Gin to restore seagrass beds in Plymouth, fostering biodiversity and helping to lock in blue carbon. It's wonderful to have dedicated supporters who are as passionate about our ocean as we are, with Princess Yachts now in its 10th year of support.

It's wonderful to see the passion of our corporate supporters for our seas, with many getting involved in our projects through volunteering. Collectively, 620 employees from PwC and Sky cleaned 17 beaches in 2023, with both companies promoting our beach cleans as an employee volunteer day activity and encouraging their staff to help us clean up our coasts. We'd like to thank all our beach clean partners including Aldi, Cully & Sully, Sky, and PwC for getting involved.

## Highlight

Support from charitable trusts, foundations and grant makers is vital for the Marine Conservation Society, funding around half of our entire work programme in 2023–2024. Half of this funding was unrestricted, giving us freedom to direct funds where we need them most.

We received £1,125,000 from players of People’s Postcode Lottery during the year, with funds awarded by Postcode Planet Trust. Over the past decade, an incredible £5.8m raised by players has supported our work and driven forward our impact. We also received unrestricted support from The Helvellyn Foundation, the John Swire 1989 Charitable Trust, and The Dulverton Trust, among many other trusts and foundations. We’re incredibly grateful for all the grants we receive – whether project or unrestricted – but unrestricted income helps to fund the full spectrum of our work. This includes ‘back office’ functions which are challenging to fund from other sources yet form the support structure from which our projects and impact grow.



**Unrestricted funding allows charities to focus on achieving their vision rather than the specific requirements of a funder. It also offers continuity; by helping to fill gaps left by date-specific restricted funding and providing flexibility, which is essential for charities working in increasingly complex circumstances economically, socially and politically. From a funder perspective, unrestricted funding fosters more open and transparent relationships with partners, the opportunity to learn much more about the work of that organisation and offers a much more time-efficient approach.”**

**Lauren Gupta**

Trustee, The Helvellyn Foundation



2023–2024

# Unexpected challenges, disappointing outcomes

**The past year has been turbulent, politically and economically. The continued cost-of-living crisis impacted both on our ability to generate income and on how far we can make our income stretch. At the same time, political leaders prioritised the economy over environmental policy, resulting in further delays to much needed action for the ocean.**

## **Cost-of-living impacts donations**

The continued cost-of-living crisis and high inflation have of course had an impact on the charity, affecting our ability to fundraise and secure income. Our donations and membership rates have been affected as our supporters also navigate the current economic crisis and its impacts. The income generated no longer stretches as far as in the past; a donation of £20 in 2017 would need to have increased to more than £25 to enable us to carry out the same work.

## **Political changes stall progress**

The political backdrop, and frequent changes in leaders and cabinets – across the UK nations – led to a degree of paralysis in political activity. With the spectre of a general election looming for most of the year, and political focus mostly on the economy, regulatory progress on environmental and marine conservation stalled or was delayed in relation to many key issues, like the development of a UK Chemical Strategy, the implementation of Fisheries Management Plans (FMPs), and addressing sewage pollution.

## **Deposit Return Scheme disappointment**

Though delighted that there has been a commitment across Britain to the introduction of a Deposit Return Scheme (DRS), we were disappointed that this was to be delayed to 2027, and glass bottles were not included in the scheme. Neither did the UK Government agree an exemption to the Internal Market Act (IMA) to allow Scotland's proposed DRS scheme (including glass) to proceed. We will be calling on the new UK Government and the devolved governments to speed up this timetable and to ensure that all schemes cover glass bottles.

## **Protection delays in Scotland and Wales**

The introduction of management measures in relation to bottom-towed gear in English offshore marine protected areas has been one of the outstanding areas of progress over the last few years. With 13 byelaws having entered into force, a further 28 still require new management measures, which we hope will be speedily delivered in 2024 in line with the previous government's commitments. At the same time, Wales and Scotland also experienced delays in relation to managing marine protected areas, with a cabinet reshuffle resulting in Wales's expected consultation being postponed and public backlash in Scotland about areas of enhanced protection meaning stakeholder work is now needed to remediate the approach.



# Fresh determination, ambitious plans

## Action against PFAS

The EU has committed to banning all PFAS from uses that aren't considered essential for people's health and safety, which is great news, but this faces strong opposition from the chemicals industry. We have been involved in Defra's PFAS working group to produce a joint stakeholder paper from non-governmental organisations and industry to find areas of common agreement and areas of divergence in possible policy ideas. We are determined to push this forward and continue our calls for immediate action to be taken on PFAS.

## New and inclusive One Ocean Roadshows

Building on the success of ocean learning projects we've run across Scotland, we now plan to deliver a new and inclusive One Ocean Roadshow in schools, youth groups, and communities across deprived areas of northern England. Our goal is for more young people to become voices for our ocean and lead community action. We hope to engage with, train and mobilise 13,500 young people and education leaders over three years to develop a deeper understanding of our ocean and positive actions they can take to care for it. We ultimately want to galvanise as many young people as possible, inspiring them to become passionate about our seas.

## Digital developments

We have made developments to our digital capability throughout the organisation to streamline our workflow and ensure that we are as efficient and effective as we can be. Continuous improvements to our website, CRM and email communications have enhanced our supporters' experience and enabled us to reach and engage with a wider audience in ways that suit them. We introduced a 'self-service' MySeasearch functionality for volunteers on the Seasearch website, which empowers users and improves efficiency, while the automatic booking of courses and dives reduces the manual handling of data and risk of errors.

## Top team training

We are focusing on further skill development for our leaders and managers to support their remote teams and keep our planning and the way we work together fresh and forward looking. To support cross-team working on projects, there will be a large-scale rollout of project management training to equip both project leads and project team members with a common understanding of the principles. This will support organisational development and efficient resource planning. We are also continuing with a leadership training programme for our wider leadership team, and we are building an expectations framework based on key behaviours and drawing on our values to reflect the organisation's ambitions and future needs.

# Financial review



With CPI inflation standing at 10.5% at 31 December 2022 and 10.1% at 31 March 2023 the continuing high inflation pressure was a key factor in setting the 23/24 budget which was set to deliver a balanced position on unrestricted funds and maintain the level of unrestricted reserves in line with the Board's objectives of holding between 3 and 4 months unrestricted expenditure. The budget maintained the ambition to maximise impact with the resources available and utilise the restricted reserves to continue delivering project activity.

As the statement of financial activities shows, the objective of delivering a balanced position for unrestricted reserves has been achieved with net income of £17k on unrestricted funds during the 12 months ended 31 March 2024.

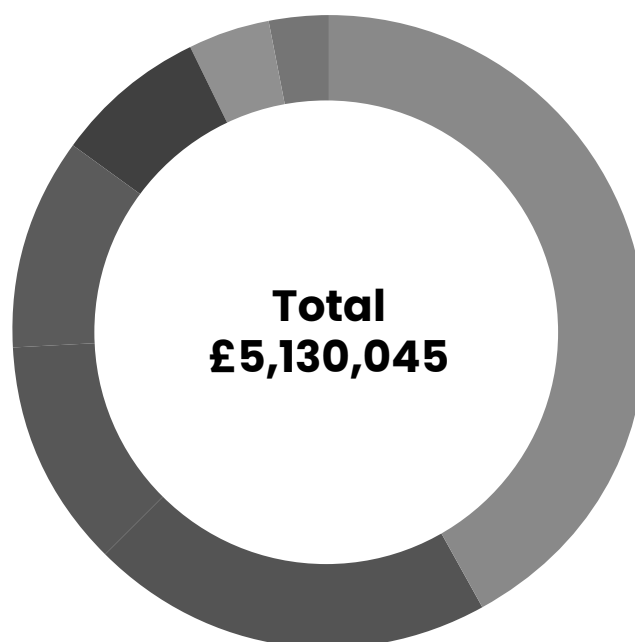
With net income on restricted funds for the year to March 2024 of £145k the 24/25 budget has been designed to utilise the restricted funds as efficiently and effectively as possible to deliver our ocean goals.

Total income for the year at £5.1m is 10% higher than the previous year, whilst unrestricted income of £3.7m is 6% higher than the previous year's total of £3.5m, with a 12% increase in donations and legacies being the main contributor to this unrestricted income growth. Restricted income at £1.4m is 22% higher than the previous year's total of £1.2m with the biggest increase coming from grant income."

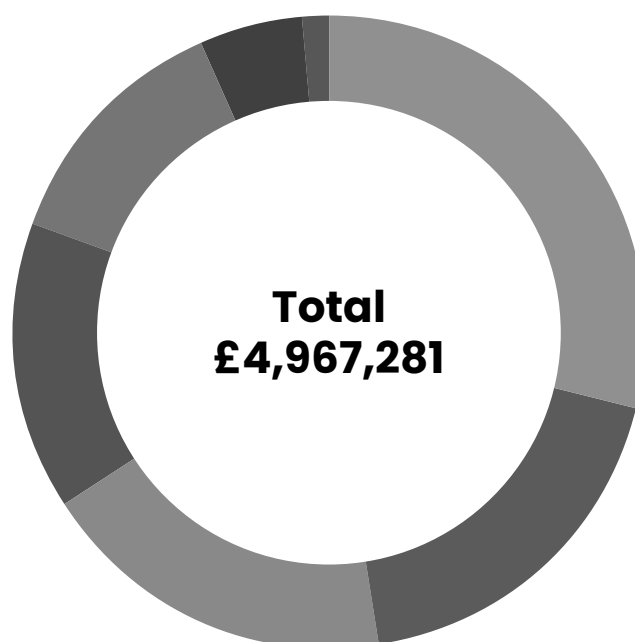
**Huw Davies**

*Director of Finance and Resources*

## Income



## Expenditure



## At £3.1m unrestricted donations and legacies contributed 85% of the total unrestricted income for the year.

42%	<b>Donations from trusts and companies</b>	<b>£2,162,971</b>
20%	<b>Grants</b>	<b>£1,055,931</b>
12%	<b>Memberships</b>	<b>£597,436</b>
11%	<b>Royalties, sponsorship, sales and other income</b>	<b>£550,830</b>
8%	<b>Individual donations</b>	<b>£393,304</b>
4%	<b>Beach cleans and education</b>	<b>£223,873</b>
3%	<b>Legacies</b>	<b>£145,700</b>

## Supporting our income growth

- ▷ In total, the cost of raising funds was £0.96m which is 19% of total income raised.
- ▷ We spent less than £0.26m administering our membership scheme and producing our magazine.
- ▷ Our fundraising income continues to grow year-on-year, apart from a dip during the pandemic, and we have plans in place to continue that growth. As with 2022-2023 we spent £0.6m administering our group of individual donors and fundraisers, companies and other supporters and a further £0.1m on the cost of raising our trading income.
- ▶ **Our ongoing successful partnership with People's Postcode Lottery is vital in supporting our core conservation work.**
- ▶ **Membership subscriptions contributed £0.6m.**
- ▶ **Grants to fund specific conservation projects increased to £1.06m, an increase of 21% on the previous year.**

## Our expenditure on charitable activities at £4.0m represents 81% of total expenditure

29%	<b>Better protected</b>	<b>£1,440,026</b>
19%	<b>Healthier ocean</b>	<b>£925,625</b>
18%	<b>Cleaner ocean</b>	<b>£910,052</b>
15%	<b>For everyone</b>	<b>£731,391</b>
13%	<b>Fundraising</b>	<b>£637,712</b>
5%	<b>Memberships</b>	<b>£256,119</b>
1%	<b>Trading</b>	<b>£66,356</b>

## Supporting our conservation work

- ▷ £1.4m spent on working towards a better protected ocean.
- ▷ £0.9m on projects to create a cleaner ocean.
- ▷ £0.9m on our healthier ocean goal.
- ▷ £0.7m on our 'For everyone' education and engagement work promoting access to enjoying the ocean for everyone.

# Funds

## At the end of the year, we had unrestricted funds of £1.14m

It is our policy to hold between three and four months' unrestricted operating costs in a designated contingency fund to be able to maintain our conservation programmes in the event of a shortfall in income, until further funding can be secured. We review the level of this fund regularly. Currently, this fund holds £1.14m, representing 3 months' worth of anticipated unrestricted expenditure.

## Approach to fundraising

Our approach to fundraising is to connect with our supporters and encourage motivated individuals and companies to raise voluntary funds to support our aims and activities. We ensure that our fundraising is not overly intrusive or persistent, and doesn't put members of the public under undue pressure to donate. We recognise that everyone has the right to support their favourite causes and charities and that we have an obligation to protect those who may be in vulnerable circumstances. We do this in a way which seeks to protect each person and their dignity while also being respectful of any desire they express to support us.

- ▷ We comply with UK data protection and are registered with the Fundraising Regulator.
- ▷ We comply with the Fundraising Regulator's Code of Fundraising Practice.
- ▷ Complaints are monitored by the Executive Team and are reported to Trustees and we encourage any supporters with questions or enquiries about our fundraising to contact us at any time. There were no complaints received during the year.

## Investments

Due to the ongoing economic and political uncertainty since 2022–2023 and the increasing concern regarding the cost-of-living crisis, the charity maintained its funds in cash and did not transfer funds into an investment portfolio, as had been planned in 2021–2022. The Trustees continued to review this position during 2023–2024. Consequently, cash levels remain high, £1.7m at year end.

## Risk management

The Trustees recognise their legal responsibility to provide an annual Risk Management Statement to show that they have given due and proper consideration to the charity's major risks and that they have satisfied themselves of the adequacy of the systems which are in place to manage those risks.

Detailed review authority is delegated to the Finance, Resources & Risk Committee, which meets on a quarterly basis.

The Trustees consider risk to be the opportunities/uncertainties which may impact its ability to deliver its vision/mission/strategy, or which may jeopardise the organisation's compliance with legal and regulatory requirements. In applying a particular approach, the Board aims to assess and agree its own appetite to the risks identified, which enables the Executive Team to manage them accordingly.

In identifying and assessing risk the organisation looks at both internal and external factors which may impact its strategic objectives, as well as its financial position. In addition, there are key leading and lagging indicators, which may influence its ability to over or under achieve what it has set out to do.

Risk areas have been aligned to the organisation's strategic objectives and have been categorised into the following:

- ▷ Financial (e.g. loss of income, cashflow, reserves)
- ▷ Operational (e.g. staff skills, welfare, resources, business continuity)
- ▷ Reputational (e.g. communications, campaigning, partner agreements)
- ▷ Strategic (e.g. economic climate, government policy)

The organisation is also mindful of other potential significant risks, which underpin and run across all of the above:

- ▷ Legal (e.g. health & safety breach, legal/regulatory responsibilities, breach of trust)
- ▷ Governance (e.g. organisational controls, trustee skills, conflicts of interest)

The Board recognises that risks ebb and flow, depending upon both external and internal factors. Therefore, the management of risk is a dynamic process, which requires regular review.

The organisation's approach to risk is multi-faceted, depending on the type of risk and includes:

- ▷ stopping the activity to avoid the risk completely
- ▷ mitigating the risk through the use of the best possible control measures
- ▷ transferring the financial consequences to insurers or other third parties
- ▷ accepting the risk as unavoidable

# Structure, governance and management

## Governing document

The charity is a charitable company limited by guarantee, incorporated in England and Wales on 23 October 1990, having previously been registered with Charity Commission for England and Wales as an unincorporated charity on 1 February 1984. It also registered with the Office of the Scottish Charity Regulator on 18 September 2006. It is governed by its Articles of Association, having been amended following approval by the members on 6 November 2018 and on 2 December 2021. In the event of the company being wound up each member is required to contribute an amount not exceeding £1.

## Subsidiary companies

Marine Conservation Society has two wholly owned subsidiary companies, Ocean Finance Alliance Limited, which is dormant, and M C S Sales Limited. The purpose of M C S Sales is to raise funds for the charity through fundraising activities such as sponsorship and an online shop. All the profits of M C S Sales are donated to the charity each year under the Gift Aid scheme.

For more detailed information about either of the subsidiary companies, the individual company accounts are filed annually with Companies House, or they can be requested from the Company Secretary at the charity's registered office (details at the back of this report).

In this report, the accounts include the income, expenditure, assets and liabilities of the charity and both subsidiaries whenever the statements are referred to as 'consolidated' or 'group'.

## Public benefit

The Trustees confirm that they have complied with the duty in Section 4, Charities Act 2011, to have due regard to the guidance issued by the Charity Commission concerning public benefit. The objects of the charitable company are to conserve, protect and improve the marine environment for public benefit. We promote the protection of marine wildlife, sustainable fisheries and aquaculture and clean seas and beaches, through projects, scientific research, education and publication of scientific and educational works. Each of our programmes is aimed at improving the condition of the marine environment. A healthy marine environment will supply benefits to the public.

During the year the charity continued to promote interest and learning on the marine environment through its education outreach (both online and face to face) and inspired action at the local level through its volunteer and community engagement programme and online campaign opportunities. Our Good Fish Guide website

and app have reached many hundreds of thousands of customers interested in sustainability, our Stop Ocean Threads campaign gathered 44,000 signatures of support. Our volunteers spent over 23,000 hours cleaning and recording litter on beaches, completing 1,199 surveys and removing over 480,000 items of litter, enabling us to continue to collect vital data on the type of litter found on our beaches.

## Pay and remuneration of key management and personnel

We operate a salaries and benefits policy that applies equally to all employees of the charity. Tests are conducted for bias, fairness and equality and a moderation process is undertaken to ensure a consistent approach to performance ratings. Each year, remuneration awards are recommended by the Finance, Resources and Risk Committee to the Board for approval.

## Recruitment and appointment of Trustees

Whilst the day-to-day management of the charity is delegated to the Executive Team, the Trustees are responsible for setting the charity's strategic policies and objectives and for ensuring they are fulfilled. Trustees are volunteers, give freely of their time and have no beneficial interest in the charity. As set out in our Articles of Association, Trustees step down by rotation every three years. They may offer themselves for re-election at the forthcoming Annual General Meeting, but the total duration of each Trustee's tenure is limited in order to ensure there are opportunities for new Trustees to join the Board.

The Articles of Association state that, subject to the provisions of Companies Act 2006, every Trustee, secretary or other official of the charitable company shall be indemnified out of the assets of the charitable company against all losses or liabilities incurred by them in or about the execution and discharge of the duties of their office.

The Board of Trustees undertakes an annual review of its effectiveness. To ensure the Board is sufficiently skilled to carry out its responsibilities we carry out skills analysis of existing members before seeking new Trustees with the appropriate skills by open advertisement or approaching individuals to suggest they might apply. Business and conservation skills are well represented amongst the Trustees.

All Trustees in post at 1 April 2023 served throughout the year ended 31 March 2024, a recruitment process took place in the Summer of 2024 to find Trustees to replace those standing down at the 2024 AGM.

## Trustee induction and training

Prior to appointment, new Trustees receive an induction to introduce them to the work of the charity and attend a Board meeting as an observer. Each Trustee is given a Trustee Handbook, which provides current good practice guidance on how they can contribute most effectively to the charity. All Trustees are required to sign up to a Trustees' Code of Conduct. New Trustees have induction meetings with each executive director and are invited to become a member of a committee of the Board.

## Committees and subsidiary Boards

To assist the Board with detailed scrutiny of particular topics and to make recommendations on those topics to the Board, we operate a number of Trustee committees. The committee structure, terms of reference and membership were reviewed during the year and are now as follows:

- ▷ Conservation Committee;
- ▷ Stakeholder Experience Committee;
- ▷ Fundraising and Partnerships Committee;
- ▷ Governance Committee; and
- ▷ Finance, Resources and Risk Committee;

Each subsidiary company has its own Board of Directors consisting of at least one of the charity's Trustees and members of the Executive Team, which is responsible for the running of the company. The charity's Treasurer is the Chair of each subsidiary Board.

## Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of Marine Conservation Society for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to

- ▷ select suitable accounting policies and then apply them consistently;

- ▷ observe the methods and principles in the Charities SORP 2019 (FRS 102);
- ▷ make judgments and estimates that are reasonable and prudent;
- ▷ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- ▷ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor is unaware and the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This Trustees' Report and Strategic Impact Report have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.



**Susan Ronaldson**  
*Treasurer*



**Amanda Nobbs**  
*Chair*

15 November 2024

# Independent Auditor's Report to the Trustees of Marine Conservation Society

## Opinion

We have audited the financial statements of Marine Conservation Society (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2024 which comprises The Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▷ give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 March 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- ▷ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- ▷ have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast

significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- ▷ the information given in the Trustees' Annual Report which includes the Directors' Report and the Annual Impact Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- ▷ the Trustees' Annual Report which includes the Directors' Report and the Annual Impact Report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report and the Annual Impact Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- ▷ adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- ▷ the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- ▷ certain disclosures of Trustees' remuneration specified by law are not made; or
- ▷ we have not received all the information and explanations we require for our audit.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 33, the Trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and under the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities:

- ▷ We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the Trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended.
- ▷ We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements.
- ▷ We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with Trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and guidance issued by the Charity Commission for England and Wales and the Office of the Scottish Charity Regulator.

Audit response to risks identified:

- ▷ We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures.
- ▷ We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising.

- ▷ We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud.

- ▷ We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud.
- ▷ We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business.
- ▷ We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias.
- ▷ At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

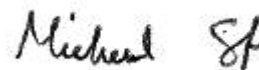
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's Trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and Trustees those matters we are required to state to them in an

auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company, the parent charitable company's members and Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



**Michael Strong** Senior Statutory Auditor  
for and on behalf of Saffery LLP

St Catherine's Court, Berkeley Place, Clifton, Bristol BS8 1BQ

Chartered Accountants  
Statutory Auditors

18/11/2024

Saffery LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

# Financial statements

## Marine Conservation Society

### Consolidated statement of financial activities for the year ended 31 March 2024 (incorporating consolidated income and expenditure account)

Income and expenditure	Note	Unrestricted Funds 2024 (£)	Restricted Funds 2024 (£)	Total Funds 2024 (£)	Total Funds 2023 (£)
<b>Income from</b>					
Donations and legacies	1	3,135,111	232,531	3,367,642	3,072,333
Charitable activities	2	197,163	1,082,641	1,279,804	1,047,231
Other trading activities	3	196,337	-	196,337	81,135
Investments	4	14,033	-	14,033	4,605
Other	5	140,313	131,916	272,229	460,909
<b>Total income</b>		<b>3,682,957</b>	<b>1,447,088</b>	<b>5,130,045</b>	<b>4,666,213</b>
<b>Expenditure on</b>					
Raising funds	6	960,187	-	960,187	967,392
Charitable activities:					
Better protected	7	780,895	659,131	1,440,026	1,608,225
Cleaner ocean	7	753,398	156,654	910,052	1,105,030
Healthier ocean	7	692,248	233,377	925,625	984,229
For everyone	7	476,889	254,502	731,391	901,280
<b>Total expenditure</b>		<b>3,663,617</b>	<b>1,303,664</b>	<b>4,967,281</b>	<b>5,566,156</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>		<b>19,340</b>	<b>143,424</b>	<b>162,764</b>	<b>(899,943)</b>
Net gains on investment assets		-	-	-	-
<b>Net income/(expenditure)</b>		<b>19,340</b>	<b>143,424</b>	<b>162,764</b>	<b>(899,943)</b>
Transfers between funds	22	(1,973)	1,973	-	-
<b>Net income/(expenditure) and net movement in funds for the year</b>		<b>17,367</b>	<b>145,397</b>	<b>162,764</b>	<b>(899,943)</b>
Funds at the start of the year	22	1,124,404	454,255	1,578,659	2,478,602
<b>Funds at the end of the year</b>	<b>22</b>	<b>1,141,771</b>	<b>599,652</b>	<b>1,741,423</b>	<b>1,578,659</b>

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

# Marine Conservation Society

## Statements of financial position at 31 March 2024

	Note	The group		The charity	
		Total funds 2024 (£)	Total funds 2023 (£)	Total funds 2024 (£)	Total funds 2023 (£)
<b>Fixed assets</b>					
Tangible fixed assets	14	4,877	9,497	4,877	9,497
Investments	15	-	-	200	200
		<b>4,877</b>	<b>9,497</b>	<b>5,077</b>	<b>9,697</b>
<b>Current assets</b>					
Stock	17	9,464	6,631	9,464	6,631
Debtors	18	633,022	828,271	906,918	788,055
Cash at bank and in hand		1,726,400	1,428,983	1,400,585	1,405,529
		<b>2,368,886</b>	<b>2,263,885</b>	<b>2,316,967</b>	<b>2,200,215</b>
Creditors falling due within one year	19	(626,611)	(678,606)	(574,792)	(614,851)
<b>Net current assets</b>		<b>1,742,275</b>	<b>1,585,279</b>	<b>1,742,175</b>	<b>1,585,364</b>
<b>Total assets less current liabilities</b>		<b>1,747,152</b>	<b>1,594,776</b>	<b>1,747,252</b>	<b>1,595,061</b>
Provisions for liabilities	21	(5,729)	(16,117)	(5,729)	(16,117)
<b>Net assets</b>		<b>1,741,423</b>	<b>1,578,659</b>	<b>1,741,523</b>	<b>1,578,944</b>
<b>Funds</b>					
Restricted funds	22	599,652	454,255	599,652	454,255
Unrestricted funds:					
Designated funds (contingency fund)	22	1,124,404	1,124,404	1,124,404	1,124,404
General funds	22	17,367	-	17,467	285
<b>Total funds</b>		<b>1,741,423</b>	<b>1,578,659</b>	<b>1,741,523</b>	<b>1,578,944</b>

Company Number: 02550966

The Trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 44 of the Charities and Trustee Investment (Scotland) Act 2005. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the Board of Trustees on 15 November 2024 and signed on its behalf by:



**Susan Ronaldson**  
Treasurer



**Amanda Nobbs**  
Chair

# Marine Conservation Society

## Consolidated statement of cash flows for the year ended 31 March 2024

	Note	Total funds 2024 (£)	Total funds 2023 (£)
<b>Cash flows from operating activities</b>			
Net cash (used in) operations		297,417	(928,095)
<b>Investing activities</b>			
Purchase of tangible fixed assets	14	-	(1,555)
<b>Net (decrease) / increase in cash and cash equivalents</b>			
Cash and cash equivalents at beginning of year		1,428,983	2,358,633
<b>Cash and cash equivalents at end of year</b>		<b>1,726,400</b>	<b>1,428,983</b>
<b>Reconciliation of net income to net cash flow from operating activities</b>		<b>2024 (£)</b>	<b>2023 (£)</b>
<b>Net income per statement of financial activities</b>		<b>162,764</b>	<b>(899,943)</b>
<b>Adjustments for:</b>			
Depreciation of tangible fixed assets		4,622	6,825
Decrease in stock		(2,833)	850
(Increase) in debtors		195,249	56,172
Increase in creditors		(51,998)	(94,325)
Increase / (reduction) in provision for liabilities		(10,388)	2,326
<b>Net cash (used in) / provided by operations</b>		<b>297,417</b>	<b>(928,095)</b>
<b>Analysis of cash and cash equivalents</b>			
Cash at bank and cash in hand		1,726,400	1,428,983
<b>Total cash and cash equivalents</b>		<b>1,726,400</b>	<b>1,428,983</b>
<b>Analysis of changes in net debt</b>			
	<b>As at 1 April 2023 (£)</b>	<b>Cash flows in year (£)</b>	<b>As at 1 March 2024 (£)</b>
Cash at bank and cash in hand	1,428,983	297,417	1,726,400

# Principal accounting policies

## Basis of preparation

Marine Conservation Society meets the definition of a public benefit entity under FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable in the UK and Republic of Ireland to charities preparing their accounts in accordance with the Financial Reporting Standard FRS 102, the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 and the Charities and Trustee Investment (Scotland) Act 2005. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). The Trustees are confident that the level of unrestricted reserves and income means that there are no material uncertainties about the charity's ability to continue. The accounts have been prepared on a going concern basis

## Basis of consolidation

These financial statements consolidate the results of the charitable company and its wholly owned subsidiaries on a line-by-line basis. The financial performance of the charity is shown in note 24. The turnover and expenditure of the subsidiaries are included within the Consolidated Statement of Financial Activities. The assets and liabilities of each subsidiary is included on a line-by-line basis in the Consolidated Balance Sheet in accordance with FRS 102. Further details of the subsidiaries are given in notes 15 and 16. Accounting policies detailed in this note apply throughout the group and any surplus or deficit arising on intercompany transactions are eliminated in the Consolidated Statement of Financial Activities.

## Incoming resources

Income is recognised in the period in which the charitable company is entitled to receipt, receipt is probable, and the amount can be measured reliably. Income is deferred when the charity has to fulfil conditions before becoming entitled to use such income or where the donor has specified that the income is to be expended in a future period.

### ► Membership subscriptions

Annual memberships are recognised across the year of the membership. Life membership subscriptions are accounted for in the year in which they are received.

### ► Donations and grants

Donations from individuals and income from lotteries are recognised upon receipt. Income from donations and grants, including grants from the UK Government

and capital grants, is included in incoming resources when it is receivable, except as follows:

- ▷ When donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- ▷ When donors impose conditions which have to be qualified before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

### ► Legacies

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified with reasonable certainty.

### ► Donated facilities and professional services

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit is probable, it can be measured reliably, and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity, for example the amount the charity would be willing to pay in the open market for such facilities and services. A corresponding amount is recognised in expenditure.

No amount is included in the financial statements for volunteer time in line with the Charities SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

### ► Commercial trading activities

Income from commercial activities is included in the period in which the charity is entitled to receipt.

## Resources expended

Expenditure is included when incurred on an accruals basis. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of resources.

### ► Costs of generating and servicing membership subscriptions

These represent costs incurred in encouraging individuals to subscribe to the charity and the servicing of those individuals including provision of the members' magazine.

► **Costs of raising donations and legacies**

Fundraising expenditure comprises costs incurred in encouraging people and organisations to contribute financially to the charity's work through donations and grants. This includes a proportion of salaries and overhead costs of the staff who promote fundraising.

► **Commercial trading costs**

These represent costs incurred in raising funds through the online shop.

► **Expenditure on charitable activities**

These represent costs incurred in activities aimed at achieving the charity's four strategic outcomes of a better protected ocean, a cleaner ocean, a healthier ocean and an ocean for everyone. The costs include the salary costs of those working directly on these activities, other direct costs such as equipment and travel costs and a share of support costs. Where an activity is aimed at achieving more than one outcome, the costs are allocated out between the relevant outcomes.

► **Staff costs**

The allocation of staff costs between individual unrestricted funds is based on the estimated split of staff time for each individual employee of the charity. The allocation of staff costs to restricted funds is based on the estimated split of staff time, up to the maximum amount that the funder will allow. Some funders do not cover all the staff costs of a project and so full staff costs cannot be allocated to those funds.

► **Support costs (including governance)**

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves constitute the output of the charitable activity. These include office costs, the cost of administration and governance such as the audit fee and insurance. These are allocated to all activities (charitable and raising funds) on the basis of the number of full-time equivalent staff employed within each activity. The allocation of general support costs to restricted funds is based on the full-time equivalent staff working on each project, up to the maximum amount that the funder will allow. Some funders do not allow overhead costs and so full costs cannot be allocated to those funds.

## **Tangible fixed assets**

All assets costing more than £1,000 are capitalised. Depreciation is provided at the following rates in order to write off each asset over its estimated useful life:

- Fixtures and fittings: 15% to 20% on cost
- Computers and equipment: 25% to 33.3% on cost

## **Investments**

In the charitable company's individual financial statements, investments in the charitable company's subsidiaries are included at cost less any provisions for impairment.

## **Stocks**

Stocks are valued at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete, and slow-moving stock where appropriate.

## **Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments such as trade debtors and creditors with no stated interest rate and receivable or payable within one year, which are recorded at transaction price. Any losses arising from impairment are recognised in the income statement in other operating expenses. Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting.

## **Debtors and cash**

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid net of any trade discounts due. Cash and cash equivalents comprise cash on hand and demand deposits and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk to changes in value.

## **Creditors**

Trade and other creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

## Provisions

Provisions are recognised when the charity has a present obligation as a result of a past event, it is probable that a transfer of economic benefits to a third party will be required to settle the obligation and the amount can be measured reliably. By their nature, provisions are often based on estimates, but they are recognised only when they can be estimated reasonably reliably.

## Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

## Pensions

Contributions in respect of the charity's defined contribution pension scheme are charged to the Statement of Financial Activities for the year in which they are payable to the scheme.

## Tax

Where applicable, income is recognised net of any output Value Added Tax and the cost of irrecoverable input Value Added Tax is accounted for in the same period as the expenditure on which it was incurred.

In terms of corporation tax, the charity is usually an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

Any corporation tax payable by the charity or one of its subsidiaries would be recognised in the period in which the taxable profit is generated. However, usually no corporation tax is payable because trading income is received by the subsidiary trading companies (not the charity) and the subsidiary companies distribute all the taxable profits to the charity as a Gift Aid donation.

## Funds accounting

Funds held by the charity are:

### ► Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

### ► Designated funds

These are funds set aside by the Trustees out of unrestricted general funds for specific purposes or projects.

### ► Restricted funds

These are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements (note 22).

## Foreign currencies

The consolidated financial statements are presented in pounds sterling (£), which is the charitable company's functional and presentational currency.

Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting. Foreign exchange gains and losses incurred in respect of monetary assets are shown within expenditure. Foreign exchange gains and losses in respect of non-monetary assets are shown between net income/(expenditure) and net movement in funds before other recognised gains and transfers and net movement in funds.

## Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make some judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for income and expenditure. However, the nature of estimation means that actual outcomes could differ from those estimates.

Significant judgement is applied when assessing whether grant funding received should be accounted for either as a donation grant or as a performance-related services grant. Whether a contract is accounted for either as a donation grant or as a performance-related grant has a material impact on the timing of when such income is recognised.

Grant income includes grants for single projects accounted for as performance-related grants using the percentage of completion method. Percentage of completion has been estimated based on the ratio of costs to date at the balance sheet date compared to total expected project costs (including future project costs). The use of the percentage of completion method is considered a critical judgement and the value for future project costs included in total project costs used in the calculation is considered a key estimation.

# Notes to the financial statements

<b>1 Income from donations and legacies</b>	<b>Unrestricted funds 2024 (£)</b>	<b>Restricted funds 2024 (£)</b>	<b>Total funds 2024 (£)</b>	<b>Total funds 2023 (£)</b>
Membership subscriptions and adoptions	597,436	-	<b>597,436</b>	640,254
Legacies	145,700	-	<b>145,700</b>	49,708
Donations – trusts and companies	1,974,881	188,090	<b>2,162,971</b>	1,977,025
Donations – individuals	350,783	42,521	<b>393,304</b>	336,388
Other fundraising income	66,311	1,920	<b>68,231</b>	68,958
	<b>3,135,111</b>	<b>232,531</b>	<b>3,367,642</b>	<b>3,072,333</b>
For the year ended 31 March 2023	2,792,026	280,307	-	3,072,333

Donations from trusts and companies include £64,850 (2023: £73,170) of donated services or goods. We are very grateful for all this support, enabling us to benefit from advice and services that the charity might otherwise not be able to afford.

<b>2 Income from charitable activities</b>	<b>Unrestricted funds 2024 (£)</b>	<b>Restricted funds 2024 (£)</b>	<b>Total funds 2024 (£)</b>	<b>Total funds 2023 (£)</b>
Grants	-	1,055,931	<b>1,055,931</b>	869,296
Beach cleans	144,001	-	<b>144,001</b>	122,250
Education and sales	53,162	26,710	<b>79,872</b>	55,685
	<b>197,163</b>	<b>1,082,641</b>	<b>1,279,804</b>	<b>1,047,231</b>
For the year ended 31 March 2023	214,592	832,639	-	1,047,231

<b>3 Income from other trading activities</b>	<b>Total funds 2024 (£)</b>	<b>Total funds 2023 (£)</b>
Sales	100,087	1,135
Sponsorship	96,250	80,000
All income from other trading activities is unrestricted.	<b>196,337</b>	<b>81,135</b>

<b>4 Income from investments</b>	<b>Total funds 2024 (£)</b>	<b>Total funds 2023 (£)</b>
Bank interest received	14,033	4,605
All income from investments is unrestricted.	<b>14,033</b>	<b>4,605</b>

<b>5 Other Income</b>	<b>Unrestricted funds 2024 (£)</b>	<b>Restricted funds 2024 (£)</b>	<b>Total funds 2024 (£)</b>	<b>Total funds 2023 (£)</b>
Royalties and licences	140,313	131,916	<b>272,229</b>	460,909
	<b>140,313</b>	<b>131,916</b>	<b>272,229</b>	<b>460,909</b>
For the year ended 31 March 2023	385,909	75,000	–	460,909

<b>6 Expenditure on raising funds</b>	<b>Direct staff costs 2024 (£)</b>	<b>Other direct costs 2024 (£)</b>	<b>Support costs 2024 (£)</b>	<b>Total 2024 (£)</b>	<b>Total 2023 (£)</b>
Costs of generating and servicing memberships	112,349	103,974	39,796	<b>256,119</b>	252,770
Costs of raising other donations and legacies	450,157	55,833	131,722	<b>637,712</b>	624,884
Commercial trading costs	62,139	–	4,217	<b>66,356</b>	89,738
	<b>624,645</b>	<b>159,807</b>	<b>175,735</b>	<b>960,187</b>	<b>967,392</b>
For the year ended 31 March 2023	627,359	183,444	156,589	–	967,392

<b>7 Expenditure on charitable activities</b>	<b>Direct staff costs 2024 (£)</b>	<b>Other direct costs 2024 (£)</b>	<b>Support costs 2024 (£)</b>	<b>Total 2024 (£)</b>	<b>Total 2023 (£)</b>
Better protected	803,016	408,897	228,113	<b>1,440,026</b>	1,608,225
Cleaner ocean	612,857	125,728	171,467	<b>910,052</b>	1,105,030
Healthier ocean	609,305	136,433	179,887	<b>925,625</b>	984,229
For everyone	449,777	149,584	132,030	<b>731,391</b>	901,280
	<b>2,474,955</b>	<b>820,642</b>	<b>711,497</b>	<b>4,007,094</b>	<b>4,598,764</b>
For the year ended 31 March 2023	2,700,787	1,120,563	777,414	–	4,598,764

<b>8 Support costs</b>	<b>Property costs 2024 (£)</b>	<b>Admin staff costs 2024 (£)</b>	<b>Admin other costs 2024 (£)</b>	<b>Govern- ance costs 2024 (£)</b>	<b>Total 2024 (£)</b>	<b>Total 2023 (£)</b>
Costs of generating and servicing membership subscriptions	3,558	24,269	6,421	5,548	39,796	35,446
Costs of raising other donations and legacies	11,776	80,332	21,252	18,362	131,722	117,295
Commercial trading costs	-	-	-	4,217	4,217	3,848
Better protected	20,393	139,117	36,803	31,800	228,113	253,664
Cleaner ocean	15,329	104,571	27,664	23,903	171,467	231,572
Healthier ocean	16,082	109,706	29,022	25,077	179,887	148,928
For everyone	11,803	80,520	21,302	18,405	132,030	143,250
	<b>78,941</b>	<b>538,515</b>	<b>142,464</b>	<b>127,312</b>	<b>887,232</b>	<b>934,003</b>
Analysed between:						
Raising funds	15,334	104,601	27,673	28,127	175,735	156,589
Charitable activities	63,607	433,914	114,791	99,185	711,497	777,414
	<b>78,941</b>	<b>538,515</b>	<b>142,464</b>	<b>127,312</b>	<b>887,232</b>	<b>934,003</b>

Support costs are allocated to activities based on the FTE staff numbers working on those activities. Property costs include rent, rates, and utility costs for all our offices. Admin staff costs are the staff costs of the Finance, Human Resources, and IT teams. Other admin costs include postage, stationery, equipment, and depreciation of fixed assets (note 14). Governance costs include insurance, audit and legal fees, the cost of trustee meetings and the proportion of management and finance staff costs spent on the governance of the charity.

<b>9 Net incoming resources for the year</b> <i>This is stated after charging:</i>	<b>Total 2024 (£)</b>	<b>Total 2023 (£)</b>
Depreciation	4,622	6,825
Auditor's remuneration:		
audit fees	14,404	13,850
other services	-	-
Equipment rental	1,312	2,023
Trustees' liability insurance	1,955	1,722
Property rental	81,450	86,736
Foreign exchange rate (gains) / loss	2,439	(8,170)

The property rental cost above relates to the lease of the head office at Ross-on-Wye as well as licences to occupy small offices in London and Edinburgh.

## 10 Staff costs and Trustees' remuneration

	Total 2024 (£)	Total 2023 (£)
Salaries and wages	3,085,884	3,184,690
Employer's national insurance contributions	299,042	325,329
Pension costs	175,127	180,183
Redundancy payments	114,703	88,057
	<b>3,674,756</b>	<b>3,778,259</b>

One employee received emoluments in the band £80,000 to £90,000 (2023 – one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £6,495 (2023 – £6,322). One employee received emoluments in the band £60,000 to £70,000 (2023 – none) This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £4,766.

During the year key management received a combined total remuneration including the cost of employer pension and national insurance of £415,592 (2023 – £362,407). Marine Conservation Society is committed to paying all employees at least the real Living Wage as set by the Living Wage Foundation

No trustees received any remuneration in the year (2023: nil) and one trustee claimed expenses during the year for travel and subsistence (2023: one), amounting to £85 (2023: £153).

## 11 Staff numbers

	2024 (average headcount)	2023 (average headcount)	2024 (full time equivalent)	2023 (full time equivalent)
Conservation and engagement programmes	62	70	59	66
Fundraising and servicing membership subscriptions	19	21	16	18
Administration and support	20	19	17	17
	<b>101</b>	<b>110</b>	<b>92</b>	<b>101</b>

## 12 Pension costs

The charity operates a defined contribution scheme for members of staff. The assets of the scheme are held separately from those of the charity, being invested with insurance companies. Pension costs charged in the Statement of Financial Activities represent the contributions payable by the charity in the year. There was nil (2023 – £21,264) accrued at the end of the year representing pension costs payable. Where restricted income funds staff costs, the relevant proportion of pension costs is allocated to those funds.

## 13 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The group's tax liability is minimised by ensuring that any non-charitable income is received by the subsidiary company M C S Sales Limited, and the subsidiary donates the taxable profits from that income to the charity under the Gift Aid Scheme. Further details on M C S Sales Limited are provided in notes 15 and 16.

<b>14 Tangible Fixed Assets (Group and charity)</b>	<b>Fixtures &amp; fittings (£)</b>	<b>Computers &amp; equipment (£)</b>	<b>Total (£)</b>
<b>Cost</b>			
At 1 April 2023	19,689	71,420	<b>91,109</b>
Additions at cost	-	-	-
Disposals	(9,337)	(7,828)	<b>(17,165)</b>
<b>At 31 March 2024</b>	<b>10,352</b>	<b>63,592</b>	<b>73,944</b>
<b>Depreciation</b>			
At 1 April 2023	17,719	63,893	<b>81,612</b>
Charge for the year	408	4,214	<b>4,622</b>
Disposals	(9,337)	(7,830)	<b>(17,167)</b>
<b>At 31 March 2024</b>	<b>8,790</b>	<b>60,277</b>	<b>69,067</b>
<b>Net book value</b>			
<b>At 31 March 2024</b>	<b>1,562</b>	<b>3,315</b>	<b>4,877</b>
At 31 March 2023	1,970	7,527	<b>9,497</b>

<b>15 Investments in subsidiaries (charity only)</b>	<b>2024 (£)</b>	<b>2023 (£)</b>
M C S Sales Limited (company number 1766795)	100	100
Ocean Finance Alliance Limited (company number 1777391)	100	100
	<b>200</b>	<b>200</b>

Investments in subsidiaries held by the charity represent the whole of the issued share capital of each of the companies above. Both companies are registered in England and Wales, with the registered office of Overross House, Ross Park, Ross-On-Wye, Herefordshire, United Kingdom, HR9 7US. The companies were established to carry out trades which were not in themselves charitable (and which could not, therefore, be conducted by the charity) but where all the profits were gifted to the charity, providing an additional income source to fund marine conservation.

Marine Biological Consultants Limited was renamed to Ocean Finance Alliance Limited on 20th October 2023, is not trading and is dormant.

M C S Sales Limited conducts corporate fundraising including sponsorship to raise money for the Marine Conservation Society. A summary of the results of M C S Sales Limited is shown in note 16 and full accounts are filed with Companies House each year.

## 16 Performance of M C S Sales Limited

	Year ended 31 March 2024 (£)	Year ended 31 March 2023 (£)
<b>Statement of comprehensive income</b>		
Turnover	461,333	526,037
Cost of sales	(79,135)	(90,890)
<b>Gross profit</b>	<b>382,198</b>	<b>435,147</b>
Administrative costs	(3,754)	(15,848)
<b>Operating profit</b>	<b>378,444</b>	<b>419,299</b>
Tax on operating profit	-	-
<b>Total comprehensive income for the year</b>	<b>378,444</b>	<b>419,299</b>
Gift aid donation to parent charity relating to profits from previous year	-	45,311
Gift aid donation to parent charity from profits in current year	378,444	419,299
<b>The assets and liabilities of the company were</b>		
Current assets	446,690	236,171
Current liabilities	(446,590)	(236,071)
<b>Total net assets</b>	<b>100</b>	<b>100</b>
Share capital	100	100

The above subsidiary accounts are before consolidation adjustments. Because all the profits are donated to the charity within the Gift Aid Scheme, no tax is owing.

17 Stocks	The group		The charity	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
Stocks held for resale in online shop	9,464	6,631	9,464	6,631
	<b>9,464</b>	<b>6,631</b>	<b>9,464</b>	<b>6,631</b>

The charity holds stocks of Seasearch books and equipment for sale. The clothes sold online are sold through our partner Teemill, who holds the stock.

18 Debtors	The group		The charity	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
Trade debtors	236,153	245,770	140,602	42,359
Amounts owed by subsidiary	-	-	378,238	172,499
Prepayments and accrued income	395,828	582,501	387,037	573,197
Other debtors	1,041	-	1,041	-
	<b>633,022</b>	<b>828,271</b>	<b>906,918</b>	<b>788,055</b>

19 Creditors: amounts falling due within one year	The group		The charity	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
Trade creditors	78,637	77,965	78,170	77,965
Tax and social security	119,047	143,414	87,119	88,855
Accruals	136,537	191,696	133,364	188,196
Deferred income	292,388	231,660	276,137	229,160
Other creditors	2	33,871	2	30,675
	<b>626,611</b>	<b>678,606</b>	<b>574,792</b>	<b>614,851</b>
<b>Deferred income</b> <i>Income received that relates to a future period</i>				
Membership subscriptions	45,744	45,852	45,744	45,852
Corporate memberships and logo licensing	50,958	29,275	34,707	26,775
Grant income received for service delivery	146,576	145,632	146,576	145,632
Income received for events and training	49,110	10,901	49,110	10,901
	<b>292,388</b>	<b>231,660</b>	<b>276,137</b>	<b>229,160</b>

All of the deferred income as at 31 March 2023 was released into the SOFA in the 2023-2024 financial year.

## 20 Operating lease commitments

As at 31 March 2024 the charity had total commitments under non-cancellable operating leases as below:

	2024 (£)	2023 (£)
<b>Land and buildings</b>		
Leases expiring within one year	49,400	59,570
Leases expiring within two to five years	31,592	26,084
	<b>80,992</b>	<b>85,654</b>

## 21 Provision for liabilities (Group and charity)

	2024 (£)	2023 (£)
At the beginning of the year	16,117	13,791
Addition / (reduction) for dilapidations	(10,388)	2,326
<b>At the end of the year</b>	<b>5,729</b>	<b>16,117</b>

The provision relates to the lease of the office at Ross-on-Wye.

## 22 Statement of group funds

	At 1 April 2023 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2024 (£)
<b>Unrestricted funds</b>					
General reserves	-	3,682,957	(3,663,617)	(1,973)	17,367
Designated funds (contingency fund)	1,124,404	-	-	-	1,124,404
	1,124,404	3,682,957	(3,663,617)	(1,973)	1,141,771
<b>Restricted funds</b>					
General conservation					
SealIFE	-	56,562	(58,535)	1,973	-
Blue Carbon	1,012	45,000	(44,848)	-	1,164
Deposit Return Scheme	-	30,021	-	-	30,021
Tyres and Road Run Off	-	25,000	(4,733)	-	20,267
Fisheries programme					
Good Fish Guide transformation	36,174	157,085	(53,818)	-	139,441
Other fisheries funds	-	15,000	-	-	15,000
Aquaculture projects	74,580	129,528	(102,903)	-	101,205
Ocean recovery programme					
ReMEDIES	-	20,767	(17,912)	2,647	5,502
Other seagrass projects	93,244	64,683	(67,370)	(2,647)	87,910
National Seasearch	100	86,580	(47,110)	-	39,570
British Virgin Islands Turtle Conservation	-	30,820	(30,820)	-	-
Anguilla Shark Conservation	-	126,731	(126,731)	-	-
Other UK Overseas Territories	12,927	52,376	(48,522)	-	16,781
Other ocean recovery funds	59,407	91,605	(93,326)	-	57,686
Social science programme					
Agents of Change	8,662	-	(8,662)	-	-
Marine CoLab	13,116	-	(13,116)	-	-
Wild Coast Sussex	-	28,828	(28,828)	-	-
Environmental Behaviours	22,130	-	(8,122)	-	14,008
Engagement programme					
Sea Champions Bridlington	36,796	-	(18,022)	-	18,774
Education general funds	51,945	187,103	(214,195)	-	24,853
Scottish Education Roadshow	-	19,396	(19,396)	-	-
Other engagement funds	19,162	115,000	(107,374)	-	26,788
Wales programme	25,000	-	(25,000)	-	-
Natur am Byth!	-	67,680	(67,680)	-	-
Scotland programme	-	-	682	-	682
Restoration Forth	-	97,323	(97,323)	-	-
<b>Total funds</b>	<b>454,255</b>	<b>1,447,088</b>	<b>(1,303,664)</b>	<b>1,973</b>	<b>599,652</b>
	<b>1,578,659</b>	<b>5,130,045</b>	<b>(4,967,281)</b>	<b>-</b>	<b>1,741,423</b>

**22 Continued**

<b>Comparative statement of group funds for the year ended 31 March 2023</b>					
	<b>At 1 April 2022 (£)</b>	<b>Income (£)</b>	<b>Expenditure (£)</b>	<b>Transfers (£)</b>	<b>At 31 March 2023 (£)</b>
<b>Unrestricted funds</b>					
General reserves	429,964	3,478,267	(3,919,980)	11,749	-
Designated funds	1,208,886	-	-	(84,482)	1,124,404
	1,638,850	3,478,267	(3,919,980)	(72,733)	1,124,404
<b>Restricted funds</b>					
General conservation	1,998	-	(1,998)	-	-
SeaLIFE	-	127,525	(132,491)	4,966	-
Blue Carbon	-	24,881	(23,869)	-	1,012
Fisheries programme					
Good Fish Guide transformation	296,803	-	(260,629)	-	36,174
Other fisheries funds	2	23,667	(23,669)	-	-
Aquaculture projects	-	96,929	(22,349)	-	74,580
Ocean recovery programme					
ReMEDIES	-	21,328	(41,000)	19,672	-
Other seagrass projects	64,365	28,643	(49,873)	50,109	93,244
Fish INTEL	-	24,960	(27,426)	2,466	-
National Seasearch	100	75,000	(75,000)	-	100
British Virgin Islands Turtle Conservation	-	53,609	(53,609)	-	-
Anguilla Shark Conservation	-	102,158	(102,158)	-	-
Other UK Overseas Territories	17,961	49,291	(50,379)	(3,946)	12,927
Other ocean recovery funds	27,294	111,729	(79,616)	-	59,407
Social science programme					
Agents of Change	29,331	-	(20,669)	-	8,662
Marine CoLab	19,066	30,000	(35,950)	-	13,116
Wildcoast Sussex	-	23,588	(23,588)	-	-
Sussex Nearshore Trawling Byelaw Research	28,009	-	(28,009)	-	-
Environmental Behaviours	34,430	-	(12,300)	-	22,130
Engagement programme					
Inspiring Blue Recovery	55,365	124,200	(185,987)	6,422	-
Sea Champions Bridlington	82,726	-	(45,930)	-	36,796
Volunteer & community engagement	385	-	-	-	385
Education general funds	73,828	42,200	(62,528)	(1,555)	51,945
Scottish Education Roadshow	12,129	8,000	(20,129)	-	-
Other engagement funds	35,222	-	(18,825)	2,380	18,777
Wales programme	-	25,000	-	-	25,000
Natur am Byth!	-	159,128	(159,795)	667	-
Scotland programme	-	2,395	(2,395)	-	-
Restoration Forth	52,290	33,715	(86,005)	-	-
Restricted assets depreciation fund	8,448	-	-	(8,448)	-
<b>Total funds</b>	<b>839,752</b>	<b>1,187,946</b>	<b>(1,646,176)</b>	<b>72,733</b>	<b>454,255</b>
	<b>2,478,602</b>	<b>4,666,213</b>	<b>(5,566,156)</b>	<b>-</b>	<b>1,578,659</b>

## Unrestricted funds

### General funds

The general reserve represents the free funds of the charity that are not designated for particular purposes.

### Designated funds

The designated reserves are those funds set aside by Trustees as a contingency in the event of future income shortfalls. The Trustees aim to maintain this fund at a level that will support between 3 and 4 months' unrestricted expenditure, based on future plans. At the year end approximately 3.1 months of unrestricted expenditure was held in the designated fund.

### Restricted funds

All restricted funds are for specific conservation or educational projects in the UK and overseas. These funds are recorded and managed individually by project but, for ease, the smaller projects are broadly categorised in these accounts by type of activity.

### General conservation

Funds within this programme supported our work across the UK to address critical threats to our marine environment and wildlife.

- ▷ **SeaLIFE** – SeaLIFE was an EU Life funded programme to address the need for increased attention on blue carbon and the potential of the marine environment to sequester carbon from the atmosphere. It supported our Marine Protected Areas work across England, Scotland and Wales, including our Marine Unprotected Areas report and lobbying for improved management of marine protected areas. We also supported the Sussex Inshore Fisheries & Conservation Authority in their adaptive management consultation process, bringing together key stakeholders. In addition, SeaLIFE brought the youth voice into our organisation, enabling the launch of our Youth Ocean Network.
- ▷ **Blue Carbon** – This funding enabled the initiation of our natural capital programme of work. It supported us to bring together a range of stakeholders from across the financial sector under the banner of generating sustainable marine finance to enable ocean recovery, facilitated by private and philanthropic investment.

- ▷ **Deposit Return Scheme** – Funding here supported us to boost our policy activities and lobbying to secure political commitments towards adopting deposit return schemes within the UK.
- ▷ **Tyres & Road Runoff** – This funding enabled us to investigate the impact of tyre particulates and road runoff on the marine environment and waterways connected to the UK's road systems. Our evidence explored the chemicals and pollutants found within road runoff, which would not only persist but also cause harm.

## Fisheries programme

Funds within this programme supported our work to create a healthier ocean by promoting the development of sustainable wild-capture and farmed seafood production.

- ▷ **Good Fish Guide** – Having completed the digital transformation of the Good Fish Guide, we received funding to commence the important next step of critically assessing and updating our rating methodologies, both for wild and farmed fish, so that they remain current, proactive, and robust, and continue to challenge seafood production to be more environmentally sustainable.
- ▷ **Aquaculture projects** – The one-year project 'Shaping a Vision for Environmentally Friendly Seaweed' commenced in June 2023 and included our report on 'UK Shellfish and Seaweed Aquaculture Development – Opportunities, Barriers, and Solutions', which has been published on our website and is informing innovation, guidelines, and next steps for shellfish and seaweed development in the UK. The Aquaculture fund also included funding to recruit an aquaculture policy officer. This ongoing 2.5-year project aims to advocate for the development and implementation of responsible and sustainable aquaculture policies in the UK.

## Ocean recovery programme

Achieving a better protected ocean was the primary focus of funds within this programme, promoting the laws and policies designed to protect our seas. Included within this programme were the following funds:

- ▷ **ReMEDIES** – This project, funded by LIFE and in partnership with Natural England and others, aimed to reduce and mitigate damage to seabed habitats at Natura 2000 sites (Special Areas of Conservation (SACs)) in southern England. The project focused

on seagrass recovery, including reducing pressure from boat moorings. It also included extensive engagement and education with communities and schools on the importance of protecting the seabed for biodiversity and to help tackle climate change.

- ▷ **Other seagrass projects** – Working with Princess Yachts and The Ocean Conservation Trust, Advanced Mooring Systems (a type of low-impact mooring system) were installed into seagrass beds to enable re-growth of seagrass at the base of the mooring chains, making beds denser and blades longer. Additional funding from a members' appeal and corporate supporters Salcombe Gin, The Travel Chapter, Bower Collective, and Hamptons funded our seagrass work.
- ▷ **Seasearch** – This is an ongoing scientific partnership programme with a number of agencies and organisations to involve volunteer recreational divers in the survey of marine species and habitats – a key part of our work to provide an evidence base. This programme included funding from NatureScot, Natural Resources Wales, The Crown Estate, and Natural England.
- ▷ **UK Overseas Territories** – We delivered a range of diverse work under this programme in close collaboration with stakeholders in five Caribbean Territories, to improve management of marine protected areas and better protect iconic marine species including sharks and hawksbill turtles. Funding from a range of charitable trusts supported this programme over the 2023-2024 period enabling us to work with Caribbean communities, including fishers, their families, women, and youth, supporting empowerment to rightfully occupy their position as marine stewards.
- ▷ **Other Ocean recovery funds** – These included funds from Seas at Risk and others for work to increase protection for marine protected areas.

## Social science programme

- ▷ **Agents of Change** – We secured funding for a staff post to work towards improving community understanding and support for local marine protected areas. An initiative from the Marine CoLABoration (CoLAB), the project aimed to address the fact that communities know little about their Marine Protected Areas and worked with all stakeholders to help recover their marine environment. Funding ended during the year to 31 March 2024.
- ▷ **Marine CoLAB** – The Marine CoLAB provided time and resources for the marine conservation sector to build on what works, learn from other

sectors and parts of the world, and develop tools and approaches with the potential to increase the scale and pace of beneficial change. This funding supported work to scope the potential of collaborative work around Ocean Literacy through the 'We are Ocean' collective. Funding ended during the year to 31 March 2024.

- ▷ **Wild Coast Sussex** – In partnership with Sussex Wildlife Trust and others, and funded by the National Lottery Heritage Fund, this project (previously called Sussex by the Sea) aimed to positively influence human behaviours, particularly in the 16-25 year old age range, that are contributing to the decline of marine life off the Sussex coast. Funding ended during the year to 31 March 2024.
- ▷ **Environmental Behaviours** – These funds allowed us to carry out social science-based research into the health and wellbeing benefits of the coast and to explore how best we inspire action from a wider range of people. In addition to these specific funds, the team contributed to qualitative research as part of other projects in the UK and the UK Overseas Territories in the Caribbean.

## Engagement programme

These funds supported a range of projects focussing on our 'for everyone' goal.

- ▷ **Sea Champions Bridlington** – Major donor funding enabled us to deliver an environmental project to serve the locality of Bridlington and surrounding areas. It included engaging volunteers in marine conservation activities such as beach cleans, citizen science, and education, along with wider engagement with communities, local authorities and businesses across the wider Yorkshire area.
- ▷ **Education** – These funds supported our learning & education programme to increase the participation of young people in marine conservation and improve ocean literacy through education workshops, live online lessons and resources, other curriculum-linked resources, and the creation of Ocean-Friendly School Awards.
- ▷ **Scottish Education Roadshow** – The Protecting Scotland's Seas roadshow is a marine-themed education experience featuring a selection of options tailored for schools and youth groups to engage with the marine and outdoor environment. Funding received during the year helped us reach even more young people across Scotland.
- ▷ **Other engagement funds** – These funds included other community engagement projects around the UK.

## Wales programme

In 2022–2023 we received funding from charitable trusts towards our work in Wales. Funds were carried forward to support the salary costs of delivering our Wales conservation work until 31 December 2023.

- ▷ **Natur am Byth!** – We have been working in a partnership led by Natural Resources Wales with a network of environmental charities. We are now collaborating to deliver Stage 2, Wales' largest natural heritage and outreach programme to save species from extinction and reconnect people to nature.
- ▷ **Hiraeth Yn Y Môr** – Funded by Welsh Government and the National Lottery Heritage Fund, this project pioneered ocean literacy engagement in Wales, through amplifying the Well-being of Future Generations Act. It set out to empower the coastal communities of North East Wales, improve the sustainable management of our North Wales marine protected area, Liverpool Bay Special Protection Area and the wider marine environment and provide evidence to inform practical conservation action for marine environments in Wales. The funds were included within the Education general funds line of Note 22.

## Scotland programme

In 2022–2023 we secured funding to facilitate the attendance of youth volunteers at the SeaScotland conference in Scotland, together with Scottish Environment LINK. A small proportion of this funding was carried forward to 2023–2024.

- ▷ **Restoration Forth** – In partnership with WWF (World Wide Fund for Nature) and Heriot-Watt University, Restoration Forth is a project working with communities and organisations to restore seagrass meadows and European flat oysters in the Firth of Forth. By the end of 2023, the project restored one hectare of seagrass and deployed the first European flat oysters into the Firth of Forth in 100 years. The project also trained hundreds of local community members in restoration techniques and skills.

## Transfers between funds

- ▷ Funds have been transferred from general funds into specific project funds where corporate supporters have paid us royalty payments that are unrestricted when received by M C S Sales but which they have asked to be directed to specific work such as seagrass restoration.
- ▷ Unrestricted funds have been transferred from the general fund into the SealIFE funds to ensure matched funding requirements set by grant givers are met.
- ▷ A transfer was made between Other seagrass projects and ReMEDIES to meet match funding requirements.
- ▷ A transfer was made from general funds to the Natur Am Byth! fund to cover our agreed partner contribution during the development stage.

<b>23 Analysis of net assets between funds</b>	<b>Restricted funds (£)</b>	<b>Designated funds (£)</b>	<b>General funds (£)</b>	<b>Total funds 2024 (£)</b>	<b>Total funds 2023 (£)</b>
<b>2024</b>					
Tangible fixed assets	-	4,877	-	4,877	9,497
Net current assets	599,652	1,119,527	17,367	1,736,546	1,569,162
	<b>599,652</b>	<b>1,124,404</b>	<b>17,367</b>	<b>1,741,423</b>	<b>1,578,659</b>
<b>2023</b>					
Tangible fixed assets	-	9,497	-		9,497
Net current assets	454,255	1,114,907	-		1,569,162
	<b>454,255</b>	<b>1,124,404</b>	<b>-</b>		<b>1,578,659</b>

#### 24 Financial performance of the charity

The consolidated statement of financial activities includes the results of the sponsorship, other corporate fundraising and online retail sales conducted by M C S Sales Limited.

The summary financial performance of the charity alone is:

	<b>2024 (£)</b>	<b>2023 (£)</b>
Income	4,668,528	4,140,181
Gift Aid donation and other income from subsidiary company	394,976	481,610
	<b>5,063,504</b>	<b>4,621,791</b>
Expenditure	(4,900,925)	(5,476,418)
<b>Net (expenditure)/income</b>	<b>162,579</b>	<b>(854,627)</b>
Total funds brought forward	1,578,944	2,433,571
<b>Total funds carried forward</b>	<b>1,741,523</b>	<b>1,578,944</b>
Represented by:		
Restricted funds	599,652	454,255
Unrestricted funds	1,141,871	1,124,689

#### 25 Related party transactions

There were no related party transactions during the year.

**26 Comparative consolidated statement of financial activities**

Income and expenditure	Unrestricted funds 2023 (£)	Restricted funds 2023 (£)	Total funds 2023 (£)
<b>Income from</b>			
Donations and legacies	2,792,026	280,307	3,072,333
Charitable activities	214,592	832,639	1,047,231
Other trading activities	81,135	-	81,135
Investments	4,605	-	4,605
Other	385,909	75,000	460,909
<b>Total income</b>	<b>3,478,267</b>	<b>1,187,946</b>	<b>4,666,213</b>
<b>Expenditure on</b>			
Raising funds	965,392	2,000	967,392
Charitable activities:			
Better protected	773,693	834,532	1,608,225
Cleaner ocean	1,009,399	95,631	1,105,030
Healthier ocean	654,444	329,785	984,229
For everyone	517,052	384,228	901,280
<b>Total expenditure</b>	<b>3,919,980</b>	<b>1,646,176</b>	<b>5,566,156</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>	<b>(441,713)</b>	<b>(458,230)</b>	<b>(899,943)</b>
Net gains on investment assets	-	-	-
<b>Net income/(expenditure)</b>	<b>(441,713)</b>	<b>(458,230)</b>	<b>(899,943)</b>
Transfers between funds	(72,733)	72,733	-
<b>Net income/(expenditure) and net movement in funds for the year</b>	<b>514,446</b>	<b>(385,497)</b>	<b>(899,943)</b>
Funds at the start of the year	1,638,850	839,752	2,478,602
<b>Funds at the end of the year</b>	<b>1,124,404</b>	<b>454,255</b>	<b>1,578,659</b>

# Acknowledgements of financial and other support

We would like to thank all the individuals and organisations who made our work this year possible.

## Charitable trusts, foundations and grant funders giving £1,000 or more:

A And R Woolf Charitable Trust, The	Harbinson Charitable Trust	National Lottery Heritage Fund, The
Alfred and Frances Rubens Charitable Trust, The	Helvellyn Foundation, The	Natur Am Byth
Anson Charitable Trust, The	Highlands & Islands Environment Foundation (HIEF)	Natural Resources Wales
Barker Charitable Trust Limited, The	Hugh Fraser Foundation, The	Nature Networks Fund (National Lottery Heritage Fund and Welsh Government)
Chalk Cliff Trust	Hurtigruten Foundation	NatureScot
Cobb Charity	Inch Cape Foundation	ORP Foundation, The
Constance Travis Charitable Trust, The	J & J R Wilson Trust	Ocean Conservancy
Darwin Initiative, The	James Wood Bequest Fund	Orchard Family Charitable Trust, The
David Brooke Charity, The	John Cowan Foundation, The	PF Charitable Trust
David James Wilson Memorial Fund	John Ellerman Foundation	Peacock Charitable Trust
David Uri Memorial Trust	John Swire 1989 Charitable Trust	Percy Hedley 1990 Charitable Trust, The
Department for Environment Food and Rural Affairs	Joseph Strong Frazer Trust, The	Peter Storrs Trust
Department of Agriculture, Environment and Rural Affairs of Northern Ireland	Lady Hind Trust, The	Players of People's Postcode Lottery
Depeche Mode x Hublot x Conservation Collective Memento Mori Tour charity partnership	Landfill Disposals Tax Communities Scheme, administered by WCVA	Princess Anne's Charities, The
Dulverton Trust, The	Leslie Mary Carter Charitable Trust, The	Pump House Trust
EU Interreg 2 Seas	Levine Family Foundation	Q Charitable Trust
EU LIFE 2020 NG04GD	Lighthouse Giving	Rockcliffe Charitable Trust
EU LIFE Recreation ReMEDIES	Lochlands Trust	Royal Society for Protection of Birds
Ernest Kleinwort Charitable Trust	Lyndal Tree Foundation, The	Ruth Smart Foundation
Esmée Fairbairn Foundation	M J Camp Charitable Foundation	Sabina Sutherland Charitable Trust
Fishmongers' Company's Fisheries Charitable Trust	Marjorie Coote Animal Charity Trust, The	Sandra Charitable Trust
Garfield Weston Foundation	Marsland McAdoo Charitable Settlement	Scottish Environment LINK
George A Moore Foundation, The	Martin Charitable Trust, The	Seas At Risk
Goldcrest Charitable Trust, The	Michael Marks Charitable Trust	Simon Gibson Charitable Trust, The
	Moondance Foundation, The	Treasure Charitable Trust
	Movement for Good	Valentine Charitable Trust, The
	Nancie Massey Charitable Trust	WWF-UK
		Wyndham Charitable Trust, The

## Organisations and companies contributing £5,000 or more towards our income and charitable objectives through donations and corporate partnership agreements:

Accrol Papers	Eleos Compliance	Richemont UK
Aldi Stores	Enterprise Rent-A-Car UK	Roja Parfums
Beiersdorf UK	FatFace	Romo
Bourne Leisure	Glenmorangie	Salcombe Distilling Company
Bunzl PLC	Green People	Sky UK
Calendar Club UK	Hamptons	St Austell Brewery
Cargill	ISS World	Teemill
Compass Group UK&I	Maritime Strategies International	Travel Chapter, The
Crew Clothing Company	Marks & Spencer	Triton Showers
Cully & Sully	Parlez-uk	UBS Business Solutions AG
Dartmouth Brands	Pilot Pen Company	Wrendale Designs
Dorset Tea	Princess Yachts	Zurich Insurance UK
Dreamseeker Music	PwC UK	

**Organisations and companies contributing £1,000 or more from company memberships:**

Abel & Cole  
Blue Skies Lifestyle  
Blueberry Financial  
British Design Shop  
Clarity Environmental  
Excel Networking Solutions  
Holidaycottages.co.uk  
i3Works  
IT Naturally  
Just Enough Brave  
Molesworth & Bird  
Optical Express  
Polyco Healthline  
Rapesco Office Products  
Recorra  
RX Architects  
Shibui Tea  
St Hilda Sea Adventures  
Talomon Capital

**Individuals giving gifts of £5,000 or more:**

Xavier Menguy  
Philip Trehern

**Legacies and in memoriam donations:**

Alan Jessup  
Alan Strutt  
Alice Farrands  
Andrew Craig  
Barbara Lynn Murray  
Barbara Mary Jones  
Betty Crampton  
Bruce Bassam  
Cecilia Ee-Pin Denney  
David Albon  
David McMonagle  
Donald Sinden  
Edward Wainwright  
Hans Oskar Hoff  
Harriet Langridge  
Jackie Merrifield  
Jamie Khandke  
Janet Jones  
Kalyan Rao  
Laura Corrigan  
Lee Hines  
Lesley Hines  
Mallory Mediodia Raphael  
Margot Gibbs  
Martin Johns  
Michael Hawdon  
Mike Haigh  
Mike Portelli  
Natalia Adamek  
Peter Waddington  
Peter Wyatt Livesley  
Philippe Guillo  
Richard Elton  
Dr Robin Crump  
Ron Mitson  
Rosanne Fotherby  
Sam Dawson  
Scott Seddon  
Shirley P King  
Stephen Emerson  
Stephen Kenneth Brindle  
Stephen Watson  
Suzanne Joy Armstrong  
Thomas Deighton  
Thomas E. Brown  
Thomas Malcolm Potts  
Tia Pandit  
Tim Macer  
Tom Evans

**Patrons, supporters, members and groups:**

**Ocean Ambassadors**

Prof Ben Garrod  
Cyrus Todiwala OBE DL  
Deborah Meaden  
Doug Allan  
Fernando Montaña  
Inka Cresswell  
Iolo Williams  
Lizzie Daly  
Miranda Krestovnikoff  
Sarah Jackson  
Simon Reeve  
Susie Rodgers MBE  
Tom 'The Blowfish' Hird  
Zoe Lyons

We would like to thank our members, local groups, and Sea Champion volunteers for their support of our conservation activities and fundraising efforts over the year. Thanks also to all the volunteers who supported our projects and/or gathered vital information through Beachwatch, the Great British Beach Clean, Seasearch, Jellyfish, Basking Shark and Turtle Watch.

Also, to the many individual and community participants, dive clubs, sports clubs, youth and member organisations and school and college students who raised money to support our work.

**Pro bono support:**

We would like to thank the following supporters for their pro bono support during the last year:

Apprenticeship College Ltd, The  
Deloitte LLP  
DeskLodge  
John Ellerman Foundation  
LSP Leadership  
Mayer Brown LLP  
National Museum of Scotland  
Ocean Outdoor  
Polyco Healthline  
Simmons & Simmons LLP

*We would like to extend our thanks to our valued donors who wish to remain anonymous.*

# Reference and administrative information

## Charity name

Marine Conservation Society

## Charity registration number

1004005 (England & Wales)

SC037480 (Scotland)

## Company registration number

02550966

## Registered office and operational address

Overross House,  
Ross Park,  
Ross-on-Wye HR9 7US

## London operational address

Metal Box Factory,  
30 Great Guildford Street,  
Bankside SE1 0HS

## Scottish operational address

CBC House,  
24 Canning Street,  
Edinburgh EH3 8EG

## Principal professional advisors

### Auditors

Saffery LLP,  
St Catherine's Court,  
Berkeley Place, Clifton,  
Bristol BS8 1BQ

### Bankers

Barclays Bank,  
Leicester LE87 2BB

Lloyds Bank,  
8 High Town,  
Hereford HR1 2AE

## President

HRH King Charles III

## Trustees

The Trustees listed below were Trustees for the whole of the year ended 31 March 2024 and until the date of this report unless stated otherwise:

Amanda Nobbs Chair

Mark Haviland Vice Chair

Susan Ronaldson Treasurer

Simon Brockington  
*from 30 August 2024*

Polly Burns

Wadham Downing  
*from 30 August 2024*

Jonathan Hall

Martin Koehring  
*from 30 August 2024*

Joyce Lorigan

Deborah Mahon

Jessica Montgomery

Will Oulton

Seth Richardson

Rebecca Rodney

Rajah Roy  
*from 30 August 2024*

Helena Thernstrom

Stefano Tiratelli

## Executive Team

The members of the Executive Team were in post for the whole of the year ended 31 March 2024 and until the date of this report unless stated otherwise:

Sandy Luk  
Chief Executive Officer

Gareth Cunningham  
Interim Director of Conservation & Policy  
*from 31 July 2023*

Director of Conservation & Policy  
*from 31 October 2023*

Huw Davies  
Director of Finance & Resources  
*from 31 October 2023*  
and Company Secretary  
*from 30 November 2023*

Kate Jacques  
Director of Fundraising & Development  
*from 13 November 2023*

Jennifer Mitchell  
Director of Communications & Engagement

Katherine Stephenson-Hall  
Director of Fundraising & Development  
*until 10 October 2023*

Jayne Tucker  
Interim Director of Finance & Resources  
*until 30 November 2023*  
and Company Secretary  
*until 30 November 2023*

Chris Tuckett  
Director of Conservation & Policy  
*until 19 July 2023*



# MARINE CONSERVATION SOCIETY

[mcsuk.org](https://mcsuk.org)

Email: [info@mcsuk.org](mailto:info@mcsuk.org)

Marine Conservation Society,  
Overross House, Ross Park,  
Ross-on-Wye, HR9 7US

Telephone: 01989 566017

 [mcsuk](https://www.facebook.com/mcsuk)  [mcsuk](https://twitter.com/mcsuk)  [mcs\\_uk](https://www.instagram.com/mcs_uk)

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**MARINE CONSERVATION SOCIETY**

England & Wales - Charity number 1004005

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# Accounts

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MARINE  
CONSERVATION  
SOCIETY

Annual Impact Report & Accounts  
**2022-2023**



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Ballan wrasse, Cornwall © Sam Mansfield  
 School beach clean, Sandbanks © MCS/Billy Barraclough  
 Shoal of bib © Dan Bolt  
 Dive Project Cornwall © MCS/Billy Barraclough

Front cover Tompot Blenny in Deadman’s fingers © Paul Pettitt  
 Rear cover Lump sucker, Loch Carron © Cathy Lewis



Seagrass © Theo Vickers

## 2022–2023

# A message from our Chief Executive Our collective impact



“We have great plans and work underway to ensure our supporters have a voice and feel part of a community.”

**We are extremely grateful to everyone who has supported the Marine Conservation Society over the past year; those who joined as a member, donated, raised funds, volunteered, partnered and helped to raise awareness of our work.**

Support from our members has allowed us to secure proper protections for vital Marine Protected Areas, remove 17 tonnes of litter from beaches, influence major policy such as Scotland’s Marine Litter Strategy, and raise awareness of ‘forever chemical’ pollution in our seas. Without them, we would not have achieved all that we have.

Our supporters, regardless of whether they ran a marathon in our name, signed a petition or simply promoted our work to their friends and family, enable us to push further, harder and faster for better protections, bigger changes and a more secure future for our ocean. For that, we are extremely grateful.

We want to better engage with our valuable community of members and supporters and are improving how we communicate with them and

their experience with us. From choosing how we engage with them, and about what, to an online, members-only area and exclusive resources, and our exciting new interactive digital magazine, we have great plans and work underway to ensure our supporters have a voice and feel part of a community. This will allow us to engage with our supporters in ways that suit and reflect their lifestyle.

Whether they take part in Seasearch dives, advocate for our causes, head to the beach for our annual Great British Beach Clean or share jellyfish sightings with us, we’re looking forward to hearing more from our supporters, learning about their connection to the sea, and sharing their stories.

We’re looking forward to the coming year, in which we will further our efforts to fight for our seas, set ambitious plans and ensure our ocean remains at the forefront, and we welcome our supporters joining us on this journey.

**Sandy Luk**  
Chief Executive



## A message from our Chair

**We rely on a healthy ocean. Our survival depends on it. Our wellbeing is improved by it. More and more of us, including politicians and business leaders, are realising this and the need to address the current poor health of our seas. We need to act at pace and at scale.**

This year, we have achieved considerable successes, in spite of the difficult economic circumstances. We have also begun to look at how we can achieve a step change in our influence.

Following years of campaigning, we were delighted to see the Government introduce revised management of English offshore Marine Protected Areas (MPAs). Four sites, covering an area the size of The Bahamas, have been closed to bottom towed fishing gear. A further 13 sites are under consultation. This is crucial in ensuring these vulnerable areas receive the protection they need to thrive.

We redoubled our efforts to stop sewage pollution affecting marine habitats, including MPAs. After repeated attempts to work with Defra on developing a plan to reduce untreated sewage in Storm Overflow Discharges, we were left with no choice but to take legal action. We will act as a voice for our ocean and its inhabitants, pushing the UK Government to amend its plan to include coastal waters and MPAs, and impose tighter deadlines on water companies to act.

Our persistence in calling for the urgent introduction of Deposit Return Schemes (DRS) in all UK nations has paid off, with schemes now announced for England, Wales, and Northern Ireland to start in October 2025, with Scotland's scheme now delayed until then also. The data collected by our volunteers on beach cleans across the UK provided evidence of the need for DRS to tackle drinks-related litter polluting our shores. While we wait for their introduction, we will continue to work with fellow eNGOs, politicians and government to ensure that these schemes are delivered as promised.

With the help of our supporters, we have been turning up the pressure on the UK Government to act on 'forever chemicals' which are polluting our waterways, harming our wildlife and further driving the biodiversity crisis. We have been engaging with politicians, industry and the public to raise awareness and call for a ban on forever chemicals in non-essential uses.

In November 2022, we completed our three-year, £1 million transformation of the Good Fish Guide, helping it to remain a trusted and leading guide on sustainable seafood. It is now easier for consumers to check the sustainability of seafood products, while supporting companies to make their seafood policies more ocean friendly through our Good Fish Guide for Business.

Of particular note this year is the work we have embarked on to develop our Ocean Recovery Strategy. We have been looking at how to accelerate large-scale habitat and species recovery and stewardship. Reaching out to new partners, we will do this through restoration projects across the UK, working with people and local communities to connect them with the ocean and help it recover. We will advocate for effective ocean management and investment policies, ensuring that our seas are properly protected and able to recover.

This greater ambition would not be possible without the vision, knowledge and commitment of our staff, Trustees, ambassadors, and many supporters. Together, we have our sights set on a cleaner, healthier, and better protected ocean for us all.

We have an exciting year ahead.

**Amanda Nobbs**  
Chair of Trustees



**We have been looking at how to accelerate large-scale habitat and species recovery and stewardship. Reaching out to new partners, we will do this through restoration projects across the UK, working with people and local communities to connect them with the ocean and help it recover.”**

Butterfish, Loch Carron © Dan Bolt

# Our year in numbers

Kelp seascape, Cornwall Sam Mansfield; Sea slug on seagrass, Portland Georgie Bull; Purple sunstar, Loch Leven James Lynott; Diving Meanish reef, Isle of Mull Dan Bolt; Volunteer beach clean at Barry, Students learning on the beach at Sandbanks MCS/Billy Barraclough; Juvenile pollack, Totland Laura McConnell; Pollack Peter Bardsley

Over the course of this year, together with our community of supporters, we've spent thousands of hours underwater, on the beach and engaging people of all ages with our ocean. That's just the tip of the iceberg! Here are some of the great numbers we've achieved in another busy year...



**1,137** wildlife sightings were submitted to us, helping us to monitor populations of jellyfish and turtles, and gain valuable insight into ocean health

**194** new Seasearch volunteers were trained to survey underwater habitats. This data helps experts make informed decisions about marine protection



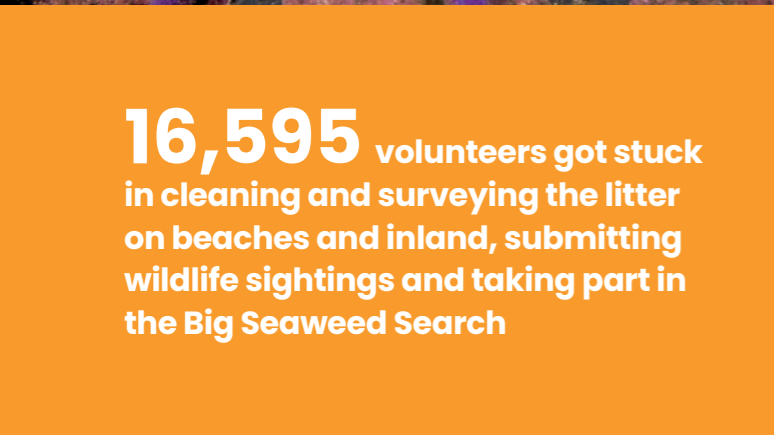
We signed up **4,942** new volunteers

We made **33** alliances and partnerships, educating business and industry on the importance of our ocean



Seasearch divers spent **1,207** hours underwater surveying UK species and habitats

**2,754** citizen science surveys were undertaken by our volunteers, providing evidence for decision makers and influencers to improve the health of our seas



**16,595** volunteers got stuck in cleaning and surveying the litter on beaches and inland, submitting wildlife sightings and taking part in the Big Seaweed Search

**13,874** beach clean volunteers cleared **17** tonnes of litter



**110,000** schoolchildren took part in our lessons in class and online

**572,577** visitors came to our website



**£4,666,213** was raised by our generous supporters and fundraisers

Bold advocacy led to **30** parliamentary mentions

Our marine experts wrote and presented **25** scientific publications



**40%** increase in the audience reach of our improved Good Fish Guide

For every **£1** spent on fundraising we raised **£4.82**

**79p** of every £ was spent on charitable activities

# Our impact

We work with communities across the four nations, and in the UK's Overseas Territories, to protect and conserve our ocean for the future. See where we've been working for a cleaner, better protected and healthier ocean, one we can all enjoy.

- Beach clean & litter surveys
- Big Seaweed Search surveys
- Ocean Friendly Schools
- Scottish Education Roadshows
- Seasearch surveys
- Wildlife sightings
- Marine Protected Area closed to bottom towed gear
- Marine Protected Area fishing byelaw introduced



Working with the University of Exeter and local government in Montserrat to recover turtle populations through community-driven solutions

Through the UK Government's Blue Belt Programme, we've been facilitating progress in marine protected areas and fisheries management, including tackling Illegal, Unreported and Unregulated (IUU) fishing in Turks and Caicos, and Anguilla

Our Scottish Education Roadshow reached 1,342 young people in rural and urban areas with 90% deprivation

We are restoring native oysters in Scotland, deploying 60,000 in the Dornoch Firth through the DEEP project and gathering evidence in preparation for native oyster reintroduction in the Firth of Forth as part of Restoration Forth

Following our intensive input, the Scottish Government updated its Marine Litter Strategy to include action on sewage related debris, plastic pellets, and fishing and aquaculture gear

We used our Good Fish Guide ratings to work with the fishing industry and jointly highlight sustainability concerns to Marine Scotland, urging them to prioritise Fishery Management Plans for fisheries flagged as unsustainable and data limited

Our report influenced the UK Government's decision to introduce a byelaw into Dogger Bank Marine Protected Area, which has since seen a reduction of 98% in fishing activity

From Shetland to Guernsey and Bridgend to Belfast, 13,874 volunteers cleaned over 150,000 metres of beach, collecting 17 tonnes of litter – that's heavier than a double-decker bus!

Through our inland litter cleans, our volunteers collected 239 bags of litter, with a total of 9,297 items removed from our towns, parks and rivers

Following years of campaigning, a process of revised management is now in place in English offshore MPAs, with four sites covering 14,000 km<sup>2</sup> closed to bottom towed gear and a further 13 sites under consultation

We were invited to shape the progress of how the UK manages PFAS 'forever chemicals' and the future Chemicals Strategy through several workshops and meetings with Government

Our engagement with the All Party Parliamentary Group on microplastics raised awareness of microfibres as a significant source of microplastic pollution and there is a second reading of the Microfibres Bill scheduled for Autumn 2023

Using film-based community engagement, we've increased awareness and support of Marine Protected Areas. Increasing understanding of how they impact local communities and what more can be done

Successful introduction of a byelaw in Sussex that has fully protected a large swathe of the marine environment from bottom towed gear

Funding was secured for Hiraeth Yn Y Môr (There's Longing In The Sea) project to grow ocean literacy amongst coastal communities in North East Wales

We engaged with the Welsh fishing industry and Natural Resources Wales to improve understanding of the Good Fish Guide

Effective cross-party lobbying secured a significant Ministerial commitment to improve the marine planning system, which will inform marine planning guidance and decision-making

Dive Project Cornwall took 400 UK schoolchildren into marine environments, where through our projects they gathered and analysed data

We expanded seagrass protection, protecting meadows in Cornwall and Dorset using advanced mooring systems and voluntary no-anchor zones

## Ocean goals

# For a better protected ocean

**We secure spaces where species and habitats can recover. We'll ensure our ocean is better protected and its value for biodiversity and climate change mitigation is recognised. We'll improve marine management and secure well-managed protected areas to recover, nurture and protect species and habitats. And we'll track the progress of ocean recovery.**

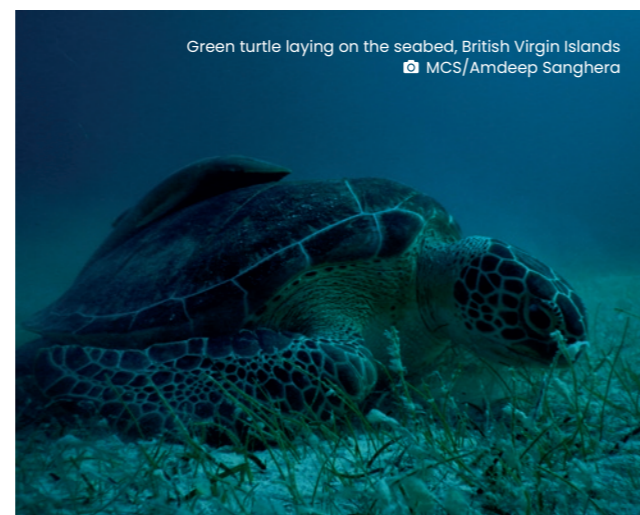
We're campaigning for at least 30% of UK waters to be effectively managed by 2030 to protect wildlife and ecosystems.

### Our achievements:

Our Ocean Restoration work gathers pace as we input our technical skills, engage with communities, and monitor the success of restoration in collaboration with key partners. We have expanded our seagrass protection in England, protecting meadows in two sites in Cornwall and Dorset using advanced mooring systems and voluntary no-anchor zones, with plans to protect a third site off the Isle of Wight. We are restoring native oysters in Scotland, deploying 60,000 in the Dornoch Firth through the DEEP project and gathering evidence in preparation for native oyster reintroduction in the Firth of Forth as part of Restoration Forth.

In Wales, our effective cross-party lobbying has secured a significant Ministerial commitment to improve and enhance the marine planning system, which will inform marine planning guidance and decision making in support of marine ecosystem recovery. The revised approach to planning will provide more balance in protecting the marine environment through strategic environmental compensation at an appropriate level, mapping areas of opportunity for environmental restoration.

We continued to work on protecting and enhancing ocean health in the Caribbean UK Overseas Territories (UKOTs). We secured funding from the UK Government through the Blue Belt Programme, which supports fisheries management and marine protected areas, and have facilitated Turks and Caicos Islands and Anguilla signing up to the programme. In Montserrat, we've been working with the University of Exeter and local government on a Darwin Plus-funded project to recover and manage the island's turtle populations. We collected views on turtle fishery management and habitat conservation measures to generate community-driven solutions which informed policy recommendations to be presented to the Government of Montserrat.



Green turtle laying on the seabed, British Virgin Islands  
MCS/Amdeep Sanghera



Shoal, jellyfish and diver, Orkney  
Alison Moore



Placing oysters in the Dornoch Firth  
Richard Shucksmith

**“At last, we are making progress with management of our offshore MPAs, with UK Government closing large sites off to damaging bottom-towed trawling. If we can exclude bottom-towed gear from all our UK offshore sites, we will start the process of rewilding a significant area of our seabed and our seas will start to recover.”**

**Dr Jean-Luc Solandt**  
Principal Specialist Ocean Recovery



Pipefish, Falmouth  
Cathy Lewis

Building on our experience of bringing an ocean focus to the outcomes of the Climate Change Convention's COP26 in Glasgow in 2021, we have continued to make the case for better protection and management of UK seas. We highlighted the need for the UK to deliver more urgently on its Sustainable Development goal commitments in a UN Global Compact report, which helps inform the actions and advocacy of major businesses to progress sustainable development. We also co-hosted a successful side event at the biodiversity conference, COP15, in Montreal with key decision-makers.

We are proud to say that our advocacy efforts for better fishery management within UK offshore marine protected areas (MPAs) has been successful. Following years of campaigning, a process of revised management is now in place in English offshore MPAs, with four sites covering 14,000 km<sup>2</sup> closed to bottom towed gear and a further 13 sites under consultation.

Our Marine UnProtected Areas report influenced the UK Government's decision to introduce one such byelaw for Dogger Bank MPA, which, our research shows, has since seen a reduction of 98% in fishing activity. We urged UK Government to introduce similar bottom towed gear restrictions in the remaining 36 offshore MPAs in English waters and the Government is consulting on a further 13, with more promised.

Anna Gelderd with Lord Richard Benyon, Ed Goodall and Charles Clover at the Ocean Action Reception at COP15, Montreal  
Lisa Starr



## Ocean goals

# For a cleaner ocean

**We campaign to stop pollution entering our ocean. Using science, we track the health of our seas, identify and prevent the main sources of pollution, and work with businesses and governments towards a cleaner ocean.**

We're calling for ocean pollution levels to show a clear downward trend by 2030.

### Our achievements:

Our consultation responses and data have supported the introduction of a ban on a wide range of single-use plastic items. Though legislation differs in Scotland, England and Wales, all result in bans on single-use plastic cutlery; plates; beverage stirrers; and food containers, cups and lids made of expanded polystyrene - items commonly recorded on UK beaches. While the bans will help tackle this pollution, we will continue to push for a circular economy as a solution to the UK's litter problem.

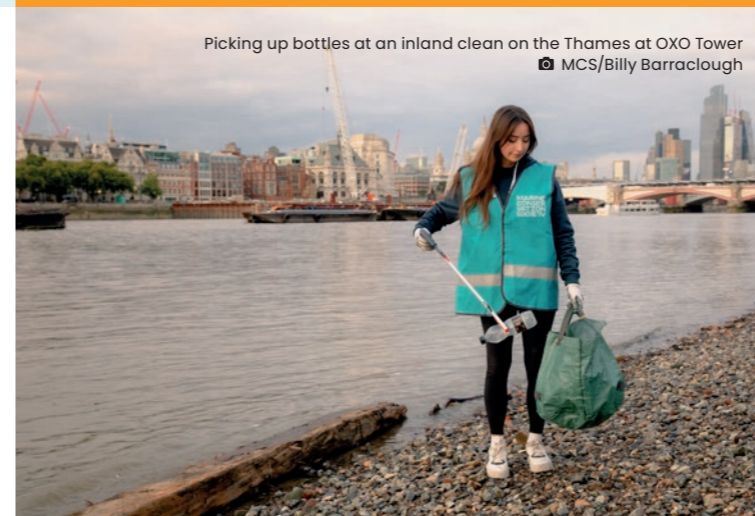
With untreated sewage being dumped not only into bathing waters and rivers, but also into supposedly protected areas of our coastline, we have intensified our efforts. Despite responding to the government's Storm Overflows Discharge Reduction Plan and engaging with Defra, very few amendments were made to the Plan. We have therefore brought a legal case against the Government in England, as we believe the Government's lack of urgency is not only harmful to our environment, but unlawful. Through the publication of various briefings, we have also provided advice and guidance to businesses and governments and held constructive meetings with Scottish Water and SEPA.

We helped drive proposals for legislative action on microfibres in Westminster. Our engagement with the All Party Parliamentary Group on microplastics raised awareness of microfibres as a significant source of microplastic pollution and there is a second reading of the Microfibres Bill scheduled for Autumn 2023.

Following our intensive input in workshops, the Scottish Government updated its Marine Litter Strategy to include action on sewage related debris, plastic pellets, and fishing and aquaculture gear. We welcome the latest developments, which include an added focus on supporting clean up as well as prevention.

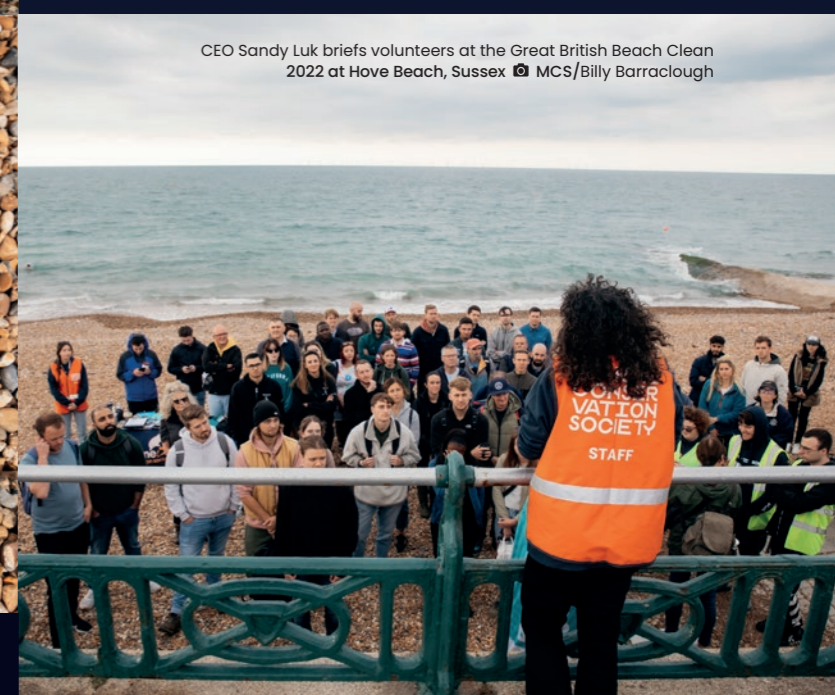


We consistently find drinks-related litter on our beach cleans. Finally, our calls for the urgent introduction of Deposit Return Schemes (DRS) in all UK nations have been answered, with schemes now announced for England, Wales, and Northern Ireland to start in October 2025. Unfortunately, England's proposed DRS does not include glass, and Scotland's previously committed to scheme has been delayed from August 2023 to October 2025, largely due to industry pushback and political tensions around internal markets issues. We are continuing to call for the early introduction of comprehensive deposit return schemes across all nations.



“After over a decade of campaigning for Deposit Return Schemes, we now have launch dates for schemes across the UK. Drinks containers are regularly found on our beaches and a returnable deposit on these items should make a significant difference to the amount of litter we find around our coasts.”

**Dr Laura Foster**  
Head of Clean Seas



## Ocean goals

# For a healthier ocean

**We promote sustainable fishing and seafood to minimise harm. We'll support businesses to catch, produce and source seafood sustainably and incorporate conservation into their work.**



Padstow Harbour © Charlotte Coombes

We're calling for our fish stocks to be at sustainable levels by 2030.

### Our achievements:

Through the Future Fisheries Alliance (FFA) partnership project, we have progressed our strategic objectives for fisheries management. We influenced the Joint Fisheries Statement (JFS) and continued to build consensus on the need for Remote Electronic Monitoring with cameras (REM), which we now have Ministerial commitment to explore. We have been working with FFA colleagues to capture the eNGO response to the new JFS and Fisheries Management Plan proposals and are determining next steps, which has led to productive meetings with Defra officials, including the Minister.

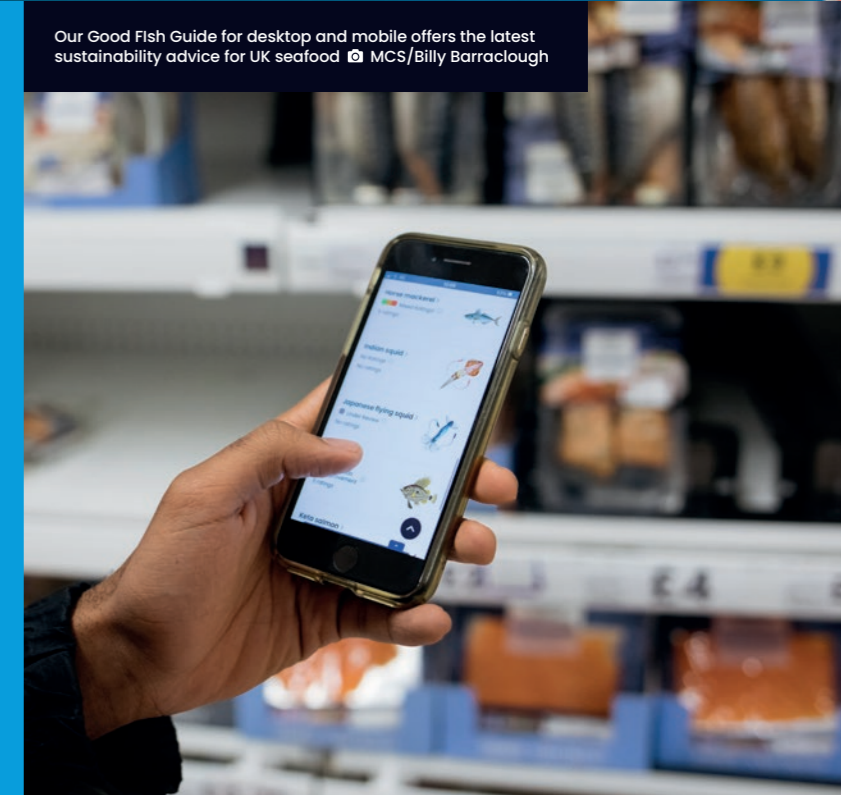
We remain influential in the development of the Scottish Aquaculture Vision and Scottish fisheries management discussions. To take forward Scotland's Future Fisheries Management Strategy and Fisheries Act goals, we have been working with members of the Fisheries Management and Conservation Group to deliver the FFA vision in Scotland, developing consultation responses and providing evidence to the Scottish Parliament.

We have continued to work with the seaweed sector to push for progress in seaweed aquaculture and have developed meaningful relationships which will enable us to do so. We have produced a Code of Seaweed Environmental Best Practice with the intention of influencing and feeding into an Industry Seaweed Code of Practice. We are also set to work with the Scottish Seaweed Industry Association to establish its own Code of Practice.

We used our Good Fish Guide ratings to work with the fishing industry and jointly highlight sustainability concerns to Marine Scotland, urging them to prioritise Fishery Management Plans for fisheries flagged as unsustainable and data limited. We also engaged with Welsh fishing industry representatives and Natural Resources Wales to improve understanding of the Guide and its impact on sourcing decisions. Following our calls for better transparency by regulators in sharing data on public platforms, a lack of which can affect ratings, Natural Resource Wales shared additional data with us.

In November 2022, we completed our three-year, £1 million transformation of the Good Fish Guide. We invested in critical improvements to the Good Fish Guide, including a new database system, and overhauled our app and website. Our new and engaging Seafood Checker makes it easier for consumers to check the sustainability of seafood products, while our Good Fish Guide for Business supports companies in making their seafood policies more ocean friendly. We added over 150 new ratings, covering more UK seafood than ever before. We also reached new and diverse audiences, improving understanding of the impacts of unsustainable seafood and helping people to take action. Usage of our new Good Fish Guide website has grown 32% year-on-year, and we've been consistently mentioned across media platforms since we launched our new-look Guide in June 2021.

Our Good Fish Guide for desktop and mobile offers the latest sustainability advice for UK seafood © MCS/Billy Barraclough



Shoal of mackerel, Scotland © Cathy Lewis



“

**We are proud to support the Marine Conservation Society. The research and tools they provide help us to promote sustainable fish and seafood across CH&CO and we use the Good Fish Guide to empower our teams to make informed sourcing decisions that support marine life whilst remaining delicious to our customers. The ratings system provides us with a framework to report against and helps us to communicate to our teams and beyond.”**

**Clare Clark**

Head of Sustainability at CH&CO

## Ocean goals

# One ocean for everyone

**We work hard to ensure everyone can enjoy the ocean and what it has to offer, while fulfilling their responsibility to protect it.**

We'll promote the value of the ocean for our health and wellbeing.

### Our achievements:

We increased the reach and impact of our education work through our strategic partnership with World Oceans Day for Schools, whose mission is to deepen understanding of our relationship with the ocean. Through our work, it has evolved from 400 schools in 2018 to an interactive online festival with over 100,000 users. Our live streamed session was attended by 5,300 students, and through our social media activity, we highlighted the importance of our ocean to a wider audience, reaching over 422,000 people.

The Youth Ocean Network (YON) has been at the heart of our youth engagement development, as we look to increase opportunities for young people aged 25 and under to volunteer, campaign and fundraise with us. Through online monthly meetings and our Youth Engagement Officer, we have introduced the YON to our work, staff and scientists, with topics ranging from PFAS to policy and advocacy. Encouragingly, these young people are now asking for more face-to-face opportunities to add their voices to ours.

Our recent volunteer survey collected data on the Equity, Diversity & Inclusion characteristics of volunteers, providing us with baseline data that we will use to identify opportunities and steps that can be taken to include more people from under-represented groups. We have developed our national volunteer programme, education programme and Youth Ocean Network, enabling us to increase our involvement of young people in the future.

Our Ocean Friendly School Awards have generated deep engagement from schools, with songs, beach cleans, wet wipe investigations, letters to local councillors, social media posts and school centred ocean manifestos submitted. To ensure they were accessible, we reviewed the pilot of the awards and received positive feedback from three schools. 61 new schools have signed up for awards and we will offer face-to-face or online support to increase capacity.



School children learning at Dive Project Cornwall  
MCS/Billy Barraclough



Beachy Head East Marine Conservation Zone Informal consultation workshop, Hastings  
MCS

Cromer Shoal Chalk Beds Marine Conservation Zone meeting, Northrepps  
MCS

Collaborating with The Prince's Trust to engage youth audiences  
MCS



Beachy Head East Marine Conservation Zone Informal consultation workshop, Bexhill  
MCS

Through our Agents of Change project, we work alongside coastal communities to make marine protected areas matter. Using film-based community engagement, we've increased awareness and support of marine protected areas, understanding how they impact local communities and what more can be done.

The approach is gaining recognition within government for its holistic approach to community engagement and project learning, with Councils, Members of Parliament, Defra, Natural England, the Marine Management Organisation and the Environment Agency joining our community workshops and meetings. We've been asked to share our experience and knowledge to improve understanding of local communities, their perspectives, and how to connect with them, and we continue to support coastal Councils in recognising the value of the sea locally and including it in their environment plans.



**It's great to see that Agents of Change has had such impact across our organisation and beyond. We have been invited to share our project learning further than ever before, influencing regulators and helping them to better consider the ocean and local community in how they plan and manage fisheries and marine protected areas. We've also engaged with new audiences, trialling new types of youth engagement events to connect them to the sea and inspire them to act to protect it. We're pleased to see these holistic and inclusive approaches implemented across the organisation and used to develop better informed projects for 2023 and beyond."**

**Alice Tebb**  
Agents of Change Project Coordinator



Edinburgh University Beach Clean  
MCS/Katie Macfarlane



Engaging with young people at the Sea Scotland Youth Event  
MCS

## Operational goals

# An engaged community of support

We will build an engaged community of support, committed to protecting and restoring the health of our ocean. We will promote supporter involvement through giving, campaigning and volunteering and pursue wider, pro-ocean societal change.

## Members, volunteers and community engagement

### Our achievements:

With thanks to funding from the Green Recovery Challenge Fund, which was delivered by National Lottery Heritage Fund, we kickstarted a new national volunteer programme that will assist a consistent 'anytime, anywhere' volunteer journey, breaking down geographic and financial barriers to participating. This included developing two new volunteer roles with a digital service approach. We've also grown engagement through our Youth Ocean Network and significantly enhanced online training and support resources across all our citizen science programmes.

We continued to provide excellent citizen science opportunities for volunteers through our Beachwatch and Seasearch programmes. This year, 13,874 volunteers participated in 1,127 beach cleans, collecting 17 tonnes of litter. Our Seasearch divers and snorkellers have collected high quality seabed data over 1,205 hours this year. Our work using Seasearch records to estimate population trends in seabed species will be included in the State of Nature 2023 report, an annual health check on the condition of UK wildlife.

We carried out our first volunteer survey this year to gain insight into the quality of our volunteer programme and collect baseline data to measure progress. We were pleased to see a high retention rate, with 57% of volunteers working with us for over three years and 97% likely to recommend us. We also developed our Volunteer Dashboard to make it more user friendly, clearly show volunteers the impact they're having and increase the resources available on the volunteer-only area.

Despite a challenging year of an uncertain economic climate combined with a cost-of-living crisis, our fantastic supporters have increased their average donation value from £9 to £10 and we have recruited 500 new members. We surveyed our members, the majority of whom have signed petitions, learned about the ocean, attended beach cleans and made sustainable seafood choices, and the results have shown the strong impact of our scientific, education and advocacy work.

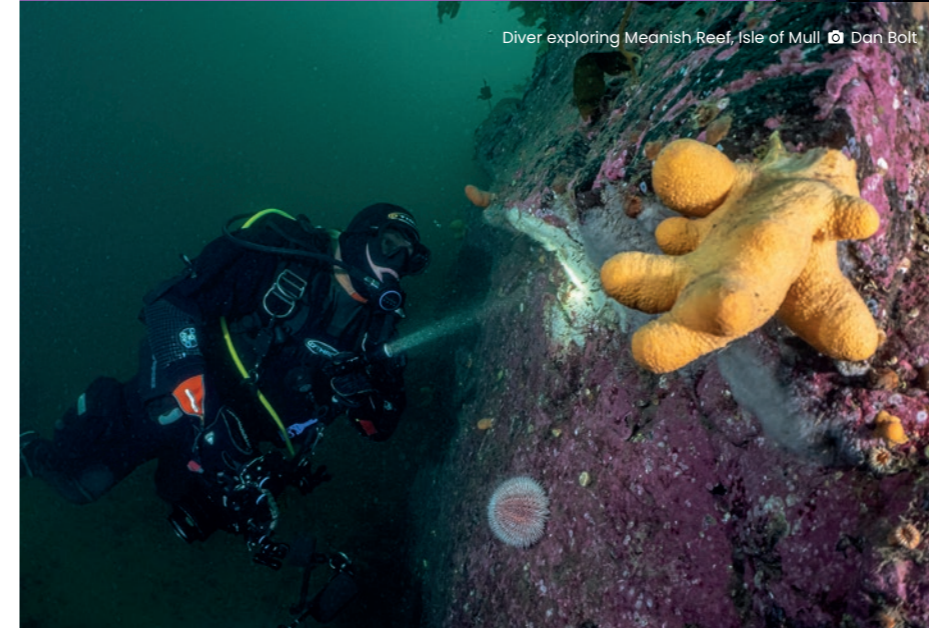


Volunteers, staff and sponsors Cully & Sully at Great British Beach Clean 2022, Hove, East Sussex. © MCS/Billy Barraclough

The Scottish Education Roadshow, which ran from September 2021 to September 2022, encouraged young people to explore conservation and improve their ocean literacy. From the Shetland Islands to Dumfries and Galloway, we delivered activities across the country and engaged with 5,652 young people aged 4-25. Participants contributed valuable citizen science data, learned about marine life and the impacts of climate change on the ocean, and developed action plans to tackle pollution. We reached young people in remote, rural areas, and urban areas of deprivation, reaching 1,342 people in areas with 90% deprivation. The roadshow enabled them to access outdoor learning and blue spaces, with some experiencing the coastline of Scotland for the first time.



Scottish Education Roadshow in action. © Iain Stewart. © MCS. Source to sea inland litter pick. Great British Beach Clean. © MCS



Diver exploring Meanish Reef, Isle of Mull. © Dan Bolt



The roadshow helped us achieve our goal for more young people to have the confidence to get outdoors, feel empowered to protect their environment and become voices for Scotland's seas. Pupils connected with our policy aims and collected vital data through practical activities like beach cleans, and used a range of skills in our citizen science tasks."

**Kirsty Crawford**  
Volunteer & Community Engagement Manager

# Operational goals

## An engaged community of support

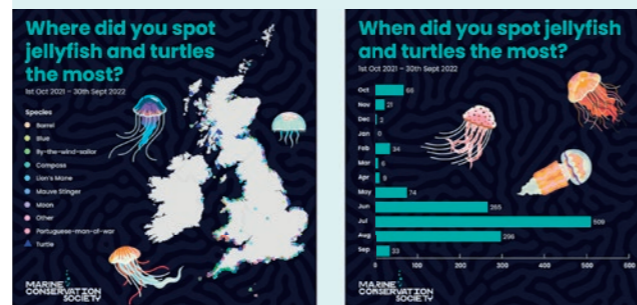
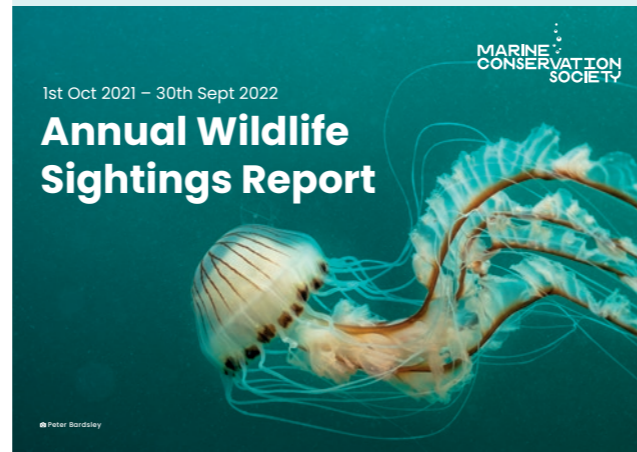
### Campaigns, brand and profile

#### Our achievements:

We launched our first annual report on our Wildlife Sightings citizen science project, highlighting the findings and what the public's reports tell us about jellyfish and turtle populations in the UK. The report generated high engagement on social media platforms, and widespread coverage in national and local media outlets, reaching over 8.5 million people and gaining over 22 million impressions.

We worked alongside a member of our Youth Ocean Network, Laura Young, to gather evidence on the issue of disposable vapes polluting the environment and develop the 'Ban Disposable Vapes' campaign. Through this campaign, we have raised awareness of the impacts of single-use vapes on the environment and collected images from supporters across the UK to demonstrate the extent of the issue. As well as receiving vast media coverage, including national outlets, the campaign has resulted in Scottish councils supporting a ban on disposable vapes.

Our ocean goals, for a cleaner, better protected and healthier ocean, for everyone, are at the heart of what and how we communicate. This year we've seen increased awareness, engagement, and concern for what stands in the way of us achieving these goals. Through our Stop Ocean Poison campaign, we've shone a light on the extent of the chemical pollution crisis and its impact on the ocean. We've shown clear links between a healthy ocean and planet and supported our community in pushing for a cleaner ocean, with almost 20,000 signatures in support of UK Government action on 'forever chemicals'.



Our Stop Ocean Poison campaign has furthered our profile and reputation, and we're proud to be at the forefront of environmental organisations campaigning on chemical pollution. We have attended Parliamentary events, film festivals and more, engaging a wide range of people, organisations, and businesses in the issue of chemical pollution. We have worked with our volunteers, Youth Ocean Network, corporate partners and many more people to push for government action on chemical pollution and will continue to do so.

Stop Ocean Poison campaign  
Daughter Studio

“The impact of chemical pollution on the environment is profound, but it wasn't being talked about widely enough. The Stop Ocean Poison campaign has effectively raised the profile of harmful chemicals, and the impacts of chemical pollution on our planet. The campaign image has been a great way to engage people, including policymakers, with the issue. There have been positive policy steps in the right direction over the last year, but we'll continue to campaign to Stop Ocean Poison – our work isn't done yet!”

Dr Francesca Ginley  
Policy & Advocacy Manager – Chemicals

## Operational goals

# Sustainable organisation

We create a high performing culture with talented, knowledgeable people who plan effectively and ensure that the charity's values underpin everything that we do.

We'll utilise our resources carefully through the management of risk, optimisation of data, efficient processes and ensuring our finances are secure. We'll reduce our carbon footprint, demonstrating our ethical principles.

### Our achievements:

This year, an externally facilitated Board effectiveness review was undertaken to ensure that the Board's performance, leadership, skills and experience enable the organisation to thrive and fulfil our goals. It identified positive governance in areas of culture, relationships, our commitment to equity, diversity, and inclusion (EDI) and an effective public facing strategy. The review's recommendations informed an action plan, which we are currently implementing to further improve the effectiveness of our Board.

We analyse the data at every point in our recruitment process so we can develop selection processes that offer an open and attractive experience for all. This year, we established an applicant tracking system that enables blind recruitment for shortlisting and provides efficient communications and integrated onboarding for candidates. We continued to collect EDI information from candidates to assess the effectiveness of our recruitment advertising at reaching diverse audiences. We have incorporated Wildlife & Countryside LINK's routemap to promote ethnic diversity in the environmental charity sector into our EDI strategy. We will continue to provide support and resources in the LINK group to make it a success.

Our partnerships with LSP Leadership for coaching and Deloitte/Multiverse for data apprenticeships are giving us unprecedented access to high-calibre development programmes. Staff from across our organisation are involved in the data literacy and business transformation scheme and are developing skills in data analysis and visualisation, as well as investigating business processes for efficiency. These much-needed skills support robust, data-driven decision-making throughout the organisation.

We have been further developing our new project management framework through a process of continuous improvement and supported training. The new framework underpins the delivery of all projects, improving communication, delivering transparent decision-making, and facilitating project collaboration to maximise the effectiveness of our work.



Our annual all staff get together, Bristol @ MCS

We are continuously developing our IT security strategy to improve our security processes. We have been working to achieve the Cyber Essentials accreditation, awarded just after the year end in April 2023, which demonstrates our commitment to data protection and security.

To prevent cyber-attacks and provide stronger data leak prevention, regular updates and training on cyber security took place in organisation-wide meetings throughout the year and bi-annual email attack simulation training has been completed for the first time within the organisation. We also completed the rollout of a mobile device management system, meaning that all company mobiles are now managed, monitored, and have encrypted storage, and are rolling out a device management system across all organisational computers.

Marine Conservation Society staff catching up at a beach clean, Barry @ MCS/Billy Barraclough



**Our organisation relies heavily upon digital services, but where there is technology, there is a risk. Cyber criminals regularly attack charities, which can have low IT budgets and resources. They exploit poorly protected systems by using opportunistic and automated attacks. Achieving Cyber Essentials certification gives us added protection against such threats, demonstrates to our supporters that we take protecting their data seriously, and gives us a potential advantage with funding applications."**

**Mark Holland**  
Head of IT and Property

## Operational goals

# Powerful partnerships and philanthropy

We build meaningful funding partnerships with people and organisations motivated by the urgent need for a healthier ocean. We will fundraise effectively, responsibly, and transparently, connecting our donors with the impact their support has on ocean recovery.

### Our achievements:

We have continued to deepen engagement with businesses and develop strategic, multi-year partnerships with a broad range of funders who help achieve our ocean goals. We have worked closely with FatFace to raise awareness of 'forever chemicals' and remove single-use plastics from its ranges, receiving a multi-year funding pledge to support our citizen science projects. Our partnerships played a key role in income from trusts and foundations exceeding its target for the year and in the strong uptake in Payroll Giving, which we promoted in February.

We are at a critical stage for the environmental future of UK aquaculture, with the industry poised for significant growth. Encouragingly, we have seen increasing interest in our innovative aquaculture work and are extremely grateful for funding from the Levine Family Foundation, which has enabled us to kickstart a seaweed aquaculture guidance plan for the UK. We have also secured a 2.5-year grant from Esmée Fairbairn Foundation, enabling us to recruit a new Aquaculture Policy Officer to help shape the environmental future of UK aquaculture.

We secured some exciting new funding to deliver activity next year and beyond, including sponsorship of our Great British Beach Clean by Cully & Sully and multi-year pledges of unrestricted support from committed donors, The Helvellyn Foundation and John Swire 1989 Charitable Trust.

The Nature Networks Fund, which is delivered by the Heritage Fund on behalf of the Welsh Government, confirmed £244,000 over two years towards Hiraeth Yn Y Môr (There's Longing in the Sea). This project will grow Ocean Literacy amongst coastal communities in North East Wales and evaluate its impact on both improving people's health and well-being, and the sustainable management of the ocean.



People's Postcode Lottery present a cheque for £1million to Director of Fundraising Kat Stephenson-Hall and Trustee Mark Haviland @ MCS

In the current climate, the need for unrestricted, long-term support has never been greater. This year, we received an amazing £1m from players of People's Postcode Lottery, bringing the total received since 2015 to £4.975m. Players' support is incredibly valuable to us and has underpinned growth and increased impact across all areas of our work. It has enabled us to take measured risks, particularly in our financial planning and budgeting. This means we can invest in growth sooner, whilst managing our reserves, so that we are best positioned to secure much-needed funding.



**Our ocean is vital to life on earth, to livelihoods and to people's health and wellbeing. We're delighted to see the wonderful impact player support has had on Marine Conservation Society and its activities. Players across Britain have raised over £1.1 billion for thousands of charities and good causes, demonstrating how working together can truly make a difference and bring positive change for both people and planet."**

**Laura Chow**  
Head of Charities, People's Postcode Lottery





2022–2023

## Unexpected challenges and set backs

**It's been a challenging year for all, and we're no exception. Current economic and political turmoil meant that we faced unforeseen obstacles that impacted our ability to deliver all that we set out to do. We had to adapt and respond to current events, which halted and slowed policy development, negatively impacted our finances, and affected delivery of certain projects.**

### Cost-of-living impacting ability to give

The cost-of-living crisis, worsening economic outlook and rising inflation have affected donors' capacity and confidence to give. This impacted individual donations, which were below target and did not recover as strongly following the pandemic as we had hoped. Whilst we cannot influence the economic climate, we are working to address the issues we can control, such as prioritising supporters' access to community and individual fundraising opportunities and improving our understanding and use of supporter data to build a network of influence that supports our Major Gifts programme.

### Policies delayed and threatened due to political instability

The political landscape was as uncertain as the economic, with the UK led by three different Prime Ministers within 50 days. These leadership changes inevitably halted and slowed policy development, with little progress made on the UK Chemicals Strategy, which is necessary to tackle PFAS and chemical pollution. Proposed changes to the Retained EU Law (Revocation and Reform) Bill threatened to scrap or weaken thousands of environmental laws and regulations, from chemical pollution to fisheries management and marine protected areas to conservation. These laws impact not only all areas of our work, but the health of our ocean, wildlife, and planet, putting them at unprecedented risk. Working with others, we influenced the UK Government's decision (in May 2023) not to scrap all Retained EU law and instead to review a limited list of environmental laws.

### Our team is changing

The need for our work has never been more evident – climate and nature crises coupled with political turmoil and legislative changes have increased not only the urgency, but the importance of our efforts. As we faced increasing costs and lower than projected income growth, we had to prioritise objectives that achieve the most progress in reaching our goals, whilst maintaining our financial resilience. In areas where investment and activity did not achieve the impact or reach expected, we decided to redirect resources to areas of anticipated growth, such as digital offerings. Unfortunately, this has meant that we have sadly had to say goodbye to some valued members of staff. Our staff team is therefore expected to reduce in size by 6% in 2023–2024 whilst we invest in new areas and technologies to maximise engagement and best achieve our objectives.

### Developing digital capabilities

Although progress has been achieved, our digital limitations hampered our ambitions to develop a more streamlined and compelling experience for volunteers and improve how we collect, access and report on data to influence our Ocean Goals. Data capability restricted developments to meaningfully engage with supporters using our Customer Relationship Management (CRM) system, and we are currently developing the system to improve both our digital capability and supporters' experience. As we reorganise our teams to focus on key areas of growth and development, our new Digital Experience team will be central to delivering this vision.



2023–2024

## Fresh determination and ambitious plans

**As we continue to face the climate and nature crises, alongside cost-of-living challenges, we've had to adapt our plans to ensure that we're directing our efforts where they're needed most whilst managing risk. We have ambitious plans, and are committed to tackling sewage pollution, improving our sustainable seafood ratings, as well as bettering the experience of our supporters and team members.**

### Tackling sewage pollution

In November 2022, we embarked on a legal case to compel the UK Government to address the deluge of sewage pollution being dumped on English shores in its Storm Overflows Discharges Reduction Plan. The current plan allows water companies to continue polluting our ocean with untreated sewage and without consequence until 2035 in bathing waters and areas of ecological importance, and 2050 elsewhere. It puts countless species and habitats at risk and disregards the impact on vulnerable ecosystems and Marine Protected Areas. We're asking the UK Government to include stronger protections for coastal waters across the country and bring forward the deadlines for water companies to act. As proceedings continue this year, we will keep fighting for the protection, health, and future of our ocean.

### Revitalising our UK Ocean Recovery & Restoration Strategy

Our new approach will support significant increase in marine and coastal biodiversity; enhanced marine ecosystem services, including carbon capture to help mitigate climate change; and vastly improved UK social-ecological relationships with our ocean. Resilient marine ecosystems, underpinned by thriving habitats and species, are fundamental to both nature and socio-economic recovery. But these ecosystems, and the benefits they provide, are under pressure from our increased use of natural resources, pollution and climate change. Our focus is to ensure that our ocean ecosystems recover and continue to provide the ecosystem services on which we depend, and that those ecosystems have the resilience to survive and adapt to a rapidly changing climate.

### Improving supporter experiences

Everything we do relies on the generosity of our supporters and partners. We are creating new experiences for supporters to ensure we offer them a relevant, meaningful, and engaging journey with us. We are continuing work to improve our digital capabilities and will soon be launching a new immersive digital magazine for members. We will also be reviewing our supporter journeys to develop a personalised experience and better plan communications to encourage our supporters to become members, stay members and be lifelong advocates of our work.

### Reviewing our seafood ratings

As an evidence-based organisation that works in an ever-changing and complex sector, it is crucial that we review and improve our projects, so they remain up-to-date and accurate. We have plans to review how we carry out our Good Fish Guide ratings, with work underway to find funding to be able to do this. Within this review, we'll explore how we can incorporate new and emerging issues and innovations to ensure the Good Fish Guide continues to be an up-to-date and robust evidence-base. We'll work with academic, industry and supply chain experts to drive improvements in buying and sourcing ocean-friendly seafood.

### Good governance and managing risk

We are developing a governance and risk management strategy, which will review our systems and processes working and further align ourselves with the Charity Governance Code. As good governance is underpinned by risk management, we will also implement a new risk management framework.

# Financial review

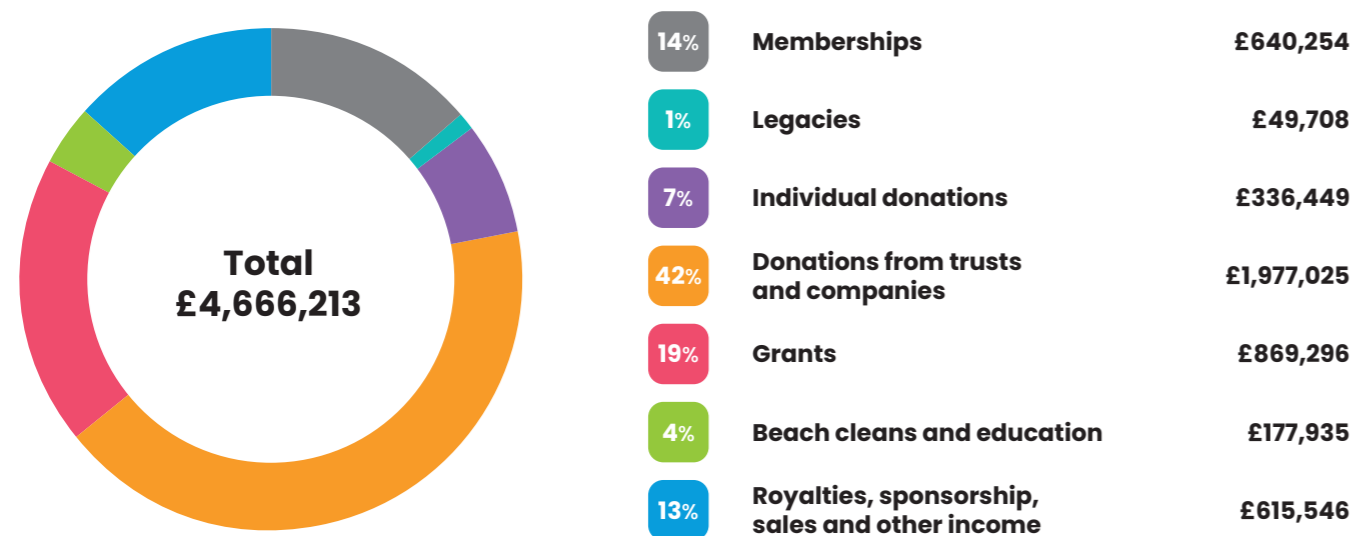


Our plan for 2022/23 was to deliver some of our more challenging goals, targeting investment towards our projects and expanding our teams. Staff numbers and total expenditure reached their highest ever levels, with a headcount of 110 (FTE 101) and a 17% increase in expenditure to £5.57m, £4.6m on our marine conservation programmes and £0.97m on raising income. This reflected our ambition to continue to catch up with those activities which had been postponed because of the pandemic and was also reflective of a call to action from the Trustees to use reserves to support the achievement of our ocean goals.

Comparing our results with that of the previous year, overall, our income of £4.7m increased by 7%, with 22% growth of income from trusts and grants and our corporate partners to a combined total of £3.0m, £1.1m income from members, appeals, individual donations and community activities and £0.6m from the sale of royalties, sponsorship, sales and other income.”

Jayne Tucker *Interim Director of Finance and Resources*

## Income Donations and legacies contributed a significant £3.1m

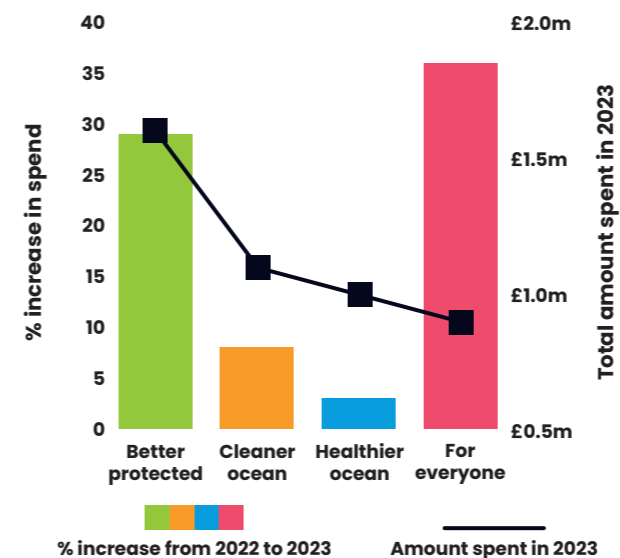
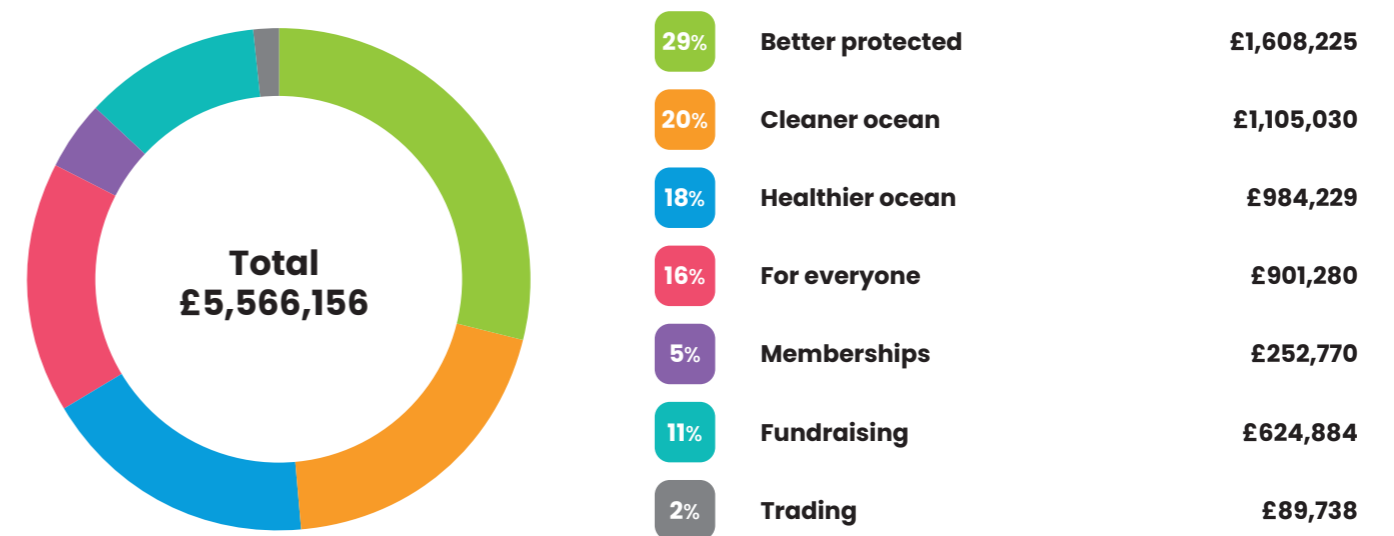


- ▶ Our ongoing successful partnership with People's Postcode Lottery is vital in supporting our core conservation work.
- ▶ Membership subscriptions contributed £0.6m.
- ▶ Grants to fund specific conservation projects increased to £0.87m an increase of 107% on the previous year.
- ▶ Income from royalties and licences grew by 19% by developing strong corporate partnerships
- ▶ With other sales and investment revenue, our total income was £4.7m.

### Supporting our income growth

- ▶ In total, the cost of raising funds increased to £0.97m, and represented 21% of income raised.
- ▶ We spent less than £0.3m administering our membership scheme and producing our membership magazine.
- ▶ Our fundraising income has been growing year-on-year, apart from a dip during the pandemic, and we intend to maintain this growth. We spent £0.6m administering our group of individual donors and fundraisers, companies and other supporters and a further £0.1m on the cost of raising our trading income.

## Expenditure Our expenditure on charitable activities rose 18% to £4.6m



### Supporting our conservation work

- ▶ We spent £4.6m on our charitable activities this year, an 18% increase on last year.
- ▶ We invested £1.6m in specified conservation or educational projects detailed in page 51.
- ▶ An increase in staff numbers resulted in staff costs increasing from 64% of total expenditure to 68%
- ▶ We generated income of £4.82 for every £1 spent on fundraising, spending £0.97m on raising funds this year.

## Funds

### At the end of the year, we had unrestricted funds of £1.1m

“ It is our policy to hold between three and four months’ unrestricted operating costs in a designated contingency fund to be able to maintain our conservation programmes in the event of a shortfall in income, until further funding can be secured. We review the level of this fund regularly. Currently, this fund holds £1.1m, representing 3 months’ worth of anticipated unrestricted expenditure.

“The planned investment in the year used £0.5m of unrestricted funds, with £0.4m reducing the general fund reserve brought forward and a further £0.1m reducing our free reserves designated fund from 3.5 months contingency to 3.2 months, ensuring we remain within our policy.

“Our restricted funds, provided by funders for very specific purposes, decreased by £0.4m as we used funds which had been given to us but were unspent from previous years”.

**Susan Ronaldson** *Treasurer*

### Approach to fundraising

“ Our approach to fundraising is to connect with our supporters and encourage motivated individuals and companies to raise voluntary funds to support our aims and activities. We ensure that our fundraising is not overly intrusive or persistent, and doesn’t put members of the public under undue pressure to donate. We recognise that everyone has the right to support their favourite causes and charities and that we have an obligation to protect those who may be in vulnerable circumstances. We do this in a way which seeks to protect each person and their dignity while also being respectful of any desire they express to support us.”

**Katherine Stephenson-Hall** *Director of Fundraising*

- ▶ We comply with UK data protection and are registered with the Fundraising Regulator.
- ▶ We comply with the Fundraising Regulator’s Code of Fundraising Practice.

- ▶ Complaints are monitored by the Executive team and are reported to Trustees and we encourage any supporters with questions or enquiries about our fundraising to contact us at any time.
- ▶ There were no complaints received during the year.

### Investments

“ Due to the ongoing economic and political uncertainty during 2022/23 and the increasing concern regarding the cost-of-living crisis, the Charity maintained its funds in cash and did not transfer funds into an investment portfolio, as had been planned in 2021/22. The Trustees will continue to review this position during 2022/23. Consequently, cash levels remain high, although have reduced by £900k to £1.4m at year end because of the planned use of reserves to complete brought forward projects during the year.”

**Jayne Tucker** *Interim Director of Finance & Resources*

### Risk management

“ The Trustees, through the Finance, Resources and Risk Committee, oversee a formal risk management process, regularly reviewing the risks the charity faces, prioritising them and, where possible, identifying means of mitigating them. They also consider external factors such as the impact of the pandemic, the economy and the impact of new regulations.”

**Susan Ronaldson** *Treasurer and Chair of the Finance, Resources and Risk Committee*

- ▶ We ensure there’s a sound system of internal control to safeguard the charity’s assets and funds and ensure these assets and funds are used only in furtherance of the charity’s objectives.
- ▶ The systems of internal control are designed to provide reasonable but not absolute assurance against material loss or misuse, and include delegation of authority and segregation of duties.
- ▶ Trustees approve a three year financial plan and an annual budget then review progress regularly against the annual budget and relevant non-financial performance indicators.



Cuckoo wrasse, Eddystone © Kirsty Andrews

# Structure, governance and management

## Governing document

The charity is a charitable company limited by guarantee, incorporated in England and Wales on 23 October 1990, having previously been registered with Charity Commission for England and Wales as an unincorporated charity on 1 February 1984. It also registered with the Office of the Scottish Charity Regulator on 18 September 2006. It is governed by its Articles of Association, having been amended following approval by the members on 6 November 2018 and on 2 December 2021. In the event of the company being wound up each member is required to contribute an amount not exceeding £1.

## Subsidiary companies

Marine Conservation Society has two wholly owned subsidiary companies, Marine Biological Consultants Limited, which is dormant, and M C S Sales Limited. The purpose of M C S Sales is to raise funds for the charity through fundraising activities such as sponsorship and an online shop. All the profits of M C S Sales are donated to the charity each year under the Gift Aid scheme.

For more detailed information about either of the subsidiary companies, the individual company accounts are filed annually with Companies House, or they can be requested from the Company Secretary at the charity's registered office (details at the back of this report).

In this report, the accounts include the income, expenditure, assets and liabilities of the charity and both subsidiaries whenever the statements are referred to as 'consolidated' or 'group'.

## Public benefit

The Trustees confirm that they have complied with the duty in Section 4, Charities Act 2011, to have due regard to the guidance issued by the Charity Commission concerning public benefit. The objects of the charitable company are to conserve, protect and improve the marine environment for public benefit. We promote the protection of marine wildlife, sustainable fisheries and aquaculture and clean seas and beaches, through projects, scientific research, education and publication of scientific and educational works. Each of our programmes is aimed at improving the condition of the marine environment. A healthy marine environment will supply benefits to the public.

During the year the charity continued to promote interest and learning on the marine environment through its education outreach (both online and face to face) and inspired action at the local level through its volunteer

and community engagement programme and online campaign opportunities. Our Good Fish Guide website and app have reached many hundreds of thousands of customers interested in sustainability, our Stop Ocean Poison campaign gathered 20,000 signatures of support. Our flagship Great British Beach Clean event had over 5,200 volunteers gather at events across the country enabling us to continue to collect vital data on the litter plaguing our beaches.

## Pay and remuneration of key management and personnel

We operate a salaries and benefits policy that applies equally to all employees of the charity. Tests are conducted for bias, fairness and equality and a moderation process is undertaken to ensure a consistent approach to performance ratings. Each year, remuneration awards are recommended by the Finance, Resources and Risk Committee to the Board for approval.

## Recruitment and appointment of Trustees

Whilst the day-to-day management of the charity is delegated to the Executive Team, the Trustees are responsible for setting the charity's strategic policies and objectives and for ensuring they are fulfilled. Trustees are volunteers, give freely of their time and have no beneficial interest in the charity. As set out in our Articles of Association, Trustees step down by rotation every three years. They may offer themselves for re-election at the forthcoming Annual General Meeting, but the total duration of each Trustee's tenure is limited in order to ensure there are opportunities for new Trustees to join the Board.

The Articles of Association state that, subject to the provisions of Companies Act 2006, every Trustee, secretary or other official of the charitable company shall be indemnified out of the assets of the charitable company against all losses or liabilities incurred by them in or about the execution and discharge of the duties of his office.

The Board of Trustees undertakes an annual review of its effectiveness. To ensure the Board is sufficiently skilled to carry out its responsibilities we carry out skills analysis of existing members before seeking new Trustees with the appropriate skills by open advertisement or approaching individuals to suggest they might apply. Business and conservation skills are well represented amongst the Trustees.

Four new Trustees were appointed during the year following a robust recruitment process. The highly successful process was led by the Vice Chair of Trustees.

38 candidates applied to fill the vacancies following a nationwide advertising campaign resulting in 12 interviews.

## Trustee induction and training

Prior to appointment, new Trustees receive an induction to introduce them to the work of the charity and attend a Board meeting as an observer. Each Trustee is given a Trustee Handbook, which provides current good practice guidance on how they can contribute most effectively to the charity. All Trustees are required to sign up to a Trustees' Code of Conduct. New Trustees have induction meetings with each executive director and are invited to become a member of a committee of the Board.

## Committees and subsidiary Boards

To assist the Board with detailed scrutiny of particular topics and to make recommendations on those topics to the Board, we operate a number of Trustee subcommittees. The committee structure, terms of reference and membership were reviewed during the year and are now as follows:

- ▷ Conservation Committee;
- ▷ Stakeholder Experience Committee;
- ▷ Fundraising and Partnerships Committee;
- ▷ Governance Committee; and
- ▷ Finance, Resources and Risk Committee;

Each subsidiary company has its own Board of Directors consisting of at least one of the charity's Trustees and members of the Executive Team, which is responsible for the running of the company. The charity's Treasurer is the Chair of each subsidiary Board.

## Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of MCS for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to

- ▷ select suitable accounting policies and then apply them consistently;
- ▷ observe the methods and principles in the Charities SORP 2019 (FRS 102);
- ▷ make judgments and estimates that are reasonable and prudent;
- ▷ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- ▷ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor is unaware and the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This Trustees' Report and Strategic Impact Report have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

Susan Ronaldson  
Treasurer

Amanda Nobbs  
Chair

27 September 2023

# Independent Auditor's Report to the Trustees of Marine Conservation Society

## Opinion

We have audited the financial statements of Marine Conservation Society (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2023 which comprises The Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice). In our opinion the financial statements:

- ▶ give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 March 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- ▶ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- ▶ have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast

significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- ▶ the information given in the Trustees' Annual Report which includes the Directors' Report and the Annual Impact Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- ▶ the Trustees' Annual Report which includes the Directors' Report and the Annual Impact Report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report and the Annual Impact Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- ▶ adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- ▶ the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- ▶ certain disclosures of Trustees' remuneration specified by law are not made; or
- ▶ we have not received all the information and explanations we require for our audit.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 33, the Trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and under the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities:

- ▶ We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the Trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended.
- ▶ We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements.
- ▶ We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with Trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and guidance issued by the Charity Commission for England and Wales and the Office of the Scottish Charity Regulator.

Audit response to risks identified:

- ▶ We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures.

- ▶ We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising.
- ▶ We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud.

- ▶ We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud.
- ▶ We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business.
- ▶ We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias.
- ▶ At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's Trustees, as a body, in

accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company, the parent charitable company's members and Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Michael St*

**Michael Strong** Senior Statutory Auditor  
for and on behalf of Saffery LLP

St Catherine's Court, Berkeley Place, Clifton, Bristol BS8 1BQ

Chartered Accountants  
Statutory Auditors

Date: 28/09/2023

Saffery LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006



Shrimp on feather star, St. Abbs © Cathy Lewis

## Marine Conservation Society

### Consolidated statement of financial activities for the year ended 31 March 2023 (incorporating consolidated income and expenditure account)

	Note	Unrestricted Funds 2023 (£)	Restricted Funds 2023 (£)	Total Funds 2023 (£)	Total Funds 2022 (£)
<b>Income and expenditure</b>					
<b>Income from</b>					
Donations and legacies	1	2,792,026	280,307	3,072,333	3,373,134
Charitable activities	2	214,592	832,639	1,047,231	576,247
Other trading activities	3	81,135	-	81,135	17,201
Investments	4	4,605	-	4,605	821
Other	5	385,909	75,000	460,909	388,927
<b>Total income</b>		<b>3,478,267</b>	<b>1,187,946</b>	<b>4,666,213</b>	<b>4,356,330</b>
<b>Expenditure on</b>					
Raising funds	6	965,392	2,000	967,392	875,330
Charitable activities:					
Better protected	7	773,693	834,532	1,608,225	1,246,110
Cleaner ocean	7	1,009,399	95,631	1,105,030	1,023,725
Healthier ocean	7	654,444	329,785	984,229	959,347
For everyone	7	517,052	384,228	901,280	662,291
<b>Total expenditure</b>		<b>3,919,980</b>	<b>1,646,176</b>	<b>5,566,156</b>	<b>4,766,803</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>					
		<b>(441,713)</b>	<b>(458,230)</b>	<b>(899,943)</b>	<b>(410,473)</b>
Net gains on investment assets		-	-	-	-
<b>Net income/(expenditure)</b>		<b>(441,713)</b>	<b>(458,230)</b>	<b>(899,943)</b>	<b>(410,473)</b>
Transfers between funds	22	(72,733)	72,733	-	-
<b>Net income/(expenditure) and net movement in funds for the year</b>		<b>(514,446)</b>	<b>(385,497)</b>	<b>(899,943)</b>	<b>(410,473)</b>
Funds at the start of the year	22	1,638,850	839,752	2,478,602	2,889,075
<b>Funds at the end of the year</b>	<b>22</b>	<b>1,124,404</b>	<b>454,255</b>	<b>1,578,659</b>	<b>2,478,602</b>

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

## Marine Conservation Society

### Statements of financial position at 31 March 2023

	Note	The group		The charity	
		Total funds 2023 (£)	Total funds 2022 (£)	Total funds 2023 (£)	Total funds 2022 (£)
<b>Fixed assets</b>					
Tangible fixed assets	14	9,497	14,767	9,497	14,767
Investments	15	-	-	200	200
		<b>9,497</b>	<b>14,767</b>	<b>9,697</b>	<b>14,967</b>
<b>Current assets</b>					
Stock	17	6,631	7,481	6,631	7,481
Debtors	18	828,271	884,443	788,055	1,169,501
Cash at bank and in hand		1,428,983	2,358,633	1,405,529	1,978,371
		<b>2,263,885</b>	<b>3,250,557</b>	<b>2,200,215</b>	<b>3,155,353</b>
Creditors falling due within one year	19	(678,606)	(772,931)	(614,851)	(722,958)
<b>Net current assets</b>		<b>1,585,279</b>	<b>2,477,626</b>	<b>1,585,364</b>	<b>2,432,395</b>
<b>Total assets less current liabilities</b>		<b>1,594,776</b>	<b>2,492,393</b>	<b>1,595,061</b>	<b>2,447,362</b>
Provisions for liabilities	21	(16,117)	(13,791)	(16,117)	(13,791)
<b>Net assets</b>		<b>1,578,659</b>	<b>2,478,602</b>	<b>1,578,944</b>	<b>2,433,571</b>
<b>Funds</b>					
Restricted funds	22	454,255	839,752	454,255	839,752
Unrestricted funds:					
Designated funds (contingency fund)	22	1,124,404	1,208,886	1,124,404	1,208,886
General funds	22	-	429,964	285	384,933
<b>Total funds</b>		<b>1,578,659</b>	<b>2,478,602</b>	<b>1,578,944</b>	<b>2,433,571</b>

Company Number: 02550966

The Trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 44 of the Charities and Trustee Investment (Scotland) Act 2005. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the Board of Trustees on 27 September 2023 and signed on its behalf by:



Susan Ronaldson  
Treasurer



Amanda Nobbs  
Chair

## Marine Conservation Society

### Consolidated statement of cash flows for the year ended 31 March 2023

	Note	Total funds 2023 (£)	Total funds 2022 (£)
<b>Cash flows from operating activities</b>			
Net cash (used in) operations		(928,095)	(435,545)
<b>Investing activities</b>			
Purchase of tangible fixed assets	14	(1,555)	(7,900)
<b>Net (decrease) / increase in cash and cash equivalents</b>		<b>(929,650)</b>	<b>(443,445)</b>
Cash and cash equivalents at beginning of year		2,358,633	2,802,078
<b>Cash and cash equivalents at end of year</b>		<b>1,428,983</b>	<b>2,358,633</b>
<b>Reconciliation of net income to net cash flow from operating activities</b>		<b>2023 (£)</b>	<b>2022 (£)</b>
<b>Net income per statement of financial activities</b>		<b>(899,943)</b>	<b>(410,473)</b>
<b>Adjustments for:</b>			
Depreciation of tangible fixed assets		6,825	7,013
Decrease in stock		850	2,011
(Increase) in debtors		56,172	(114,111)
Increase in creditors		(94,325)	77,844
Increase / (reduction) in provision for liabilities		2,326	2,171
<b>Net cash (used in) / provided by operations</b>		<b>(928,095)</b>	<b>(435,545)</b>
<b>Analysis of cash and cash equivalents</b>			
Cash at bank and cash in hand		1,428,983	2,358,633
<b>Total cash and cash equivalents</b>		<b>1,428,983</b>	<b>2,358,633</b>

<b>Analysis of changes in net debt</b>	As at 1 April 2022 (£)	Cash flows in year (£)	As at 1 March 2023 (£)
Cash at bank and cash in hand	2,358,633	(929,650)	1,428,983

### Basis of preparation

Marine Conservation Society meets the definition of a public benefit entity under FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable in the UK and Republic of Ireland to charities preparing their accounts in accordance with the Financial Reporting Standard FRS 102, the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 and the Charities and Trustee Investment (Scotland) Act 2005. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). The Trustees are confident that the level of unrestricted reserves and income means that there are no material uncertainties about the charity's ability to continue. The accounts have been prepared on a going concern basis.

### Basis of consolidation

These financial statements consolidate the results of the charitable company and its wholly owned subsidiaries on a line-by-line basis. The financial performance of the charity is shown in note 24. The turnover and expenditure of the subsidiaries are included within the Consolidated Statement of Financial Activities. The assets and liabilities of each subsidiary are included on a line-by-line basis in the Consolidated Balance Sheet in accordance with FRS 102. Further details of the subsidiaries are given in notes 15 and 16. Accounting policies detailed in these notes apply throughout the group and any surplus or deficit arising on intercompany transactions are eliminated in the Consolidated Statement of Financial Activities.

### Incoming resources

Income is recognised in the period in which the charitable company is entitled to receipt, receipt is probable, and the amount can be measured reliably. Income is deferred when the charity has to fulfil conditions before becoming entitled to use such income or where the donor has specified that the income is to be expended in a future period.

#### ► Membership subscriptions

Annual memberships are recognised across the year of the membership. Life membership subscriptions are accounted for in the year in which they are received.

#### ► Donations and grants

Donations from individuals and income from lotteries are recognised upon receipt. Income from donations and grants, including grants from the UK Government

and capital grants, is included in incoming resources when it is receivable, except as follows:

- When donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- When donors impose conditions which have to be qualified before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

#### ► Legacies

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified with reasonable certainty.

#### ► Donated facilities and professional services

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit is probable, it can be measured reliably, and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity, for example the amount the charity would be willing to pay in the open market for such facilities and services. A corresponding amount is recognised in expenditure.

No amount is included in the financial statements for volunteer time in line with the Charities SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

#### ► Commercial trading activities

Income from commercial activities is included in the period in which the charity is entitled to receipt.

### Resources expended

Expenditure is included when incurred on an accruals basis. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of resources.

#### ► Costs of generating and servicing membership subscriptions

These represent costs incurred in encouraging individuals to subscribe to the charity and the servicing of those individuals including provision of the members' magazine.

#### ► **Costs of raising donations and legacies**

Fundraising expenditure comprises costs incurred in encouraging people and organisations to contribute financially to the charity's work through donations and grants. This includes a proportion of salaries and overhead costs of the staff who promote fundraising.

#### ► **Commercial trading costs**

These represent costs incurred in raising funds through the online shop.

#### ► **Expenditure on charitable activities**

These represent costs incurred in activities aimed at achieving the charity's four strategic outcomes of a better protected ocean, a cleaner ocean, a healthier ocean and an ocean for everyone. The costs include the salary costs of those working directly on these activities, other direct costs such as equipment and travel costs and a share of support costs. Where an activity is aimed at achieving more than one outcome, the costs are allocated out between the relevant outcomes.

#### ► **Staff costs**

The allocation of staff costs between individual unrestricted funds is based on the estimated split of staff time for each individual employee of the charity. The allocation of staff costs to restricted funds is based on the estimated split of staff time, up to the maximum amount that the funder will allow. Some funders do not cover all the staff costs of a project and so full staff costs cannot be allocated to those funds.

#### ► **Support costs (including governance)**

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves constitute the output of the charitable activity. These include office costs, the cost of administration and governance such as the audit fee and insurance. These are allocated to all activities (charitable and raising funds) on the basis of the number of full-time equivalent staff employed within each activity. The allocation of general support costs to restricted funds is based on the full-time equivalent staff working on each project, up to the maximum amount that the funder will allow. Some funders do not allow overhead costs and so full costs cannot be allocated to those funds.

### **Tangible fixed assets**

All assets costing more than £1,000 are capitalised. Depreciation is provided at the following rates in order to write off each asset over its estimated useful life:

- Fixtures and fittings: 15% to 20% on cost
- Computers and equipment: 25% to 33.3% on cost

### **Investments**

In the charitable company's individual financial statements, investments in the charitable company's subsidiaries are included at cost less any provisions for impairment.

### **Stocks**

Stocks are valued at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete, and slow-moving stock where appropriate.

### **Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments such as trade debtors and creditors with no stated interest rate and receivable or payable within one year, which are recorded at transaction price. Any losses arising from impairment are recognised in the income statement in other operating expenses. Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting.

### **Debtors and cash**

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid net of any trade discounts due. Cash and cash equivalents comprise cash on hand and demand deposits and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk to changes in value.

### **Creditors**

Trade and other creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

### **Provisions**

Provisions are recognised when the charity has a present obligation as a result of a past event, it is probable that a transfer of economic benefits to a third party will be

required to settle the obligation and the amount can be measured reliably. By their nature, provisions are often based on estimates, but they are recognised only when they can be estimated reasonably reliably.

### **Operating leases**

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

### **Pensions**

Contributions in respect of the charity's defined contribution pension scheme are charged to the Statement of Financial Activities for the year in which they are payable to the scheme.

### **Tax**

Where applicable, income is recognised net of any output Value Added Tax and the cost of irrecoverable input Value Added Tax is accounted for in the same period as the expenditure on which it was incurred.

In terms of corporation tax, the charity is usually an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

Any corporation tax payable by the charity or one of its subsidiaries would be recognised in the period in which the taxable profit is generated. However, usually no corporation tax is payable because trading income is received by the subsidiary trading companies (not the charity) and the subsidiary companies distribute all the taxable profits to the charity as a Gift Aid donation.

### **Funds accounting**

Funds held by the charity are:

#### ► **Unrestricted general funds**

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

#### ► **Designated funds**

These are funds set aside by the Trustees out of unrestricted general funds for specific purposes or projects.

#### ► **Restricted funds**

These are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when

funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements (note 22).

### **Foreign currencies**

The consolidated financial statements are presented in pounds sterling (£), which is the charitable company's functional and presentational currency.

Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting. Foreign exchange gains and losses incurred in respect of monetary assets are shown within expenditure. Foreign exchange gains and losses in respect of non-monetary assets are shown between net income/(expenditure) and net movement in funds before other recognised gains and transfers and net movement in funds.

### **Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make some judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for income and expenditure. However, the nature of estimation means that actual outcomes could differ from those estimates.

Significant judgement is applied when assessing whether grant funding received should be accounted for either as a donation grant or as a performance-related services grant. Whether a contract is accounted for either as a donation grant or as a performance-related grant has a material impact on the timing of when such income is recognised.

Grant income includes grants for single projects accounted for as performance-related grants using the percentage of completion method. Percentage of completion has been estimated based on the ratio of costs to date at the balance sheet date compared to total expected project costs (including future project costs). The use of the percentage of completion method is considered a critical judgement and the value for future project costs included in total project costs used in the calculation is considered a key estimation.

# Notes to the financial statements

1 Income from donations and legacies	Unrestricted funds 2023 (£)	Restricted funds 2023 (£)	Total funds 2023 (£)	Total funds 2022 (£)
Membership subscriptions and adoptions	640,254	-	<b>640,254</b>	647,700
Legacies	49,708	-	<b>49,708</b>	185,390
Donations - trusts and companies	1,696,857	280,168	<b>1,977,025</b>	1,939,142
Donations - individuals	336,449	-	<b>336,449</b>	533,495
Other fundraising income	68,758	139	<b>68,897</b>	67,407
	<b>2,792,026</b>	<b>280,307</b>	<b>3,072,333</b>	<b>3,373,134</b>
For the year ended 31 March 2022	2,889,231	483,903		3,373,134

Donations from trusts and companies include £73,170 (2022: £79,529) of donated services or goods. This includes £48,393 of advertising through the Google Ad Grants scheme. We are very grateful for all this support, enabling us to benefit from advice and services that the charity might otherwise not be able to afford.

2 Income from charitable activities	Unrestricted funds 2023 (£)	Restricted funds 2023 (£)	Total funds 2023 (£)	Total funds 2022 (£)
Grants	36,657	832,639	<b>869,296</b>	420,525
Beach cleans	122,250	-	<b>122,250</b>	83,085
Education and sales	55,685	-	<b>55,685</b>	72,637
	<b>214,592</b>	<b>832,639</b>	<b>1,047,231</b>	<b>576,247</b>
For the year ended 31 March 2022	177,649	398,598		576,247

3 Income from other trading activities	Total funds 2023 (£)	Total funds 2022 (£)
Sales	1,135	6,201
Sponsorship	80,000	11,000
All income from other trading activities is unrestricted.	<b>81,135</b>	<b>17,201</b>

4 Income from investments	Total funds 2023 (£)	Total funds 2022 (£)
Bank interest received	4,605	821
All income from investments is unrestricted.	<b>4,605</b>	<b>821</b>

5 Other Income	Unrestricted funds 2023 (£)	Restricted funds 2023 (£)	Total funds 2023 (£)	Total funds 2022 (£)
Royalties and licences	385,909	75,000	<b>460,909</b>	388,927
	<b>385,909</b>	<b>75,000</b>	<b>460,909</b>	<b>388,927</b>
For the year ended 31 March 2022	386,828	2,099		388,927

6 Expenditure on raising funds	Direct staff costs 2023 (£)	Other direct costs 2023 (£)	Support costs 2023 (£)	Total 2023 (£)	Total 2022 (£)
Costs of generating and servicing memberships	125,728	91,596	35,446	<b>252,770</b>	252,239
Costs of raising other donations and legacies	415,741	91,848	117,295	<b>624,884</b>	530,320
Commercial trading costs	85,890	-	3,848	<b>89,738</b>	92,771
	<b>627,359</b>	<b>183,444</b>	<b>156,589</b>	<b>967,392</b>	<b>875,330</b>
For the year ended 31 March 2022	534,815	191,045	149,470		875,330

7 Expenditure on charitable activities	Direct staff costs 2023 (£)	Other direct costs 2023 (£)	Support costs 2023 (£)	Total 2023 (£)	Total 2022 (£)
Better protected	868,745	485,816	253,664	<b>1,608,225</b>	1,246,110
Cleaner ocean	694,919	178,540	231,571	<b>1,105,030</b>	1,023,726
Healthier ocean	617,901	217,400	148,928	<b>984,229</b>	959,347
For everyone	519,222	238,807	143,251	<b>901,280</b>	662,290
	<b>2,700,787</b>	<b>1,120,563</b>	<b>777,414</b>	<b>4,598,764</b>	<b>3,891,473</b>
For the year ended 31 March 2022	2,094,854	1,183,280	613,339		3,891,473

8 Support costs	Property costs 2023 (£)	Admin staff costs 2023 (£)	Admin other costs 2023 (£)	Govern- ance costs 2023 (£)	Total 2023 (£)	Total 2022 (£)
Costs of generating and servicing membership subscriptions	3,572	23,014	4,106	4,754	35,446	38,409
Costs of raising other donations and legacies	11,819	76,155	13,588	15,733	117,295	108,939
Commercial trading costs	-	-	-	3,848	3,848	2,122
Better protected	25,560	164,694	29,386	34,024	253,664	195,581
Cleaner ocean	23,334	150,350	26,827	31,061	231,572	186,175
Healthier ocean	15,006	96,693	17,253	19,976	148,928	127,828
For everyone	14,434	93,007	16,595	19,214	143,250	103,755
	<b>93,725</b>	<b>603,913</b>	<b>107,755</b>	<b>128,610</b>	<b>934,003</b>	<b>762,809</b>
Analysed between:						
Raising funds	15,391	99,169	17,694	24,335	156,589	149,470
Charitable activities	78,334	504,744	90,061	104,275	777,414	613,339
	<b>93,725</b>	<b>603,913</b>	<b>107,755</b>	<b>128,610</b>	<b>934,003</b>	<b>762,809</b>

Support costs are allocated to activities based on the FTE staff numbers working on those activities. Property costs include rent, rates, and utility costs for all our offices. Admin staff costs are the staff costs of the Finance, Human Resources, and IT teams. Other admin costs include postage, stationery, equipment, and depreciation of fixed assets (note 14). Governance costs include insurance, audit and legal fees, the cost of Trustee meetings and the proportion of management and finance staff costs spent on the governance of the charity.

9 Net incoming resources for the year <i>This is stated after charging.</i>	Total 2023 (£)	Total 2022 (£)
Depreciation	6,825	7,013
Auditor's remuneration:		
audit fees	13,850	8,150
other services	-	-
Equipment rental	2,023	3,350
Trustees' liability insurance	1,722	1,268
Property rental	86,736	82,700
Foreign exchange rate (gains) / loss	(8,170)	(1,625)

The property rental cost above relates to the lease of the head office at Ross-on-Wye as well as licences to occupy small offices in London and Edinburgh.

10 Staff costs and Trustees' remuneration	Total 2023 (£)	Total 2022 (£)
Salaries and wages	3,184,690	2,628,540
Employer's national insurance contributions	325,329	253,809
Pension costs	180,183	152,155
Redundancy payments	88,057	5,712
	<b>3,778,259</b>	<b>3,040,216</b>

One employee received emoluments in the band £80,000 to £90,000 (2022 – one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £6,322 (2022 – £4,804). No employees received emoluments in the band £60,000 to £70,000 (2022 – one). For comparative purposes, the employee in this band in the year ended 31 March 2022 had benefits accruing under an auto-enrolment scheme and contributions paid during the year ended 31 March 2022 totalled £3,654.

During the year key management received a combined total remuneration including the cost of employer pension and national insurance of £362,407 (2022 – £384,367). The pay ratio (highest paid employee: lowest paid employee) was 4.08. Marine Conservation Society is committed to paying all employees at least the real Living Wage, as set by the Living Wage Foundation.

No Trustees received any remuneration in the year (2022: nil) and one Trustee claimed expenses during the year for travel and subsistence (2022: two), amounting to £153 (2022: £302).

11 Staff numbers	2023 (average headcount)	2022 (average headcount)	2023 (full time equivalent)	2022 (full time equivalent)
Conservation and engagement programmes	70	57	66	55
Fundraising and servicing membership subscriptions	21	22	18	16
Administration and support	19	13	17	13
	<b>110</b>	<b>92</b>	<b>101</b>	<b>84</b>

## 12 Pension costs

The charity operates a defined contribution scheme for members of staff. The assets of the scheme are held separately from those of the charity, being invested with insurance companies. Pension costs charged in the Statement of Financial Activities represent the contributions payable by the charity in the year. There was £21,264 (2022 – £38,405) accrued at the end of the year representing pension costs payable. Where restricted income funds staff costs, the relevant proportion of pension costs is allocated to those funds.

## 13 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The group's tax liability is minimised by ensuring that any non-charitable income is received by the subsidiary company M C S Sales Limited, and the subsidiary donates the taxable profits from that income to the charity under the Gift Aid Scheme. Further details on M C S Sales Limited are provided in notes 15 and 16.

#### 14 Tangible Fixed Assets (Group and charity)

	Fixtures & fittings (£)	Computers & equipment (£)	Total (£)
<b>Cost</b>			
At 1 April 2022	19,689	69,865	<b>89,554</b>
Additions at cost	-	1,555	<b>1,555</b>
Disposals	-	-	<b>-</b>
<b>At 31 March 2023</b>	<b>19,689</b>	<b>71,420</b>	<b>91,109</b>
<b>Depreciation</b>			
At 1 April 2022	17,311	57,476	<b>74,787</b>
Charge for the year	408	6,417	<b>6,825</b>
Disposals	-	-	<b>-</b>
<b>At 31 March 2023</b>	<b>17,719</b>	<b>63,893</b>	<b>81,612</b>
<b>Net book value</b>			
<b>At 31 March 2023</b>	<b>1,970</b>	<b>7,527</b>	<b>9,497</b>
At 31 March 2022	2,378	12,389	<b>14,767</b>

#### 15 Investments in subsidiaries (charity only)

	2023 (£)	2022 (£)
M C S Sales Limited (company number 1766795)	100	100
Marine Biological Consultants Limited (company number 1777391)	100	100
	<b>200</b>	<b>200</b>

Investments in subsidiaries held by the charity represent the whole of the issued share capital of each of the companies above. Both companies are registered in England and Wales, with the registered office of Overross House, Ross Park, Ross-On-Wye, Herefordshire, United Kingdom, HR9 7US. The companies were established to carry out trades which were not in themselves charitable (and which could not, therefore, be conducted by the charity) but where all the profits were gifted to the charity, providing an additional income source to fund marine conservation.

Marine Biological Consultants Limited is not trading and is dormant.

M C S Sales Limited conducts corporate fundraising including sponsorship to raise money for the Marine Conservation Society and, from 2020-21, Marine Conservation Society online retail sales have been conducted through the subsidiary. A summary of the results of M C S Sales Limited is shown in note 16 and full accounts are filed with Companies House each year.

#### 16 Performance of M C S Sales Limited

	Year ended 31 March 2023 (£)	Year ended 31 March 2022 (£)
<b>Statement of comprehensive income</b>		
Turnover	526,037	400,863
Cost of sales	(90,890)	(95,754)
<b>Gross profit</b>	<b>435,147</b>	<b>305,109</b>
Administrative costs	(15,848)	(14,122)
<b>Operating profit</b>	<b>419,299</b>	<b>290,987</b>
Tax on operating profit	-	-
<b>Total comprehensive income for the year</b>	<b>419,299</b>	<b>290,987</b>
Gift aid donation to parent charity relating to profits from previous year	45,311	13,643
Gift aid donation to parent charity from profits in current year	419,299	245,676
<b>The assets and liabilities of the company were</b>		
Current assets	236,171	512,383
Current liabilities	(236,071)	(466,971)
<b>Total net assets</b>	<b>100</b>	<b>45,412</b>
Share capital	100	100
Retained profit	-	45,312

The above subsidiary accounts are before consolidation adjustments. Because all the profits are donated to the charity within the Gift Aid Scheme, no tax is owing.

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
<b>17 Stocks</b>				
Stocks held for resale in online shop	6,631	7,481	6,631	7,481
	<b>6,631</b>	<b>7,481</b>	<b>6,631</b>	<b>7,481</b>

The charity holds stocks of Seasearch books and equipment for sale. The clothes sold online are sold through our partner Teemill, who holds the stock.

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
<b>18 Debtors</b>				
Trade debtors	245,770	243,910	42,359	118,267
Amounts owed by subsidiary	-	-	172,499	417,185
Prepayments and accrued income	582,501	640,533	573,197	634,049
	<b>828,271</b>	<b>884,443</b>	<b>788,055</b>	<b>1,169,501</b>

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
<b>19 Creditors: amounts falling due within one year</b>				
Trade creditors	77,965	119,301	77,965	119,301
Tax and social security	143,414	124,511	88,855	83,933
Accruals	191,696	198,974	188,196	196,973
Deferred income	231,660	292,452	229,160	285,244
Other creditors	33,871	37,693	30,675	37,507
	<b>678,606</b>	<b>772,931</b>	<b>614,851</b>	<b>722,958</b>
<b>Deferred income</b> <i>Income received that relates to a future period</i>				
Membership subscriptions	45,852	49,107	45,852	49,107
Corporate memberships and logo licensing	29,275	34,292	26,775	27,084
Grant income received for service delivery	145,632	188,467	145,632	188,467
Income received for events and training	10,901	20,586	10,901	20,586
	<b>231,660</b>	<b>292,452</b>	<b>229,160</b>	<b>285,244</b>

All of the deferred income as at 31 March 2022 was released into the SOFA in the 2022-23 financial year.

## 20 Operating lease commitments

As at 31 March 2023 the charity had total commitments under non-cancellable operating leases as below:

	2023 (£)	2022 (£)
<b>Land and buildings</b>		
Leases expiring within one year	59,570	56,394
Leases expiring within two to five years	26,084	25,909
	<b>85,654</b>	<b>82,303</b>

## 21 Provision for liabilities (Group and charity)

	2023 (£)	2022 (£)
At the beginning of the year	13,791	11,620
Addition / (reduction) for dilapidations	2,326	2,171
<b>At the end of the year</b>	<b>16,117</b>	<b>13,791</b>

The provision relates to the lease of the office at Ross-on-Wye.

22 Statement of group funds	At 1 April 2022 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2023 (£)
<b>Unrestricted funds</b>					
General reserves	429,964	3,478,267	(3,919,980)	11,749	-
Designated funds (contingency fund)	1,208,886	-	-	(84,482)	1,124,404
	<b>1,638,850</b>	<b>3,478,267</b>	<b>(3,919,980)</b>	<b>(72,733)</b>	<b>1,124,404</b>
<b>Restricted funds</b>					
General conservation	1,998	-	(1,998)	-	-
Sealife	-	127,525	(132,491)	4,966	-
Blue Carbon	-	24,881	(23,869)	-	1,012
Fisheries programme					
Good Fish Guide transformation	296,803	-	(260,629)	-	36,174
Other fisheries funds	2	23,667	(23,669)	-	-
Aquaculture projects	-	96,929	(22,349)	-	74,580
Ocean recovery programme					
ReMEDIES	-	21,328	(41,000)	19,672	-
Other seagrass projects	64,365	28,643	(49,873)	50,109	93,244
Fish INTEL	-	24,960	(27,426)	2,466	-
National Seasearch	100	75,000	(75,000)	-	100
British Virgin Islands Turtle Conservation	-	53,609	(53,609)	-	-
Anguilla Shark Conservation	-	102,158	(102,158)	-	-
Other UK Overseas Territories	17,961	49,291	(50,379)	(3,946)	12,927
Other ocean recovery funds	27,294	111,729	(79,616)	-	59,407
Social science programme					
Agents of Change	29,331	-	(20,669)	-	8,662
Marine CoLab	19,066	30,000	(35,950)	-	13,116
Wild Coast Sussex	-	23,588	(23,588)	-	-
Sussex Nearshore Trawling Byelaw Research	28,009	-	(28,009)	-	-
Environmental Behaviours	34,430	-	(12,300)	-	22,130
Engagement programme					
Inspiring blue recovery	55,365	124,200	(185,987)	6,422	-
Sea Champions Bridlington	82,726	-	(45,930)	-	36,796
Volunteer & Community Engagement	385	-	-	-	385
Education general funds	73,828	42,200	(62,528)	(1,555)	51,945
Scottish Education Roadshow	12,129	8,000	(20,129)	-	-
Other engagement funds	35,222	-	(18,825)	2,380	18,777
Wales Programme	-	25,000	-	-	25,000
Natur am Byth!	-	159,128	(159,795)	667	-
Scotland programme	-	2,395	(2,395)	-	-
Restoration Forth	52,290	33,715	(86,005)	-	-
Restricted assets depreciation fund	8,448	-	-	(8,448)	-
	<b>839,752</b>	<b>1,187,946</b>	<b>(1,646,176)</b>	<b>72,733</b>	<b>454,255</b>
<b>Total funds</b>	<b>2,478,602</b>	<b>4,666,213</b>	<b>(5,566,156)</b>	<b>-</b>	<b>1,578,659</b>

## 22 Continued

### Comparative statement of group funds for the year ended 31 March 2022

	At 1 April 2021 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2022 (£)
<b>Unrestricted funds</b>					
General reserves	441,947	3,471,730	(3,276,033)	(207,680)	429,964
Designated funds	1,083,171	-	-	125,715	1,208,886
	1,525,118	3,471,730	(3,276,033)	(81,965)	1,638,850
<b>Restricted funds</b>					
General conservation	4	61,667	(59,673)	-	1,998
Sealife	-	68,337	(67,379)	(958)	-
Blue Carbon	-	18,312	(18,312)	-	-
Clean seas programme	8,046	-	(8,046)	-	-
Fisheries programme					
Good Fish Guide transformation	663,355	-	(366,552)	-	296,803
Other fisheries funds	1	23,500	(23,499)	-	2
Ocean recovery programme					
ReMEDIES	-	29,841	(29,841)	-	-
Other seagrass projects	13,358	8,071	(21,104)	64,040	64,365
Fish INTEL	-	12,593	(12,593)	-	-
National Seasearch	500	24,404	(24,804)	-	100
British Virgin Islands Turtle Conservation	4,222	78,549	(80,517)	(2,254)	-
Anguilla Shark Conservation	-	94,722	(94,722)	-	-
UK Overseas Territories	9,691	56,431	(65,209)	17,048	17,961
Other ocean recovery funds	45,895	19,095	(21,906)	(15,790)	27,294
Social science programme					
Agents of Change	55,939	-	(26,608)	-	29,331
Marine CoLab	50,291	3,450	(34,675)	-	19,066
Wildcoast Sussex	-	22,085	(22,085)	-	-
Sussex Nearshore Trawling Byelaw Research	-	41,797	(13,788)	-	28,009
Environmental Behaviours	54,880	-	(20,450)	-	34,430
Engagement programme					
Inspiring Blue Recovery	-	124,200	(85,502)	16,667	55,365
Sea Champions Bridlington	130,257	-	(47,531)	-	82,726
Volunteer & community engagement	90,499	50,131	(140,245)	-	385
Education general funds	78,957	58,479	(63,608)	-	73,828
Scottish Education Roadshow	26,000	5,000	(18,871)	-	12,129
Other engagement funds	35,222	9,444	(9,444)	-	35,222
Wales Programme	16,219	-	(16,219)	-	-
Natur am Byth!	-	20,219	(20,219)	-	-
Scotland programme					
Restoration Forth	-	54,273	(1,983)	-	52,290
Website transformation	80,621	-	(72,747)	(7,874)	-
Restricted assets depreciation fund	-	-	(2,638)	11,086	8,448
	1,363,957	884,600	(1,490,770)	81,965	839,752
<b>Total funds</b>	<b>2,889,075</b>	<b>4,356,330</b>	<b>(4,766,803)</b>	<b>-</b>	<b>2,478,602</b>

## Unrestricted funds

### General funds

The general reserve represents the free funds of the charity that are not designated for particular purposes.

### Designated funds

The designated reserves are those funds set aside by Trustees as a contingency in the event of future income shortfalls. The Trustees aim to maintain this fund at a level that will support between 3 and 4 months' unrestricted expenditure, based on future plans. At the year end approximately 3.2 months of unrestricted expenditure was held in the designated fund.

### Restricted funds

All restricted funds are for specific conservation or educational projects in the UK and overseas. These funds are recorded and managed individually by project but, for ease, the smaller projects are broadly categorised in these accounts by type of activity.

### General conservation

This fund benefits all our conservation work and includes these projects:

- ▷ **Sealife** – Funded by the European Commission LIFE programme, supporting the European Green Deal, the Sealife project aims to raise awareness of the links between marine protection and blue carbon sequestration, increase youth engagement on blue carbon and MPAs and address the knowledge gap around the role of our marine environment in combating climate change.
- ▷ **Blue Carbon** – Funded by John Ellerman Foundation, our Marine Natural Capital Analyst has worked to determine the wider value of our seas including carbon capture and storage, as well as finance mechanisms to fund ocean recovery, including the Blue Carbon Forum and the Ocean Finance Alliance.

### Fisheries programme

Funds within this programme support our work to create a healthier ocean, by promoting the development of sustainable wild-capture and farmed seafood production.

- ▷ **Good Fish Guide Transformation** – A three-year project funded by a £1 million donation from a charitable foundation which ended in November

2022. This funding supported the development of a completely new website and app for the Good Fish Guide and the expansion of our seafood ratings so that information on how to buy sustainable seafood is much more readily available and widely used. Underspend from the project is currently being used in 2023 to fund a GFG ratings officer for 6 months and deliver some additional exciting GFG promotion work.

- ▷ **Aquaculture Projects** – This fund includes Shaping a Vision for Environmentally Friendly Seaweed which is a one year project funded by the Levine Family Foundation aiming to explore seaweed aquaculture innovation in the UK by scoping the landscape of seaweed innovation and identifying opportunities and barriers to development. The Aquaculture fund also includes funding from Esmée Fairbairn Foundation including to recruit an Aquaculture Policy Officer. This 2.5 year project aims to advocate for the development and implementation of responsible and sustainable aquaculture policies in the UK.

### Ocean recovery programme

Achieving a better protected ocean is the primary focus of funds within this programme, promoting the laws and policies designed to protect our seas. Included within this programme are the following funds:

- ▷ **ReMEDIES** – This project, funded by LIFE and in partnership with Natural England and others, aims to reduce and mitigate damage to seabed habitats at Natura 2000 sites (Special Areas of Conservation (SACs)) in southern England. The project is focusing on seagrass recovery, including reducing pressure from boat moorings. It also includes extensive engagement and education with communities and schools on the importance of protecting the seabed for biodiversity and to help tackle climate change.
- ▷ **Other seagrass projects** – Working with Princess Yachts and The Ocean Conservation Trust, Advanced Mooring Systems are being installed into seagrass beds to enable re-growth of seagrass at the base of the mooring chains, making beds denser and blades longer. Additional funding from a members' appeal and corporate supporters Salcombe Gin, The Travel Chapter, Bower Collective and Hamptons have funded our seagrass work.
- ▷ **Fish INTEL** – Funded by EU Interreg II Seas Ocean Recovery and delivered in a partnership led by the University of Plymouth, Fish INTEL uses cutting edge technology to monitor key fish species and understand how they use different

ecosystems within UK, French and Belgian seas. By tracking fish movements and studying their habitats, we hope to build a comprehensive picture that will inform commercial fishing policies and help marine life to thrive.

- ▷ **Seasearch** – This is a scientific partnership programme with several agencies and organisations to involve volunteer recreational divers in the survey of marine species and habitats – part of our work to provide an evidence base. Royalties received during the year from our partnership with FatFace have been allocated to the Seasearch programme.
- ▷ **UK Overseas Territories** – John Ellerman Foundation funded the development of our collaborative programme in the UK Overseas Territories to help improve management of marine protected areas across five Caribbean Territories. This programme includes work to monitor turtle migration in the Turks and Caicos, which has attracted funding from the People's Trust for Endangered Species and The Ernest Kleinwort Charitable Trust. In addition, funding from Darwin has enabled the establishment of new projects in the British Virgin Islands, Anguilla, the Turks and Caicos Islands and Montserrat where, working closely with local partners, we are engaging with communities and governments to increase the understanding of and protection for their iconic marine species and the habitats on which they rely.
- ▷ **Other ocean recovery funds** – These include funds from Seas At Risk and others for work to increase protection for Marine Protected Areas.

## Social science programme

With the recognition that conservation social science is an essential part of the evidence and approach needed to respond to the ocean and climate crises, we have invested in a brand-new team to integrate and apply social science research and practice across the organisation in order to refine audience insight, apply best practice with regard to behaviour change and monitoring and evaluation and to accelerate progress towards organisational objectives.

Within this programme are the following funds:

- ▷ **Agents of Change** – The Calouste Gulbenkian Foundation is funding a staff post to work towards improving community understanding and support for local marine protected areas (MPAs). An initiative from the Marine CoLAB, the project aims

to address the fact that communities know little about their MPAs and works with all stakeholders to help recover their marine environment.

- ▷ **Marine CoLAB** – Funded by the Calouste Gulbenkian Foundation, the Marine CoLABoration (CoLAB) group, provides time and resources for the marine conservation sector to build on what works, learn from other sectors and parts of the world, and develop tools and approaches with the potential to increase the scale and pace of beneficial change. This funding is supporting work to scope the potential of collaborative work around Ocean Literacy through the 'We are Ocean' collective.
- ▷ **Wild Coast Sussex** – In partnership with Sussex Wildlife Trust and others, and funded by the National Lottery Heritage Fund, this project (previously called Sussex by the Sea) aims to positively influence human behaviours, particularly in the 16–25 yr old age range, that are contributing to the decline of marine life off the Sussex coast.
- ▷ **Sussex Nearshore Trawling Byelaw Research** – Funded by the Oak Foundation, this project used social research methods to capture and communicate the story of the Sussex Nearshore Trawling Byelaw with the aim of identifying key considerations for protecting nearshore marine habitats at scale.
- ▷ **Environmental Behaviours** – Funds are allowing us to develop our social science programme; specifically to carry out research into the health and wellbeing benefits of the coast and to explore how best we inspire action from a wider range of people.

In addition to these specific funds, the team is contributing to qualitative research as part of other projects in the UK and the UK Overseas Territories in the Caribbean.

## Engagement programme

These funds are supporting a range of projects focussing on our 'for everyone' goal.

- ▷ **Inspiring blue recovery** – Funded by Defra's Green Recovery Challenge Fund, which was delivered by National Lottery Heritage Fund, this project's broad purpose was to significantly scale up participation in volunteering, marine citizen science and youth engagement, connecting people with and inspiring them to take action to protect our marine heritage. It focused on England and had a theme of reaching under-represented groups.

- ▷ **Sea Champions Bridlington** – Major donor funding to deliver an environmental project to serve the locality of Bridlington and surrounding areas to engage volunteers in marine conservation activities including beach cleans, citizen science and education along with wider engagement with communities, local authorities and businesses across the wider Yorkshire area.
- ▷ **Volunteer and community engagement** – Initially, these funds focussed on increasing our volunteer and community engagement in Northumbria to deliver more beach cleans and educate young people about their local marine environment; additional funds are now allowing this work to broaden to our work across the UK.
- ▷ **Education** – Funds supporting our education programme to increase the participation of young people in marine conservation and improving ocean literacy through education workshops, online live lessons and resources, and other curriculum-linked resources and the creation of Ocean-Friendly School Awards.
- ▷ **Scottish Education Roadshow** – The Protecting Scotland's Seas roadshow is a marine-themed education experience featuring a selection of options tailored for schools and youth groups to engage with the marine and outdoor environment. Funding received during the year helped us reach even more young people through our ocean literacy roadshow.
- ▷ **Other engagement funds** – These include other community engagement projects around the UK.

## Wales programme

In 2022–23 we received funding from The Waterloo Foundation towards our work in Wales. Funds have been carried forward to support the salary costs of delivering our Wales conservation work until 31st December 2023.

- ▷ **Natur am Byth!** – We are working in a partnership led by Natural Resources Wales with eight other environmental charities. With stage 1 funding from the National Lottery Heritage Fund, the development phase ended in February 2023 and we are delighted to have secured funding for Stage 2, which will deliver Wales' largest natural heritage and outreach programme to save species from extinction and reconnect people to nature.

## Scotland programme

Generally, the activities within our Scotland

programme have been supported by our unrestricted funds, but Seasearch in Scotland is included within National (UK) Seasearch funds, not under the Scotland programme and funding for a Scottish Education roadshow is included within the engagement programme.

- ▷ **Restoration Forth** – Working in a partnership led by WWF-UK to empower coastal communities to help restore and sustainably manage their local marine natural heritage for a thriving Firth of Forth, focusing on seagrass and native oyster bed restoration. Marine Conservation Society is collaborating most closely with Heriot-Watt University focusing on native oyster restoration.

## Transfers between funds

- ▷ In 2022–23 the Trustees approved a transfer from designated funds to general funds to ensure the fund was not in deficit.
- ▷ Funds have been transferred from general funds into specific project funds where corporate supporters have paid us royalty payments that are unrestricted when received by M C S Sales but which they have asked to be directed to specific work such as seagrass restoration.
- ▷ Unrestricted funds have been transferred from the general fund into the Inspiring blue recovery and Sealife funds to ensure matched funding requirements set by grant givers are met.
- ▷ A transfer has been made from the restricted assets depreciation fund into general funds where the assets bought from restricted funds are now held.
- ▷ In other UK Overseas Territories, a project underspend was transferred to unrestricted general funds to support core costs in agreement with the funder.
- ▷ A transfer was made from general funds to the Natur Am Byth! fund to cover our agreed partner contribution during the development stage.

### 23 Analysis of net assets between funds

	Restricted funds (£)	Designated funds (£)	General funds (£)	Total funds 2023 (£)	Total funds 2022 (£)
<b>2023</b>					
Tangible fixed assets	-	9,497	-	9,497	14,767
Net current assets	454,255	1,114,907	-	1,569,162	2,463,835
	<b>454,255</b>	<b>1,124,404</b>	<b>-</b>	<b>1,578,659</b>	<b>2,478,602</b>
<b>2022</b>					
Tangible fixed assets	8,448	-	6,319		14,767
Net current assets	831,304	1,208,886	423,645		2,463,835
	<b>839,752</b>	<b>1,208,886</b>	<b>429,964</b>		<b>2,478,602</b>

### 24 Financial performance of the charity

The consolidated statement of financial activities includes the results of the sponsorship, other corporate fundraising and online retail sales conducted by M C S Sales Limited.

The summary financial performance of the charity alone is:

	2023 (£)	2022 (£)
Income	4,140,181	3,955,467
Gift Aid donation and other income from subsidiary company	481,610	276,319
	4,621,791	4,231,786
Expenditure	(5,476,418)	(4,673,925)
<b>Net (expenditure)/income</b>	<b>(854,627)</b>	<b>(442,139)</b>
Total funds brought forward	2,433,571	2,875,710
<b>Total funds carried forward</b>	<b>1,578,944</b>	<b>2,433,571</b>
Represented by:		
Restricted funds	454,255	839,752
Unrestricted funds	1,124,689	1,593,819

### 25 Related party transactions

There were no related party transactions during the year.

### 26 Comparative consolidated statement of financial activities

Income and expenditure	Unrestricted funds 2023 (£)	Restricted funds 2023 (£)	Total funds 2023 (£)
<b>Income from</b>			
Donations and legacies	2,889,231	483,903	3,373,134
Charitable activities	177,649	398,598	576,247
Other trading activities	17,201	-	17,201
Investments	821	-	821
Other	386,828	2,099	388,927
<b>Total income</b>	<b>3,471,730</b>	<b>884,600</b>	<b>4,356,330</b>
<b>Expenditure on</b>			
Raising funds	849,715	25,615	875,330
Charitable activities:			
Better protected	719,882	526,228	1,246,110
Cleaner ocean	797,317	226,408	1,023,725
Healthier ocean	521,133	438,214	959,347
For everyone	387,986	274,305	662,291
<b>Total expenditure</b>	<b>3,276,033</b>	<b>1,490,770</b>	<b>4,766,803</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>	<b>195,697</b>	<b>(606,170)</b>	<b>(410,473)</b>
Net gains on investment assets	-	-	-
<b>Net income/(expenditure)</b>	<b>195,697</b>	<b>(606,170)</b>	<b>(410,473)</b>
Transfers between funds	(81,965)	81,965	-
<b>Net income/(expenditure) and net movement in funds for the year</b>	<b>113,732</b>	<b>(524,205)</b>	<b>(410,473)</b>
Funds at the start of the year	1,525,118	1,363,957	2,889,075
<b>Funds at the end of the year</b>	<b>1,638,850</b>	<b>839,752</b>	<b>2,478,602</b>

## Acknowledgements of financial and other support

We would like to thank all the individuals and organisations who made our work this year possible.

### Charitable trusts, foundations and grant funders giving £1,000 or more:

10% for the Ocean	The Gilbert and Eileen Edgar Foundation	The Naturesave Trust
The Anson Charitable Trust	Green Recovery Challenge Fund	NatureScot
Binks Trust	Harris Freeman Foundation	The Oakdale Trust
The Blair Foundation	The Helvellyn Foundation	Oceans 5
The Bryan Guinness Charitable Trust	The Henry C Hoare Charitable Trust	The P & FW Family Charitable Trust
The Calleva Foundation	The Ian Mactaggart Trust	The Pamela Matthews Charitable Trust
Calouste Gulbenkian Foundation	The Ince Group Charitable Foundation	Peacock Charitable Trust
Cecil Pilkington Charitable Trust	JNCC Support Co	The Percy Hedley 1990 Charitable Trust
Chapman Charitable Trust	The John Coates Charitable Trust	PF Charitable Trust
Cobb Charitable Trust	The John Cowan Foundation	Pilkington General Trust
The Constance Travis Charitable Trust	John Ellerman Foundation	Players of People's Postcode Lottery
Crown Estate Scotland	John Swire 1989 Charitable Trust	Pump House Trust
The Darwin Initiative	Joseph Strong Frazer Trust	Q Charitable Trust
The David Brooke Charity	Lady Yuen Peng McNeice Charitable Foundation	The Robert Clutterbuck Charitable Trust
Department for Environment, Food and Rural Affairs	Langdale Trust	Ronald Miller Foundation
The Derek And Clare Stevens Trust	Levine Family Foundation	Royal Society for Protection of Birds
Esmée Fairbairn Foundation	Lighthouse Giving	Ruth Smart Foundation
EU Interreg II Seas	Lindeth Charitable Trust	Sea-Changers
EU LIFE 2020 NG04GD	The Lyndal Tree Foundation	Seas At Risk
EU LIFE Recreation ReMEDIES	M J Camp Charitable Foundation	The Simon Gibson Charitable Trust
The Falconer Family Trust	Marsh Charitable Trust	Tay Charitable Trust
Fishmongers' Company's Charitable Trust	Miss A M Pilkington Charitable Trust	The Waterloo Foundation
The Gaynor Cemlyn Jones Trust	Misses Barrie Charitable Trust	The Wildlife Trusts MPA Fighting Fund
The George A Moore Foundation	The National Lottery Heritage Fund	WWF-UK
Gess Charitable Trust	Natural Resources Wales	The Wyndham Charitable Trust

### Organisations and companies contributing £5,000 or more towards our income and charitable objectives through donations and corporate partnership agreements:

Accrol Papers Ltd (Oceans)	Goodloop Ltd	Princeton University Press (PUP)
Anglian Water Services Ltd	Green People Ltd	Rapanui / Teemill
Beiersdorf UK Ltd	Haddenham Healthcare LTD	Romo Ltd
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Edrington	Ocean Tee Ltd	Wrendale Designs
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FatFace Ltd	Princess Yachts Ltd	

### Organisations and companies contributing £1,000 or more from company memberships:

Aalmar Surveys	IT Naturally Ltd
Abel & Cole Ltd	Just Enough Brave
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CH & Co Catering Group Ltd	Optical Express Westfield Limited
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Coast Drinks	Rapesco
Eleos Compliance	Shibui Tea
Glenmorangie Company Ltd	St Hilda Sea Adventures
Gnaw Chocolate	Talomon Capital Ltd
Greenway Property Ltd	Zena Holloway
Holidaycottages.co.uk	

### Individuals giving gifts of £5,000 or more:

Xavier Menguy

### Legacies and in memoriam donations:

Alex Dibb	Jaya Mahendra Shah	Nicky Levy
Alyssa Mellakh	Jeffrey Kelham	Nigel Harley
Andrew Neil Besley	Jemma Adams	Patrick Hostler
Andrew Osborn	Jim and Dorothy Siddall	Paul James Forster
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Brian Kettle	John Paul Russell Hannon	Peter Colley
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Henry Bull	Nancy Bauckham	
Jacob Wilson	Nick Playforth	

We would like to extend our thanks to our valued donors who wish to remain anonymous.

### Patrons, supporters, members and groups:

**Ocean Ambassadors**  
 Prof Ben Garrod  
 Cyrus Todiwala OBE DL  
 Deborah Meaden  
 Doug Allan  
 Fernando Montañó  
 Inka Cresswell  
 Iolo Williams  
 Lizzie Daly  
 Miranda Krestovnikoff  
 Sarah Jackson  
 Simon Reeve  
 Susie Rodgers MBE  
 Tom 'The Blowfish' Hird  
 Zoe Lyons

We would like to thank our members, local groups, and Sea Champion volunteers for their support of our conservation activities and fundraising efforts over the year. Thanks also to all the volunteers who supported our projects and/or gathered vital information through Beachwatch, the Great British Beach Clean, Seasearch, Jellyfish, Basking Shark and Turtle Watch.

Also, to the many individual and community participants, dive clubs, sports clubs, youth and member organisations and school and college students who raised money to support our work.

### Pro bono support:

We would like to thank the following supporters for their pro bono support during the last year:

Brasserie Bar Co  
 Deloitte LLP  
 Good Law Project  
 Google  
 LSP Leadership Ltd  
 Mayer Brown International LLP  
 Mitzi Wyman  
 Nick Arding  
 Ocean Outdoor  
 Thinking Environments

## Reference and administrative information

### Charity name

Marine Conservation Society

### Charity registration number

1004005 (England & Wales)  
SC037480 (Scotland)

### Company registration number

02550966

### Registered office and operational address

Overross House,  
Ross Park,  
Ross-on-Wye HR9 7US

### London operational address

Metal Box Factory,  
30 Great Guildford Street,  
Bankside SE1 0HS

### Scottish operational address

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24 Canning Street,  
Edinburgh EH3 8EG

### Principal professional advisors

#### Auditors

Saffery LLP,  
St Catherine's Court,  
Berkeley Place, Clifton,  
Bristol BS8 1BQ

#### Bankers

Barclays Bank,  
Leicester LE87 2BB  
Lloyds Bank,  
8 High Town,  
Hereford HR1 2AE

### President

HRH King Charles III

### Trustees

The Trustees listed below were Trustees for the whole of the year ended 31 March 2023 and until the date of this report unless stated otherwise:

Amanda Nobbs [Chair](#)

Mark Haviland [Vice Chair](#)

Susan Ronaldson [Treasurer](#)

Polly Burns

*from 14 December 2022*

Emily Cunningham

*until resignation 17 November 2022*

Jonathan Hall

Joyce Lorigan

Deborah Mahon

*from 17 November 2022*

Jessica Montgomery

*from 17 November 2022*

Will Oulton

Seth Richardson

Rebecca Rodney

*from 14 December 2022*

Helena Thernstrom

Stefano Tiratelli

### Executive Team

The members of the Executive Team (previously Senior Management Team) were in post for the whole of the year ended 31 March 2023 and until the date of this report unless stated otherwise:

Sandy Luk  
[Chief Executive](#)

Andrew Barnes  
[Interim Director of Communications & Engagement](#)  
*until 19 September 2022*

Gareth Cunningham  
[Interim Director of Conservation & Policy](#)  
*from 31 July 2023*

Jennifer Mitchell  
[Director of Communications & Engagement](#)  
*from 19 September 2022*

Nicola Spencer  
[Director of Finance & Resources and Company Secretary](#)  
*until 23 September 2022*

Katherine Stephenson-Hall  
[Director of Fundraising & Development \(previously Fundraising\)](#)

Jayne Tucker  
[Interim Director of Finance & Resources](#)  
*from 19 September 2022*  
[and Company Secretary](#)  
*from 23 September 2022*

Chris Tuckett  
[Director of Conservation & Policy \(previously Programmes\)](#)  
*until 25 July 2023*






Email: [info@mcsuk.org](mailto:info@mcsuk.org)  
Head Office: Overross House,  
Ross Park, Ross-on-Wye,  
Herefordshire, HR9 7US  
Telephone: 01989 566017



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in England and Wales 02550966. Registered office: Overross  
House, Ross Park, Ross-on-Wye, HR9 7US. VAT number: 321491232.

**MARINE  
CONSER  
VATION  
SOCIETY**

[mcsuk.org](http://mcsuk.org)  [mcsuk](https://www.facebook.com/mcsuk)  [mcsuk](https://twitter.com/mcsuk)  [mcs\\_uk](https://www.instagram.com/mcs_uk)

**MARINE CONSERVATION SOCIETY**

England & Wales - Charity number 1004005

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# Accounts

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MARINE  
CONSERVATION  
SOCIETY

# 2021 – 2022

Annual Impact Report  
& Accounts





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Spiny seahorse © Georgie Bull; Litter collected at Swansea beach © MCS | Billy Barraclough; Herring © Elarteviveenti | Shutterstock; Education Roadshow, Isle of Mull © MCS | Kirsty Crawford

A message from our Chair

## Climate... Nature... Ocean emergency!



**“This wasn’t a year to be timid. The challenges we face call for bravery and answers. I’m immensely proud of the progress we secured this year.”**

At the UN Climate Conference (COP26) in Glasgow, we were told ocean progress would be a step too far and that charities belong at fringe events. Undaunted, our team secured a position of influence in the negotiations. With skill and tenacity, we played our part in achieving a huge win – ocean issues are, at last, included in climate commitments.

Another big breakthrough was for protected areas. Following the launch of our Marine unProtected Areas report, the Marine Management Organisation began consulting on management measures for four offshore marine protected areas, including Dogger Bank, to come into force in June 2022. More positive moves followed. All those years of campaigning, amassing overwhelming evidence on the devastation caused by practices such as bottom trawling are, finally, achieving results.

It’s uplifting to see strides in our work to restore the health of our seas – sometimes by ourselves, and sometimes as valued partners in coalitions. In Scotland, the Dornoch Environmental Enhancement Project reached a milestone with the 20,000th native oyster returned to Dornoch Firth, over a century since their extinction there due to overfishing. In Wales, we began working in partnership with nine organisations to deliver the Natur am Byth! project. Led by Natural Resources Wales, this initiative will help save threatened species and find solutions to the issues facing endangered marine life.

None of this would be possible without you. Our amazing staff, Trustees, funders, influencers and parliamentary champions have rallied together like never before. Our wonderful supporters and volunteers, to whom we are indebted, continue to get behind our campaigning, citizen science,

education and youth work. Our volunteers logged 22,000 hours on land and over a thousand hours more on underwater surveys. The Great British Beach Clean, our flagship citizen science event, attracted almost 6,000 volunteers who took part in 465 beach cleans and surveys. The survey results attracted a lot of attention, being quoted by First Minister Mark Drakeford in the Welsh parliament and reported on in over 300 media articles.

Of course, these achievements sit within the context of grave and mounting challenges. Progress in some areas, such as deposit return schemes for bottles and cans, has been painfully slow. Sewage pollution has been shameful. The year end sees us facing the consequences of war in Ukraine and rises in the cost of living.

Motivated by urgency and by growing public demand for change, we have ambitious new plans, which you can read about in this report. As we embark on this uncertain period, our finances are strong. Our income for 2021–22 was £4.4million – 2% up on the previous year. We spent more on our ocean programmes, education and engagement activities and less on raising funds and administration than in the previous year. We considered it prudent to increase our reserves to 3.5 months’ worth of operating expenditure.

We are committed to being ambitious, inclusive and focused so that we can be effective in making change happen. We want you to feel that you can make a difference, working with and supporting us. Our ocean, indeed our planet, is calling for us to succeed.

**Amanda Nobbs**  
Chair of Trustees

2021-2022

## A message from our Chief Executive **Good COP, bad COP**

**“There’s no more time to plan for the future. The future is now.”  
The legacy of Glasgow and beyond.**



There’s no doubt that we are in the middle of an existential, inter-connected climate-nature emergency. We must act now – we know we have only eight years to reduce emissions by at least 45% if we are to reach net zero by 2050, which is the only way to avoid irreversible climate change, and with it, catastrophic impacts on the ocean.

We also know that the ocean is key to achieving this goal. After all, the ocean is a source of weather, climate, storms and floods – and it can help minimise damage caused by all of these; it provides us with oxygen, food, livelihoods, health and wellbeing, and helps to absorb carbon emissions.

It’s obvious that we have to look after it – for climate, nature and people. The situation is urgent, but it’s not too late. Yet.

I clearly remember how excited and hopeful I felt for nature and people as a student in 1994. The Earth Summit had just happened in Rio in 1992 and the Montreal Protocol was looking as if it might be a success in curbing ozone emissions.

As a 25-year-old, I attended part of the first ever Climate Change Conference of the Parties (or COP for short) in Berlin. A tiny affair compared to COP26, the enormous operation that we took part in last November.

Twenty-eight years later, it is the words of youth climate activist and sustainability student from the Cayman Islands, Dejea Lyons, on Nature Day at COP26 in Glasgow, that remain a constant refrain in my head. “The environment is dying, and with it, parts of culture, heritage and history,” she said. “There’s no more time to plan for the future. The future is now.”

### **We must act now**

It’s an extraordinary achievement that following efforts from the Marine Conservation Society and many others at COP26 last year, the Glasgow Climate Pact now recognises the key role of the ocean in combatting climate change, and an annual ‘Ocean Dialogue’ and other programmes are being put in place to strengthen ocean-based climate action.

The ocean is a climate change superhero. If we protect and restore the ocean and invest in it, it will play its part in addressing the climate and nature emergencies. We’ll continue in our efforts to make this happen.

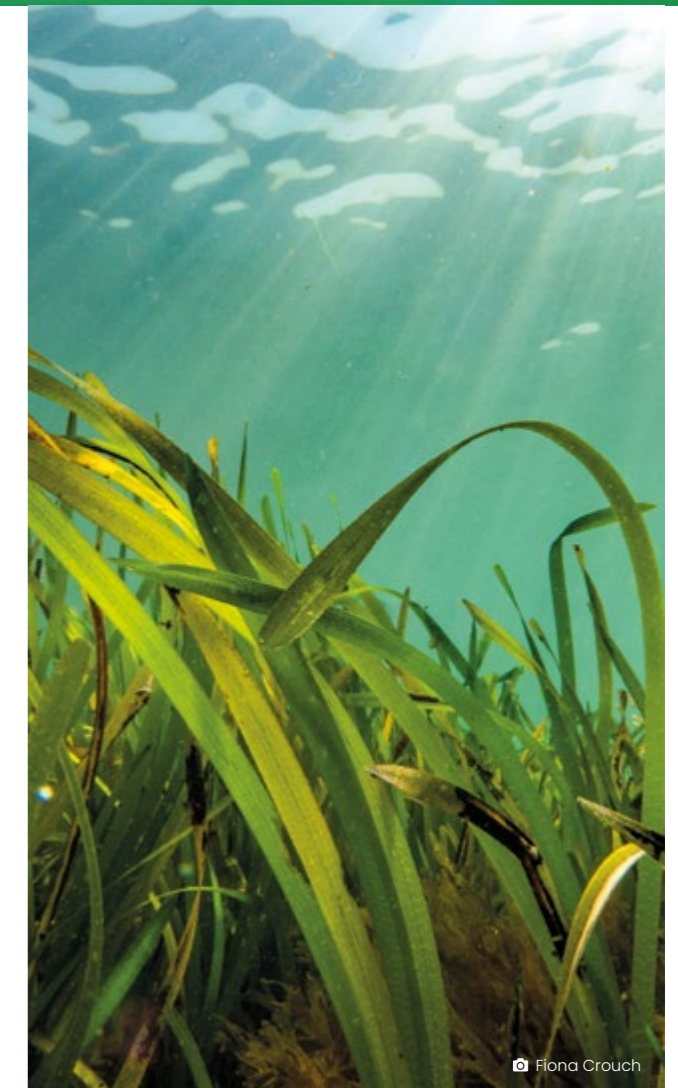
Through the Ocean Dialogue, COP27 and beyond, we will continue to demand that world leaders honour their commitments and champion ocean-based climate solutions.



We will also continue to ask our supporters to join us in calling on the UK, Westminster and devolved nation governments to show international leadership *and* take action at home. They must follow through on their commitments to protect the UK’s seas, as well as the wider ocean.

And to really give strength to our efforts, we will, of course, continue to work with coastal communities through our Community Voice programme, with young people through our Youth Action Network, and with our amazing staff, members, volunteers and supporters – all of whom have been our blue heart and our most important ocean champions for so long.

**Sandy Luk**  
Chief Executive



# Our year in numbers



Beach clean at Barry, Glamorgan 📍 MCS | Billy Barraclough; Good Fish Guide promo event at Brasserie Blanc 📍 MCS | Brendan Foster; School children at Great British Beach Clean in Sandbanks, Dorset 📍 MCS | Billy Barraclough; Blue Carbon Champions event materials 📍 MCS | Alice Watson; Weighing litter at Great British Beach Clean in Littlehampton, Sussex 📍 MCS | Billy Barraclough; Big Seaweed Search at Wembury, Devon 📍 MCS; Underwater seaweed 📍 Sam Mansfield; FatFace partnership event 📍 MCS | Billy Barraclough

This year we re-emerged from the difficulties of the pandemic – back out meeting people, back out on the beach, back out in the parliaments, and back out spreading our messages. Here are some of the great numbers we've achieved in another busy year...



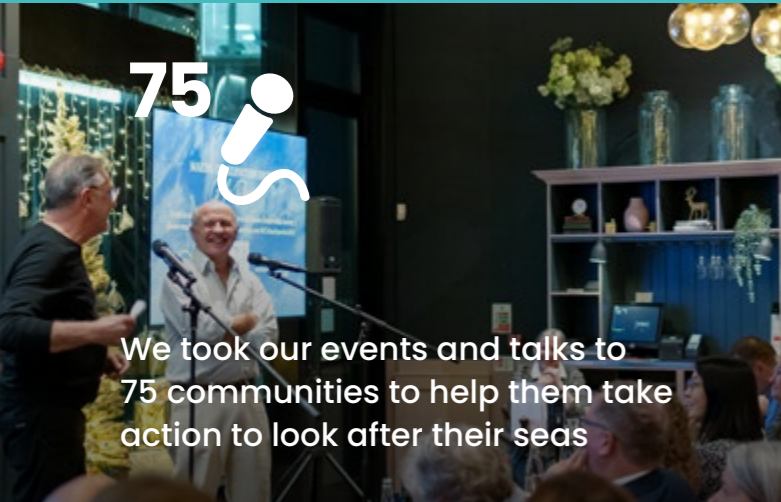
35%

Our Great British Beach Clean 2021 results saw beach litter drop 35% compared to 2018, which leaves us even more determined to keep up the pressure and use the data our volunteers collect to drive change



75

We took our events and talks to 75 communities to help them take action to look after their seas



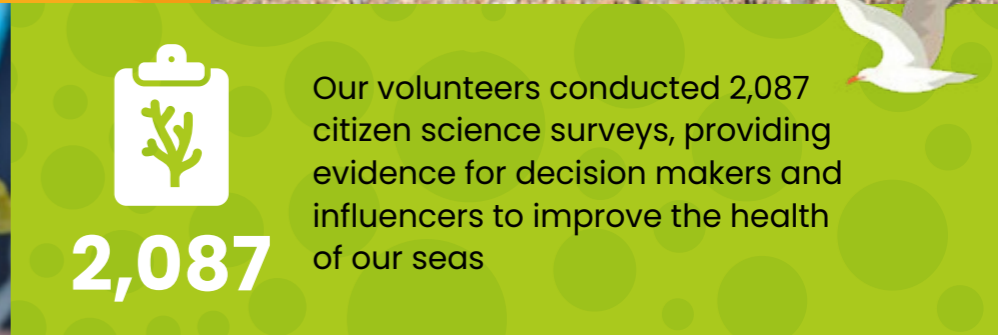
802

Our Beachwatch volunteers spent 802 days cleaning beaches, removing a grand total of 468,157 items of litter weighing over 14 tonnes, and leaving 219 miles of coastline free of litter



2,087

Our volunteers conducted 2,087 citizen science surveys, providing evidence for decision makers and influencers to improve the health of our seas



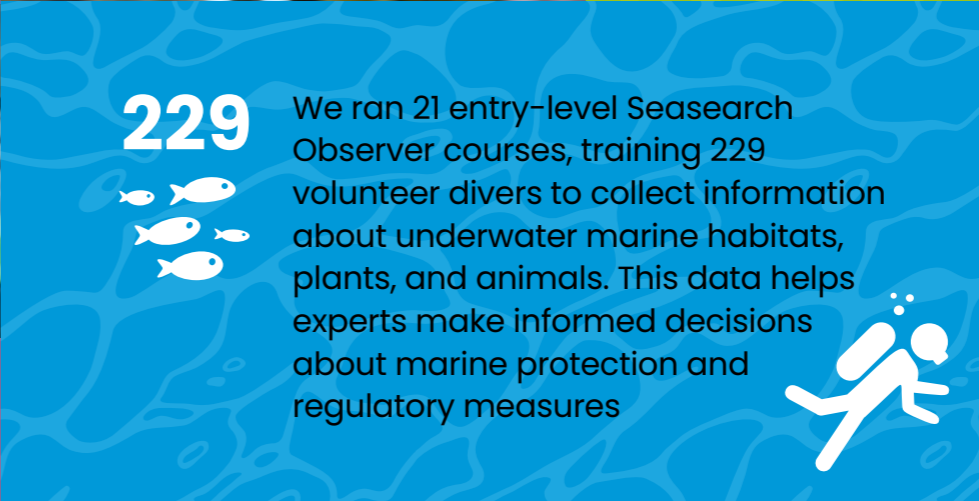
2,412

Our new ocean learning resources for primary and secondary schools were downloaded 2,412 times, helping the next generation understand why the ocean needs fighting for



229

We ran 21 entry-level Seasearch Observer courses, training 229 volunteer divers to collect information about underwater marine habitats, plants, and animals. This data helps experts make informed decisions about marine protection and regulatory measures



22,000

Our volunteers donated 22,000 hours, engaging in conservation projects to support the health of our seas from technical research to citizen science projects



17



Our 17 Blue Carbon Champions at Westminster supported us in our blue carbon work, which was mentioned in parliamentary briefings and debates in the run up to COP26

21



We made 21 alliances and partnerships, educating business and industry on the importance of our ocean and how to invest and act responsibly



Ocean goals

# For a better protected ocean



**We'll ensure our ocean is better protected and its value for biodiversity and climate change mitigation is recognised. We'll improve marine management and secure well-managed protected areas to recover, nurture and protect species and habitats. And we'll track the progress of ocean recovery.**

By 2030, we're calling for a third of our ocean to be truly protected, so nature can recover.

**Our achievements this year**

We're very proud to say that our COP26 aim – for the role of the ocean in addressing climate change to be officially recognised – was achieved. In the lead-up to COP26, we published our Blue Carbon Report outlining the importance of our seas in helping the UK to reach net zero by 2050. We also instigated a cross-party 'Blue Carbon Champion' group of parliamentarians in Westminster, and we raised awareness, educated, marched, informed and influenced to make the voice of the ocean heard in the climate debate.

After our Marine unProtected Areas report last January was published, the Marine Management Organisation began consulting on management measures for four offshore marine protected areas, including Dogger Bank, due to come into force in June 2022, and former Environment Minister, Rebecca Pow, promised to implement byelaws to manage fishing activity in all English offshore marine protected areas by 2024.

Seasearch divers and snorkellers returned to the water after COVID-19 restrictions. We produced two important reports based on data collected by our volunteer divers, which will help inform fisheries management for Cromer Shoals Chalk Beds and help track crawfish population recovery in Southwest England. Our work using Seasearch records to estimate population trends in animals and plants on the seabed will be included in the 2023 State of Nature report – an annual health check on how the UK's wildlife is faring using data from conservation organisations.

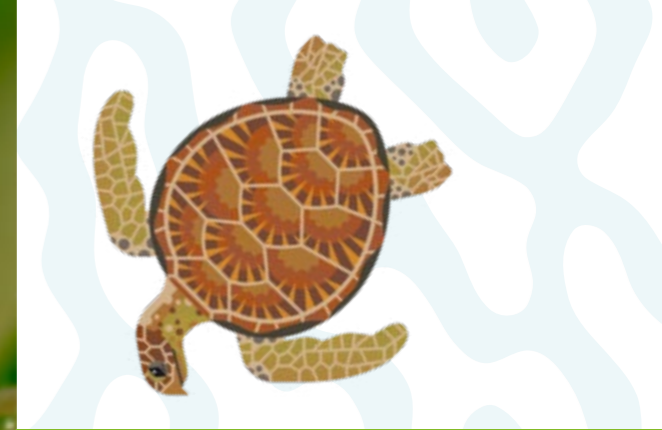
In Scotland, we influenced party manifestoes ahead of the May 2021 Holyrood elections, securing a ground-breaking commitment from Scottish Government to designate at least 10% of Scotland's seas as Highly Protected Marine Areas by 2026. The Dornoch Environmental Enhancement Project, which began in 2013, reached an enormous milestone with the 20,000th native oyster returned to Dornoch Firth, over a century since their extinction there due to overfishing, creating the conditions for purer water and healthier seas.



Sap-sucking sea slug on seagrass in Portland, Dorset © Georgie Bull



Amdeep Sanghera releasing a tagged hawksbill turtle in the Turks and Caicos Islands marine protected area © Elizabeth Cunningham



Our UK Overseas Territories (UKOTs) Conservation Programme in the Caribbean has gone from strength to strength.

Through Westminster lobbying with the Great British Ocean coalition, we helped ensure that £1.6million of UK Government Blue Belt funding was set aside for ocean conservation in the five Caribbean UKOTs. With Darwin Plus funding we're developing shark conservation with local partners in Anguilla and the University of Exeter, whilst in Montserrat we are delivering a Marine Turtle Conservation Action Plan, again in partnership with the local government and the university. After months of COVID-19 delays, we were finally able to start working with communities to develop a shared appreciation and deeper understanding of all the ways the ocean benefits them.



**After a lengthy period of restricted travel, it has been just brilliant to get back out in the field this year, and reconnect with local communities and partners. With increasing success in securing funding for this work, it has been incredible to see our UKOTs programme flourish, and I'm immensely proud of the work we are delivering, in partnership with many local people and organisations."**

**Amdeep Sanghera**  
UK Overseas Territories  
Conservation Officer



Amdeep Sanghera in Montserrat with Antwan Lee and Sheldon Carty © Dr Peter Richardson

## Ocean goals

# For a cleaner ocean

**We'll measure the health of our seas, identify and prevent the main sources of pollution, and work with businesses and governments towards a cleaner ocean.**

By 2030, we're calling for ocean pollution levels to show a clear downward trend.

### Our achievements this year

Our Beachwatch data on the amount and types of litter on UK beaches led Scotland, in November, to become the first UK nation to publish legislation to ban a wide range of the most environmentally damaging single-use plastic items, from plastic cutlery to expanded polystyrene food containers, from 1 June 2022.

Our Beachwatch data provided evidence for the need for action in relation to the Plastics (Wet Wipe) Bill for England, which had its first reading in Parliament on 2 November and received strong support from MPs across all parties and from the public. In February 2021, we surveyed 12 major high street retailers and found that only three had removed plastic from their own brand wipes. We asked the rest to follow suit and, by the end of 2022, expect this number to have increased to 10.

We've collaborated with 30 other NGOs on a statement and accompanying letter to UK ministers, calling for an urgent ban on all unnecessary uses of all PFAS, or 'forever chemicals'. Alongside this, we have encouraged several businesses to review and phase out their use of PFAS. We've raised the issue of chemical pollution at numerous stakeholder events such as the UK Chemical Stakeholder Forum. As a result, we've been invited to attend future meetings and engage on other workstreams, which will add impact to our advocacy and campaigns.

Following years of determined advocacy with Scotland's Government, parliament, water provider and environmental regulator (SEPA), Scottish Water and SEPA committed to improving the monitoring of combined sewer overflows, which are a key source of water quality problems in Scotland. In addition, Scottish government proposals for a refreshed Marine Litter Strategy included a ban on wet wipes containing plastic.

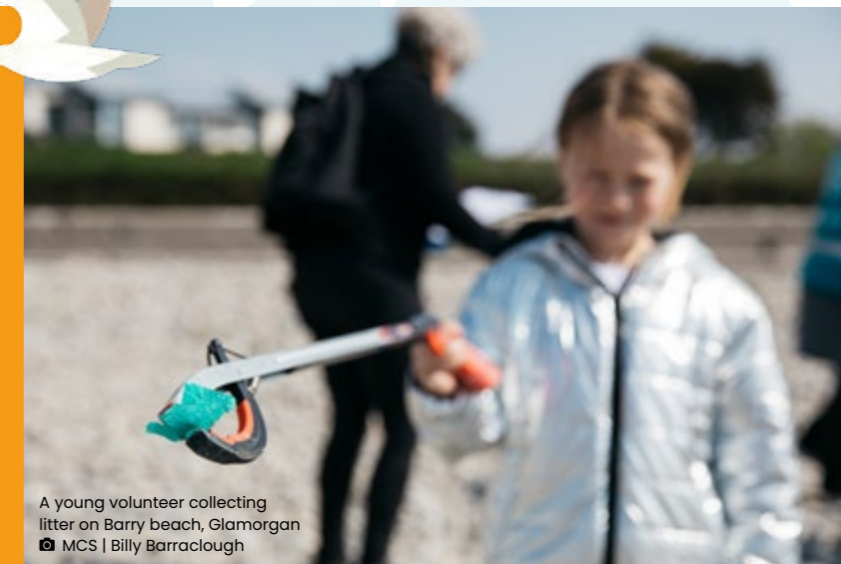


Great British Beach Clean volunteers at Littlehampton, Sussex  
MCS | Billy Barraclough

This year saw Grundig, with whom we'd been working closely, produce the world's first domestic washing machine with a factory-fitted filter to capture microfibres. This is an incredible step forward in our efforts to prevent 9.4 trillion microfibres being released every week from UK clothes washes.

This success is the result of our holistic approach, working to activate multiple levers of change. We've continued to work with investment group First Sentier to influence washing machine manufacturers across the globe to commit to developing and installing factory-fitted filters.

Our work with the All-Party Parliamentary Group on microplastics contributed to a recommendation from the group for washing machine filters to be factory-fitted by all manufacturers by 1 January 2025. Further advisory work on the Microplastic Filters (Washing Machines) Bill contributed to Defra commissioning a 'rapid evidence assessment' this spring to inform government action. We're pleased to see the issue gaining traction with MPs, with a growing number of parliamentary questions being raised.



A young volunteer collecting litter on Barry beach, Glamorgan  
MCS | Billy Barraclough



**Seeing the world's first domestic washing machine produced with a microfibre filter is such an enormous step forward in reducing the flow of plastic into our ocean. It's the result of years of hard work and shows that by engaging collaboratively with businesses and governments, alongside vocal public support, we really can achieve meaningful change."**

**Dr Laura Foster**  
Head of Clean Seas



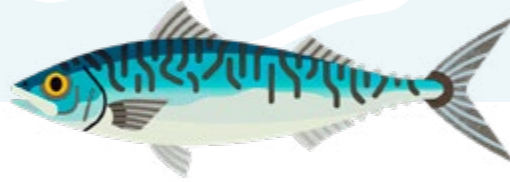
The first domestic washing machine with a microfibre filter  
Grundig

## Ocean goals

# For a healthier ocean

**We'll aim for more fish in healthier seas, improve the way wild fisheries and seafood farms are managed, and help businesses and consumers to be more responsible in their buying choices.**

By 2030, we're calling for our fish stocks to be at sustainable levels.



### Our achievements this year

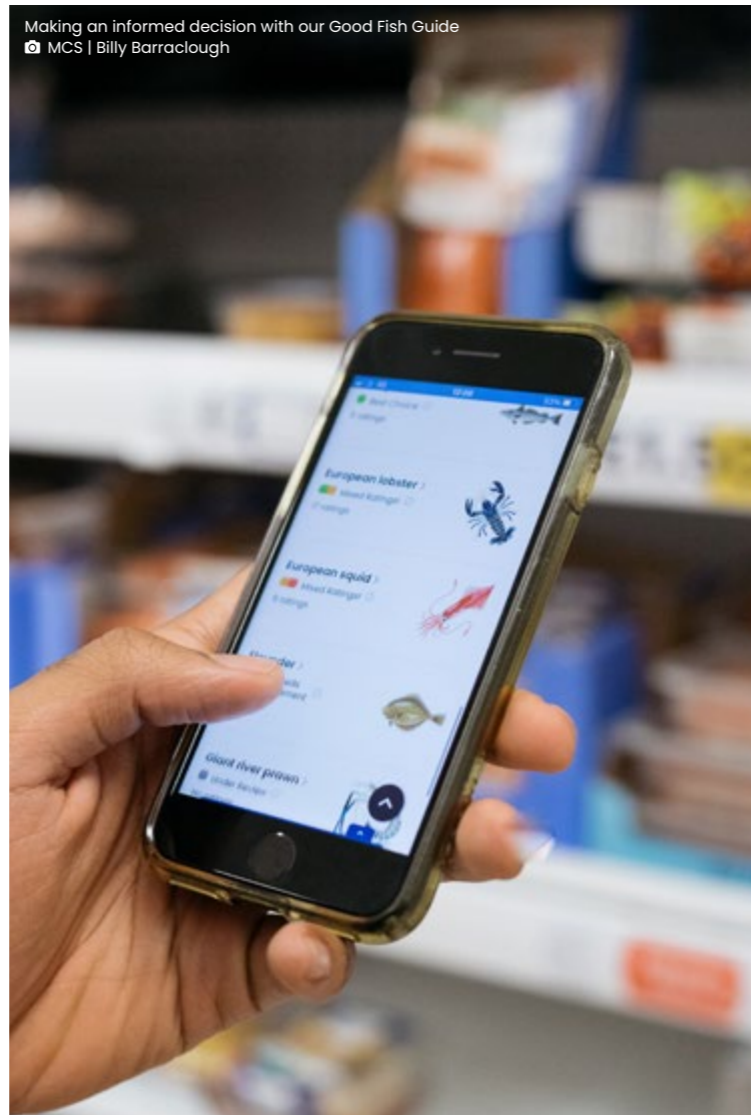
Working with other environmental charities, we impacted decisions by the governments of the UK on the contents of the Joint Fisheries Statement. This key draft policy will outline the future of fishing in all four nations of the UK now that we're not in the EU. We've talked to parliamentarians and ministers across the UK nations to make sure that topics such as the monitoring of fishing activity, future catching policies and the carbon footprint of our seafood are factored into the final Statement.

In Scotland, we helped secure commitments from the Scottish Government for a cap on inshore fishing to limit it to current levels, and to then reduce activities that disrupt the seabed as new evidence becomes available.

On aquaculture, we contributed to the development of the Feed Mill Standard for the Aquaculture Stewardship Council (ASC). The Standard will come into effect in late 2022 and improve the sustainability of about two million ASC-certified farmed fish.



Making an informed decision with our Good Fish Guide  
 MCS | Billy Barraclough



Lobster pots on the Isle of Benbecula, Scotland  
 Melanie Hobson | Shutterstock

April 2021 saw the launch of our revamped Good Fish Guide – one of the biggest changes to the Guide in 20 years. Buying sustainable seafood can be complicated, and our aim was to simplify this and explain how it is possible to eat more sustainably and help protect our seas.

After two years of careful planning, research, and development, the improved Guide is easier to search, giving people more useful information up-front. We've added extra features for businesses, too, because it's not just consumers who are responsible for making the right choices.

Thanks to our user surveys, we can see that the Good Fish Guide has genuinely changed seafood buying habits for the better. It's also transformed our ability to help people and businesses make ocean-friendly choices.

“

The whole team was delighted when our new Good Fish Guide website and app launched in April. It had been such a huge effort to transform this resource and I couldn't be happier with the results.

The Guide is so much easier to use and understand, whilst keeping all the integrity and detailed research we have always valued, meaning that many more people are making sustainable seafood choices each day.”

**Charlotte Coombes**  
 Good Fish Guide Manager



Shoal of sea bass, Cornwall © Sam Mansfield

## Ocean goals

# One ocean for everyone

**We'll work hard to ensure everyone is able to enjoy the ocean and what it has to offer, whilst fulfilling their responsibility to protect it.**

We'll promote the value of the ocean for our health and wellbeing.

### Our achievements this year

We're committed to moving towards a fairer and more inclusive society which is able to enjoy and protect the ocean. To reflect this, we focused on better integrating equity, diversity and inclusion (EDI) considerations in both our internal operations and organisational culture, and in the design and implementation of external projects.

An EDI training session reached 88% of our team. We do Equality Impact Assessments on policies as they are renewed, using clear and straightforward language. We use blind hiring practices, with anonymised CVs and cover letters, and we offer additional support to interviewees where requested.

Our growing programme of work in the UK Overseas Territories (UKOTs) has continued to take an inclusive and holistic approach to marine conservation, guided by our UKOT partners in determining which priority marine management work we target together. We ensure a gender sensitive approach whilst also aiming to give voice to marginalised people. Our methods of engagement are proven to empower all people – from fishers and policymakers to consumers and conservationists – to participate in honest dialogue about conservation solutions.

We've increased community engagement with more diverse audiences and strengthened local delivery partnerships. Working as part of the Wild Coast Sussex initiative, we delivered a range of LGBTQ+ inclusive events for young people, including a clothes swap and beach clean in Hove. Our Source to Sea Litter Quest enabled inland audiences to contribute to vital litter datasets, and the simpler survey form makes this citizen science event more accessible and inclusive.

We've taken great strides forward in our engagement and communications activity, getting to know our volunteer-base better and ensuring our communication style is more informed, accessible, and inclusive. This has included translating more content into Welsh and ensuring more of our videos and online conferencing incorporate subtitles. Our website is now compatible with Windows high contrast mode and other assistive technologies, and we can carry out accessibility tests on every page.



Beach clean volunteers in Swansea  
MCS | Billy Barraclough



Youngsters taking part in an inland clean  
MCS | Catherine Gemmell



Students completing a litter survey of Troon Beach, South Ayrshire  
MCS | Katie Macfarlane



Sustainability workshop with 16 to 30 year olds in partnership with The Prince's Trust  
MCS | Katie Macfarlane

## Ocean goals

### One ocean for everyone

In the run up to COP26, our Education and Engagement teams developed an exciting and topical project connecting four schools from the UK with four from the UK Overseas Territories. The goal was to develop a shared understanding of the role of the ocean and coastal habitats in our lives. The schools created videos that were shared at COP26 events.

Young people across Scotland have been taking part in a new marine-themed education experience roadshow called 'Protecting Scotland's Seas'. Our Volunteer and Community Engagement Manager has been visiting young people across the country and delivering hands-on workshops, school assemblies and immersive outdoor activities. We've directly engaged with 3,345 individuals aged 5-25 years across 74 education sessions in 12 Scottish Local Authority areas, and the online version was used by 2,813 youngsters. The project was made possible with funding from Crown Estate Scotland, The Britford Bridge Trust and others.



'Wave of Hope' artwork from Boddam Primary School, Aberdeen. MCS | Kirsty Crawford



Protecting Scotland's Seas education roadshow in Edinburgh. Hope Cottage Nursery

“

Being part of the Youth Ocean Network gives me a platform to discuss ideas, raise awareness and contribute to a cause that is important to me. It has been great to meet and interact with other young people who have similar interests, and I believe we can support the Marine Conservation Society by providing a new and fresh perspective on issues affecting our ocean.”

Amelia, 22  
Youth Ocean Network Volunteer



In November 2021, we welcomed the newest addition to our Education team – our Youth Engagement Officer. We are excited that our first ever youth engagement programme will co-create opportunities with young people to deepen engagement and give them a clear voice within the Marine Conservation Society.

The youth climate movement is a dynamic, powerful force within the UK and our youth engagement work helps to give young people the knowledge and confidence to influence friends, family, and leaders on the value of the ocean. In February, we launched our Youth Ocean Network, welcoming volunteers aged 13-25 to help us move our youth engagement forward in an equitable, diverse, inclusive, and fun way. We've had a great response so far, including connecting staff with our young audience.

School children learning about beach litter at Sandbanks, Dorset. MCS | Billy Barraclough



## Operational goals

# An engaged community of support

We'll build an engaged community of support, committed to protecting and restoring the health of our ocean. We will promote supporter involvement through giving, campaigning, and volunteering, and pursue wider, pro-ocean societal change.

## Volunteers, community and engagement

### Our achievements this year

We launched our new beach clean kits equipping 4,223 of our most loyal and committed beach volunteers. Building upon this, we initiated a project to equip a further 776 new volunteers in time for Great British Beach Clean 2022. Feedback from volunteers has been fantastic, with people impressed by the quality of the items and how practical the kit is. We hope that seeing all those Marine Conservation Society beach cleans out there will inspire many more volunteers to join in our efforts.

In the Southwest and Southeast of England, our volunteers are playing a vital role in the Life Recreation ReMEDIES project. Led by Natural England and funded by EU LIFE, it looks at how sensitive seabed habitats are impacted by recreational activities. We directly engaged over 1,700 people in educational sessions, talks and events and 40 more people in training and restoration activities, such as seagrass seed bagging. Members of our Volunteer and Community Engagement Team will be continuing to support this work until 2024.

Our Seasearch divers and snorkellers were delighted to be back in the water after a long lay-off due to COVID-19. They once again made an enormous impact on our data gathering, despite the ongoing challenges. During the 2021-22 financial year, the total survey time our volunteers stayed underwater was more than 1,083 hours.

We started work to improve our digital volunteer recording and engagement tools, such as our wildlife sightings webpage, which is used to provide vital information about wildlife spotted at the coast and at sea. Since its re-launch, it has already recorded over 300 entries! The project continues until March 2023, but already more people understand the value of, and are helping us to work towards, a cleaner, healthier, better protected ocean.



Volunteers and staff helping with beach clean training video production. MCS | Billy Barraclough

With the support of the Green Recovery Challenge Fund, we kick-started a project to significantly scale up our volunteering and engagement activity. Our focus is on making volunteering with the Marine Conservation Society relevant to everyone, to connect new audiences with our cause and empower everyone to take action to protect our seas – whether they live by the sea or many miles inland.

This year, we've made great strides forward in beginning to develop a portfolio of 'anytime, anywhere' resources, training and activities that will improve inclusivity and accessibility, ensuring volunteering with us is not limited by geography, transport, or finances.

From enabling many more people to be citizen scientists, education volunteers or youth champions, to welcoming skilled divers as part of our Seasearch volunteer dive project to monitor the seabed, we want there to be a volunteering role to suit everyone.



Seagrass restoration. Esther Farrant



Seagrass seed bag. Ocean Conservation Trust



Diver exploring a rocky reef at Charmouth, Dorset. Georgie Bull

“As a Seasearch diver you get introduced to dive sites that may not be common knowledge. Being able to dive somewhere new is always exciting. For me, it's not about who can see the most, it's about increasing the knowledge of what's under the sea and how it changes with time – every dive is a Seasearch dive!”

**Michael Southwood**  
Seasearch Surveyor, Cambridgeshire

## Operational goals

# An engaged community of support

### Marketing and communications

#### Our achievements this year

Our Ocean Ambassadors had a real impact across the organisation. Our newest ambassador, comedian Zoe Lyons, donated her TV game show winnings to us and became the face of our Great British Beach Clean. Deborah Meaden was guest speaker at our AGM, whilst Paralympian, Susie Rodgers MBE, gave a presentation to our staff about incorporating diversity and inclusion into our work.

Our Marine Unprotected Areas report published in January 2021, had found that almost all of England's marine protected areas created to safeguard offshore seabed habitats were being bottom trawled. Our campaign received strong media interest, providing 111 million opportunities to read or view our coverage in outlets such as the Times and Guardian, and a mention in MP Chris Grayling's 10-minute motion in parliament. The UK Government has since committed to introducing measures in 40 sites, with four entering into force in June 2022.

In May, we launched our Blue Carbon Report, outlining the importance of our seas in helping the UK to reach net zero by 2050. The report was featured in the media 324 times. Three blue carbon habitats in UK waters – saltmarsh, mudflats and sands – have been estimated to capture 'between 10.5 and 60.1 million tonnes of carbon dioxide equivalent per year'. This compares favourably with the total carbon sequestration from terrestrial habitats of 28 million tonnes per year.

Our September Great British Beach Clean results meant another successful year of media coverage of the event. We appeared in 302 outlets, providing the public with 580 million opportunities to read about or view the results, and we received over half a million social media impressions. There was a drop in litter on beaches which can, in part, be attributed to the work we've done in telling the single-use plastic story. Single-use plastic bans, and charges around the UK, were supported by our data in the media, driving positive change.



Team England para surfer Charlotte Banfield featured in our 'Sea and Me' series of short films  
MCS | Billy Barraclough



Ocean Ambassador and Comedian Zoe Lyons helped us to promote Great British Beach Clean 2021  
MCS | Marco Betti



In June, we featured as the BBC Radio 4 Appeal's charity of the week, providing an excellent opportunity to raise vital funds and to inspire the public with our cause. We worked closely with the BBC to create an impactful script and messaging that resonated with listeners, focusing on the devastating impact of beach litter. Securing pledges of £15,000 in match funding from Saga and the FatFace Foundation was a great boost.

Our Ocean Ambassador, Simon Reeve, voiced the appeal for us. His moving, personal accounts of visiting a Hawaiian island littered with plastic, as well as seeing a female seal tangled in plastic fishing line on a Cornish beach, created a persuasive and compelling appeal.



Simon Reeve



It was such a pleasure to support the Plastic Free Seas Appeal. Having witnessed first-hand the impacts of plastic on the marine environment, I was overwhelmed by the generosity of so many wonderful people who donated. Helping to raise over £80,000 was unbelievable and knowing just how many people care about the need to protect our seas and marine wildlife is so reassuring."

**Simon Reeve**  
TV presenter, bestselling author  
and Ocean Ambassador

## Operational goals

# Powerful partnerships and philanthropy

We'll be the UK marine conservation charity of choice for funders and supporters, with a high profile and a large, diverse and sustainable income base. We'll spend our money effectively, responsibly and transparently.

### Our achievements this year

We've taken a big leap forward in raising income from trusts and grant-making bodies, exceeding our original target by 12%. We owe the players of Peoples Postcode Lottery a huge thank you; they are our biggest donors providing partnership funds of £750,000 in 2021-22 and committing continued support in 2022-23.

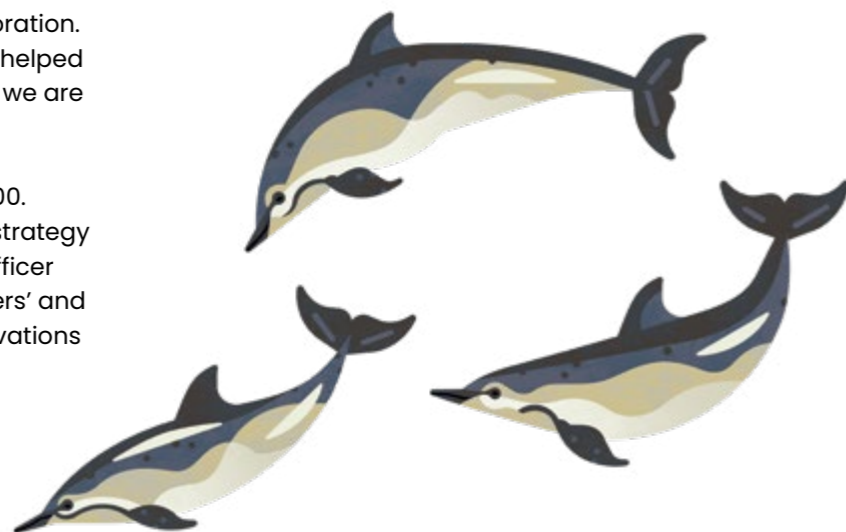
We developed significant partnerships in key industries that can directly accelerate progress towards our ocean goals – fashion (FatFace), white goods (Beko/Grundig), cosmetics (Beiersdorf/NIVEA), food and drink (Glenmorangie, St Austell's Brewery, and Brasserie Blanc to name a few), and a national media partnership (News UK).

We ran our first Ocean Adventure boat trip since COVID-19, taking established and new supporters on a boat trip to see progress on seagrass restoration. Recommendations from existing supporters helped us engage with new major donors, for which we are extremely grateful.

Legacy giving exceeded our target by £68,000. Investment in developing our legacy giving strategy and appointing a Legacy and Fundraising Officer enabled us to build relationships with pledgers' and legators' families and understand their motivations for leaving us a gift.



Ocean Adventure seagrass restoration boat trip with our financial supporters @ MCS



Good Fish Guide fundraising event with Chef Raymond Blanc and Doug Allan at Brasserie Blanc, London @ MCS | Brendan Foster

The ocean is chronically underfunded, but with our blend of robust science and passion for our cause, we communicate a positive and inspirational message to funders.

This year, we have seen exciting growth in our fundraising, and particularly in securing long-term grants, towards both core unrestricted funds and vital project work. This includes support from the Green Recovery Challenge Fund, launched to kickstart environmental renewal whilst creating and retaining jobs in England. The fund enabled us to recruit three new staff members to our Volunteer and Community Engagement and Education teams to expand our work with young people, develop our citizen science activities and increase accessibility to volunteering opportunities across England. The project continues until March 2023.



“

I continue to be inspired by the team's dedication, not only closing the year having met overall income needs, but helping start the 2022-23 year with over £2million committed, including via significant multi-year projects. This long-term income gives us enormous confidence to invest across the charity – delivering on our ocean goals and driving positive change.”

**Katherine Stephenson-Hall**  
Director of Fundraising



FatFace partnered with us for a sustainably sourced clothing range @ MCS | Billy Barraclough

## Operational goals

# An expert and professional organisation

As an expert and professional organisation, we'll deliver first-class science and practical conservation that supports engaging, inclusive, and effective campaigns, outreach and education. All this will be based on strong finances, professional IT, and our valued team.

### Our achievements this year

Our IT team has delivered further aspects of our cybersecurity strategy, where continual improvements in all areas are vital. Email security was improved to counter threats such as phishing attacks, social engineering and malware. Mobile device management will help our staff working remotely to access our IT systems safely whilst conducting activities such as beach cleans. The security improvements we've made will allow us to obtain the government-backed Cyber Essentials accreditation, demonstrating our commitment to keeping both staff and supporter data safe.

In response to an increase in our overall workload in the marine area we have grown from 83 staff at the start of the year to 103 by the end. This level of growth presents opportunities and challenges for managers working with remote teams and for new managers taking on online reports. With the support of an external consultant, we have delivered a series of eight impactful online sessions to 30 managers focused on communication and quality conversations – both vital skills in creating a sense of belonging and in support of our One Ocean: One Team culture.

Our programme of targeted workshops and high-calibre expert 1:1 coaching has showed positive impacts for personal effectiveness, with coaches providing insight and challenge, and giving a safe space for exploring new approaches. The programme of activity has been focused on managers who are contributors to our strategic leadership. We would not be able to offer this unparalleled level of support to our staff without LSP Leadership's generous pro bono support, for which we are very grateful.

We have successfully launched a new Project Management Framework and have already identified improvements to ways of working, resource management, governance, and planning processes. As we continue to embed this framework through the organisation with a series of training sessions to be held in 2022-23, we hope to not only improve communication, decision making and project collaboration, but ultimately the efficiency and impact of all projects we deliver to support our Ocean Goals.



Goby © Mark Kirkland

We were delighted to secure two paid work placements through the Kickstart programme, working with talented young people who have brought wonderful energy, skills and a fresh perspective to our organisation. We've already made one of these roles permanent and been able to extend the contract of the second, beyond the period of the initial placement.

The Kickstart scheme was launched in 2021 to support young people aged 18 to 24 years who were receiving Universal Credit to access a six-month paid work placement. We decided to offer our placements through Race for Nature's coalition, as we supported their ambition to make roles in environmental charities appealing and accessible to people of colour.

We adapted our recruitment processes to support young people who perhaps would not have existing work experience or job application skills. The learnings have informed our wider recruitment process and we've shared these with other partners we work with.



**The Kickstart placement was a fantastic opportunity and I developed new skills, improved my own, and was able to explore aspects of the environmental sector that I had not worked in previously. I'm thrilled to now be a permanent member of staff and to be able to continue to learn and grow within the Marine Conservation Society."**

**Sophia Pinheiro-Vergara**  
Project Support Officer



© Dan Bolt



2021-2022

## Unexpected challenges, unfulfilled objectives

Given the turmoil of the last year, it's not surprising that we were unable to achieve everything we set out to do. The effects of Brexit and the pandemic on the economy and on legislative progress led to a slowdown in many of our initiatives and had a negative impact on our finances.

### Policy delays and threats to environmental standards

There were further delays to long-promised government actions and policies, for example to planned Deposit Return Schemes, and the UK Chemicals Strategy. We'll need to work hard to ensure that commitments to crucial protection measures for marine protected areas are followed through. We expect some of these to be introduced in the next year. At the same time, changes to the laws that govern conservation, planning, judicial review, human rights and protest, threaten to significantly weaken future environmental and conservation standards and affect how we need to work to ensure a better protected, cleaner and healthier ocean.

### Cost of living

Like so many charities, our membership has undoubtedly suffered as supporters, both corporate and individual, have had to reduce their outgoings in the face of rising inflation and cost of living. We've seen a drop in regular individual giving resulting from a slight dip in membership numbers. Inflationary pressure on expenditure, including staff salaries, is also being felt.

### We're growing and changing

As our overall workload to recover our seas increases and becomes more and more urgent, there's growing pressure on staff capacity. Sadly, illness and staff moving on to jobs elsewhere has resulted in a larger than usual turnover of colleagues this year. Recruiting replacements has been tricky in some areas. Overall, one third of our growing team was new employees. Alongside the immense benefits of exciting new skills and talents, it has been a sizeable challenge seamlessly absorbing this number into the wider organisation. However, because we have a flexible remote working policy, we are now employing people from as far afield as Cornwall to Belfast, and Cardiff to the Scottish Highlands, meaning we have a wider – and high-quality – field of candidates to choose from.

### Flexible working required

For a second year, the pandemic made it difficult to move forward with some of our planned activities. Our Education team had to put plans on hold due to school closures and pupil illness. We took this time to redesign and further develop our range of educational resources.

We continue to adapt and improve the way we work. Since our offices closed in March 2020 we've offered a progressive, flexible approach to a post-pandemic return to offices. Many of our staff continue to utilise video-conferencing and we're committed to ensuring that creativity and team building can flourish when people are connecting virtually.

2022-2023



## Fresh determination, ambitious plans

We face even more turmoil ahead in 2022-23, with a global energy crisis and ever worsening ocean and climate emergencies. This demands even greater efforts on our part. We have committed to an ambitious set of plans to speed up our ability to protect and restore the ocean, as well as improving our own sustainability and working with a wider group of volunteers, supporters and partners.

### Recovering Wales

With the backing of the National Lottery Heritage Fund and Welsh Government, we've begun the 'Natur am Byth!' initiative. This partnership is Wales' flagship Green Recovery project and unique in that it aims to integrate terrestrial and marine management issues, supporting vulnerable marine species such as the pink sea fan, native oyster and seagrass. 2022-23 will reveal the full extent of the Natur am Byth! project and we'll be leading all marine activities.

### Aquaculture – a growing focus

As part of our plans to expand our work on aquaculture, we have secured funding for a year-long project to explore the farming and wild harvest of seaweed in the UK. We aim to guide the development, regulation and environmental impacts of seaweed growing and harvesting at this early stage of the sector development.

### Sustainability starts at home

We're planning to push further and harder on our own sustainability as an organisation. A project team will be focusing on two main areas – measuring, and improving our carbon emissions (initially focusing on our travel and energy use) – to refresh our Sustainability Policy and develop an Environmental Management System. We'll monitor and report on improvements in our environmental impact and, in particular, work towards our net zero carbon impact.

### Widening the volunteer base

With the removal of restrictions brought in during the pandemic, we can now focus on expanding the breadth and depth of our volunteering programme. We have plans to work towards a truly national volunteer presence, while offering a broader range of involvement options, including citizen science activities, parliamentary campaigning, and the delivery of school lessons and inspirational talks.

### Chemicals – but not forever

Our major campaign for next year will be to work to stop chemicals from poisoning the ocean, including through a ban on all non-essential uses of the harmful 'forever chemicals' (PFAS). These poisonous substances build up in our seas with devastating impacts on the health of the entire ocean. We'll focus on legislative bans, raising public awareness and encouraging businesses to remove PFAS from their manufacturing processes and supply chains.

### Socially scientific

We'll complete the development of a five-year Social Science Strategy, which will see balanced social and ecological evidence integrated across the organisation, and will inform our work and accelerate progress towards achieving our ambitious goals.

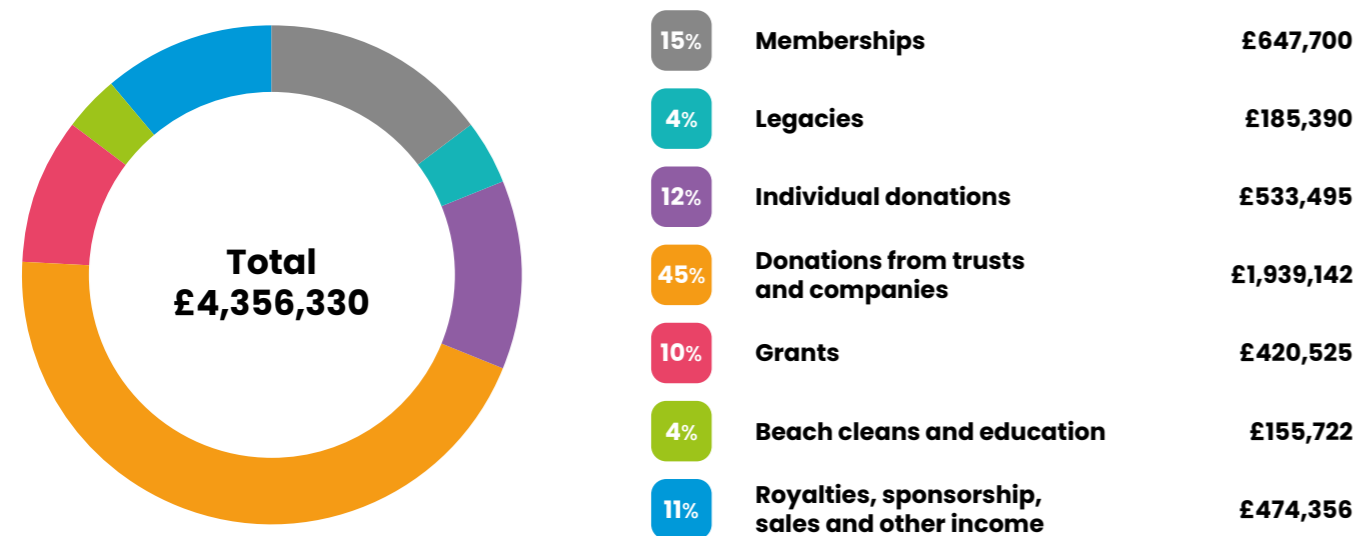
# Financial review



Our income in 2021-22 was £4.4million – 2% up on the previous year. We saw income from our corporate supporters begin to recover after a big hit during the pandemic, and income from individuals and trusts remained strong. Spending increased by 15% to £4.8m in total – £3.9m on our marine conservation programmes and £0.9m on raising income, as we sought to catch up after delays in our work caused by the pandemic. Our strong financial reserves stand us in good stead as we face the current economic challenges. Despite those challenges, with the continued help of our supporters we continue to plan for further growth to fight the ocean crisis.”

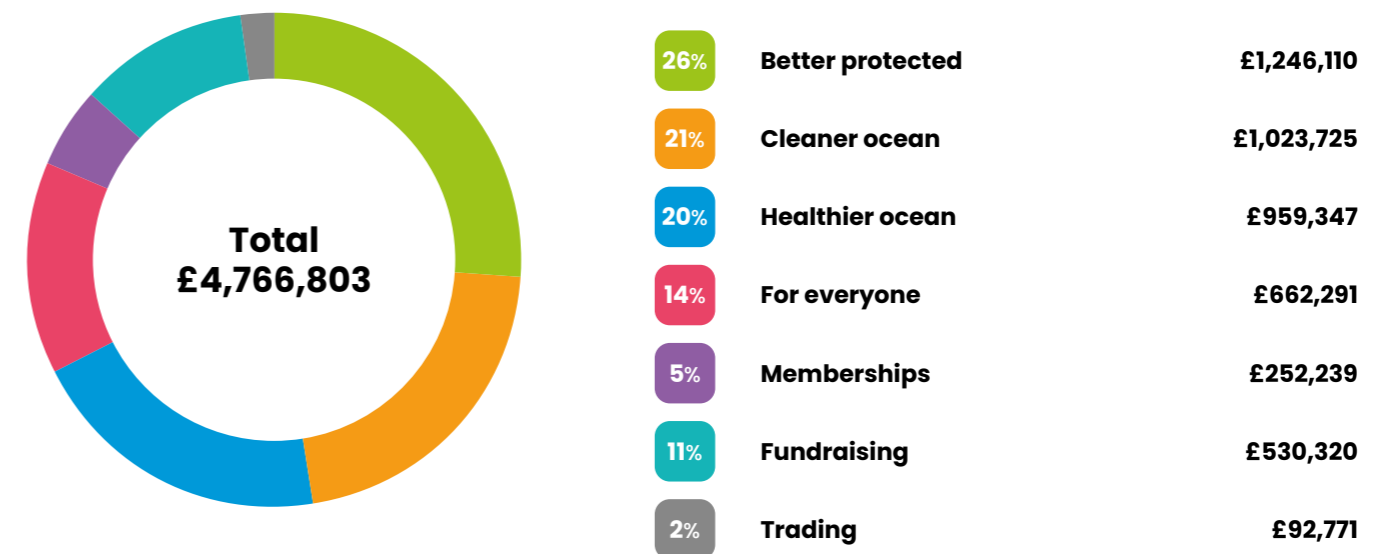
Nicola Spencer *Director of Finance and Resources*

## Income Donations and legacies contributed a significant £3.4m



- ▶ We received generous donations from People’s Postcode Lottery for our core conservation work.
- ▶ Membership subscriptions provided £0.6m – a decrease of 9% on last year.
- ▶ Legacy income at £0.2m was a decrease of 19% after unusually high legacies in the previous year.
- ▶ Grants to fund specific conservation projects increased to £0.4m, though grant income overall dropped by 15% as the government’s Job Retention Scheme came to an end.
- ▶ Income from organised beach cleans and sponsorship of events remained low at £0.1m as COVID-19 uncertainty continued over the spring and summer.
- ▶ Income from royalties and licences doubled as our corporate support began to recover post-pandemic.
- ▶ With other sales and investment revenue, our total income was £4.4m.

## Expenditure Our expenditure on charitable activities rose 19% to £3.9m



- ▶ We used £1.2m on working towards a better protected ocean – a 40% increase compared with the previous year. Project spend to improve marine conservation in the Caribbean UK Overseas Territories, and UK work such as the Seasearch programme and seagrass projects all increased after being hampered by COVID-19 restrictions in the previous year.
- ▶ We used £1.0m on projects to create a cleaner ocean, consistent with last year. Whilst some activities, such as those of our Sea Champions, increased after COVID-19, the previous year had seen some one-off investments into digital campaign tools that were not repeated this year.
- ▶ We spent £1.0m on our healthier ocean goal – a 9% increase. Significant funding received two years ago is being used over three years to transform our Good Fish Guide, to influence consumers and companies to make more sustainable seafood sourcing and buying choices.
- ▶ We spent £0.7m on our education and engagement work promoting access to enjoying the ocean for everyone – an increase of a third for the second year running. Significant new work included the Inspiring Blue Recovery project funded by Defra’s Green Recovery Challenge Fund which is increasing our work with volunteers, growing our citizen science community, and creating new resources for young people to promote an understanding of marine issues.

## Supporting our income growth

- ▷ In total, the cost of raising funds decreased for a second year to £0.9m and represented 20% of income raised.
- ▷ We spent less than £0.3m administering our membership scheme and producing our membership magazine.
- ▷ Our fundraising income has been growing year-on-year, apart from a dip during the pandemic, and we intend to maintain this growth. We spent £0.5m administering our group of individual donors and fundraisers, companies, and other supporters and a further £0.1m on the cost of raising our trading income.

## Funds

### At the end of the year, we had unrestricted funds of £1.6m

“ It’s our policy to hold between three and four months’ unrestricted operating costs in a designated contingency fund to be able to maintain our conservation programmes in the event of a shortfall in income, until further funding can be secured. We review the level of this fund regularly. Currently, this fund holds £1.2m, representing 3.5 months’ worth of anticipated unrestricted expenditure. As the charity grows, our budgeted expenditure is increasing, so the size of the fund has increased to cover both expected growth and continued uncertainty in income generation, and the impacts of the cost of living crisis.

We are committed to putting our remaining income and financial reserves to work as soon as possible. As things began to open up after the pandemic, we rolled out a planned expansion of our conservation programmes. This will continue into the coming year, using most of the £0.4m in our general funds.

Our restricted funds, provided by funders for very specific purposes, decreased by £0.5m as we used funds provided to us at the start of projects.”

**Susan Ronaldson** *Treasurer*

## Approach to fundraising

“ Our approach to fundraising is to connect with our supporters and encourage motivated individuals and companies to raise voluntary funds to support our aims and activities. We ensure that our fundraising is not overly intrusive or persistent and doesn’t put members of the public under undue pressure to donate. We recognise that everyone has the right to support their favourite causes and charities and that we have an obligation to protect those who may be in vulnerable circumstances. We do this in a way which seeks to protect each person and their dignity whilst also being respectful of any desire they express to support us.”

**Katherine Stephenson-Hall** *Director of Fundraising*

- ▷ We comply with UK data protection and are registered with the Fundraising Regulator.
- ▷ We comply with the Fundraising Regulator’s Code of Fundraising Practice.
- ▷ Complaints are monitored by senior management and are reported to Trustees, and we encourage any supporters with questions or enquiries about our fundraising to contact us at any time.

## Investments

“ In 2019–20, the charity divested its investment portfolio to guarantee sufficient cash levels given the uncertain economic forecast as Brexit approached. We’d planned to re-invest but with the COVID-19 pandemic and then the war in Ukraine resulting in further market volatility and uncertain income forecasts, we haven’t done so. Cash levels remained high throughout the year; we review the appropriate levels of cash and risk regularly and next year we plan to invest into sustainable funds with Rathbone Greenbank.”

**Nicola Spencer** *Director of Finance and Resources*

## Risk management

“ The Trustees, through the Finance, Resources and Risk Committee, oversee a formal risk management process, regularly reviewing the risks the charity faces, prioritising them and, where possible, identifying means of mitigating them. We also consider external factors such as the impact of the pandemic, the economy, and the impact of new regulations.”

**Susan Ronaldson** *Treasurer and Chair of the Finance, Resources and Risk Committee*

- ▷ We ensure there’s a sound system of internal control to safeguard the charity’s assets and funds and ensure these assets and funds are used only in furtherance of the charity’s objectives.
- ▷ The systems of internal control are designed to provide reasonable, but not absolute, assurance against material loss or misuse, and include delegation of authority and segregation of duties.
- ▷ Trustees approve a three-year financial plan and an annual budget, then review progress regularly against the annual budget and relevant non-financial performance indicators.

# Structure, governance and management

## Governing document

The charity is a charitable company limited by guarantee, incorporated in England and Wales on 23 October 1990, having previously been registered with the Charity Commission for England and Wales as an unincorporated charity on 1 February 1984. It also registered with the Office of the Scottish Charity Regulator on 18 September 2006. It is governed by its Articles of Association, having been amended following approval by the members on 6 November 2018 and on 2 December 2021. In the event of the company being wound up, each member is required to contribute an amount not exceeding £1.

## Subsidiary companies

Marine Conservation Society has two wholly owned subsidiary companies, Marine Biological Consultants Limited, which is dormant, and M C S Sales Limited. The purpose of M C S Sales is to raise funds for the charity through fundraising activities such as sponsorship and an online shop. All the profits of M C S Sales are donated to the charity each year under the Gift Aid scheme.

For more detailed information about either of the subsidiary companies, the individual company accounts are filed annually with Companies House, or they can be requested from the Company Secretary at the charity's registered office (details at the back of this report).

In this report, the accounts include the income, expenditure, assets and liabilities of the charity and both subsidiaries whenever the statements are referred to as 'consolidated' or 'group'.

## Public benefit

The Trustees confirm that they have complied with the duty in Section 4, Charities Act 2011, to have due regard to the guidance issued by the Charity Commission concerning public benefit. The objects of the charitable company are to conserve, protect and improve the marine environment for public benefit. We promote the protection of marine wildlife, sustainable fisheries and aquaculture, and clean seas and beaches, through projects, scientific research, education, and publication of scientific and educational works. Each of our programmes is aimed at improving the condition of the marine environment. A healthy marine environment will supply benefits to the public.

During 2021-22, the charity promoted interest and learning on the marine environment through its education outreach

(both online and face to face) and inspired action at the local level through its volunteer and community engagement programme and online campaign opportunities. Our Good Fish Guide website and app have reached many hundreds of thousands of customers interested in sustainability. Despite the impact of COVID-19, our annual flagship Great British Beach Clean event had over 500 events across the country, enabling us to continue to collect vital data on the litter plaguing our beaches.

## Pay and remuneration of key management and personnel

We operate a salaries and benefits policy that applies equally to all employees of the charity. Tests are conducted for bias, fairness and equality and a moderation process is undertaken to ensure a consistent approach to performance ratings. Each year, remuneration awards are recommended by the Finance, Resources and Risk Committee to the Board for approval.

## Recruitment and appointment of Trustees

Whilst the day-to-day management of the charity is delegated to the Senior Management Team, the Trustees are responsible for setting the charity's strategic policies and objectives and for ensuring they are fulfilled. Trustees are volunteers, give freely of their time and have no beneficial interest in the charity. As set out in our Articles of Association, Trustees step down by rotation every three years. They may offer themselves for re-election at the forthcoming Annual General Meeting, but the total duration of each Trustee's tenure is limited in order to ensure there are opportunities for new Trustees to join the Board.

The Articles of Association states that, subject to the provisions of Companies Act 2006, every Trustee, secretary or other official of the charitable company shall be indemnified out of the assets of the charitable company against all losses or liabilities incurred by them in or about the execution and discharge of the duties of their office.

The Board of Trustees undertakes an annual review of its effectiveness. To ensure the Board is sufficiently skilled to carry out its responsibilities, we carry out skills analysis of existing members before seeking new Trustees with the appropriate skills through open advertisement or approaching individuals to suggest they might apply. Business and conservation skills are well represented amongst the Trustees.

## Trustee induction and training

Prior to appointment, new Trustees receive an induction to introduce them to the work of the charity and attend a Board meeting as an observer. Each Trustee is given a Trustee Handbook, which provides current good practice guidance on how they can contribute most effectively to the charity. All Trustees are required to sign up to a Trustees' Code of Conduct.

## Committees and subsidiary boards

To assist the Board with detailed scrutiny of particular topics and to make recommendations on those topics to the Board, we operate a number of Trustee subcommittees. The committee structure, terms of reference and membership were reviewed during the year. The review included merging the Governance and Finance, Resources and Risk Committees into a Finance, Risk and Governance Committee on a trial basis that operated throughout 2021-22. The structure is now as follows:

- ▷ Conservation Committee
- ▷ Stakeholder Experience Committee
- ▷ Fundraising and Partnerships Committee
- ▷ Governance Committee
- ▷ Finance, Resources and Risk Committee

Each subsidiary company has its own Board of Directors consisting of at least one of the charity's Trustees and members of the Senior Management Team, which is responsible for the running of the company. The charity's Treasurer is the Chair of each subsidiary Board.

## Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- ▷ Select suitable accounting policies and then apply them consistently
- ▷ Observe the methods and principles in the Charities SORP 2019 (FRS 102)
- ▷ Make judgements and estimates that are reasonable and prudent
- ▷ State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- ▷ Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor is unaware and the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This Trustees' Report and Strategic Impact Report have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

**Susan Ronaldson**  
Treasurer

**Amanda Nobbs**  
Chair

28 September 2022

# Independent Auditor's Report to the Trustees of Marine Conservation Society

## Opinion

We have audited the financial statements of Marine Conservation Society (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2022, which comprises The Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▷ give a true and fair view of the state of the group's and parent charitable company's affairs as at 31 March 2022, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- ▷ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- ▷ have been prepared in accordance with the requirements of the Companies Act 2006, Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the 'Auditor's responsibilities for the audit of the financial statements' section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The trustees are responsible for the other information. The 'other information' comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- ▷ the information given in the trustees' report incorporating the director's report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- ▷ the directors' report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006, Charities Act 2011 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- ▷ adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- ▷ the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- ▷ certain disclosures of directors' remuneration specified by law are not made; or
- ▷ we have not received all the information and explanations we require for our audit.

## Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006, section 151 of the Charities Act 2011 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with those acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, we have:

- ▷ obtained an understanding of the nature of the industry and sector, including the legal and regulatory framework that the company operates in and how the company is complying with the legal and regulatory framework;
- ▷ inquired of management, and those charged with governance, about their own identification and assessment of the risks and irregularities, including known actual, suspected, or alleged instances of fraud; and
- ▷ discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures, we consider the most significant laws and regulations that have a direct impact on the financial statements are the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Companies Act 2006 (and related legislation, including relevant Scottish legislation), the Charities Act 2011 (and related legislation, including relevant Scottish legislation), and laws and regulations relating to the employment and payment of staff including, but not limited to, the Employment Rights Act 1996, the National Minimum Wage Act 1998 and the Pensions Act 2008. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements, which included reviewing the financial statement disclosures. This includes sample testing of monthly payroll records for the calculation of gross wages, payroll taxes and pension costs. We identified the areas of the financial statements most susceptible to fraud to be management's judgement in allocating expenditure to individual restricted and unrestricted funds, including the allocation of wage costs and general staff overheads. Audit procedures performed included, but were not limited to, reviewing managements reasoning and workings behind these allocations of expenditure.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's Trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Robert Iestyn Richards Senior Statutory Auditor

For and on behalf of Richards Sandy Audit Services Limited  
(Statutory Auditor)

Thorneloe House, 25 Barbourne Road, Worcester, WR1 1RU

Date: 12/10/2022

Richards Sandy Audit Services Ltd is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

## Marine Conservation Society

### Consolidated statement of financial activities for the year ended 31 March 2022 (incorporating consolidated income and expenditure account)

Income and expenditure	Note	Unrestricted Funds (£)	Restricted Funds (£)	Total Funds 2022 (£)	Total Funds 2021 (£)
<b>Income from</b>					
Donations and legacies	1	2,889,231	483,903	3,373,134	3,411,257
Charitable activities	2	177,649	398,598	576,247	623,016
Other trading activities	3	17,201	-	17,201	28,671
Investments	4	821	-	821	2,859
Other	5	386,828	2,099	388,927	187,829
<b>Total income</b>		<b>3,471,730</b>	<b>884,600</b>	<b>4,356,330</b>	<b>4,253,632</b>
<b>Expenditure on</b>					
Raising funds	6	849,715	25,615	875,330	885,262
Charitable activities:					
Better protected	7	719,882	526,228	1,246,110	889,152
Cleaner ocean	7	797,317	226,408	1,023,725	1,008,817
Healthier ocean	7	521,133	438,214	959,347	882,082
For everyone	7	387,986	274,305	662,291	488,216
<b>Total expenditure</b>		<b>3,276,033</b>	<b>1,490,770</b>	<b>4,766,803</b>	<b>4,153,529</b>
<b>Net income/(expenditure) and net movement in funds for the year before transfers</b>		<b>195,697</b>	<b>(606,170)</b>	<b>(410,473)</b>	<b>100,103</b>
Transfers between funds	22	(81,965)	81,965	-	-
<b>Net income/(expenditure) and net movement in funds for the year</b>		<b>113,732</b>	<b>(524,205)</b>	<b>(410,473)</b>	<b>100,103</b>
Funds at the start of the year	22	1,525,118	1,363,957	2,889,075	2,788,972
<b>Funds at the end of the year</b>	<b>22</b>	<b>1,638,850</b>	<b>839,752</b>	<b>2,478,602</b>	<b>2,889,075</b>

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

## Marine Conservation Society

### Statements of financial position at 31 March 2022

	Note	The group		The charity	
		Total Funds 2022 (£)	Total Funds 2021 (£)	Total Funds 2022 (£)	Total Funds 2021 (£)
<b>Fixed assets</b>					
Tangible fixed assets	14	14,767	13,880	14,767	13,880
Investments	15	-	-	200	200
		<b>14,767</b>	<b>13,880</b>	<b>14,967</b>	<b>14,080</b>
<b>Current assets</b>					
Stock	17	7,481	9,492	7,481	6,357
Debtors	18	884,443	770,332	1,169,501	1,124,557
Cash at bank and in hand		2,358,633	2,802,078	1,978,371	2,400,841
		<b>3,250,557</b>	<b>3,581,902</b>	<b>3,155,353</b>	<b>3,531,755</b>
Creditors falling due within one year	19	(772,931)	(695,087)	(722,958)	(658,505)
<b>Net current assets</b>		<b>2,477,626</b>	<b>2,886,815</b>	<b>2,432,395</b>	<b>2,873,250</b>
<b>Total assets less current liabilities</b>		<b>2,492,393</b>	<b>2,900,695</b>	<b>2,447,362</b>	<b>2,887,330</b>
Provisions for liabilities	21	(13,791)	(11,620)	(13,791)	(11,620)
<b>Net assets</b>		<b>2,478,602</b>	<b>2,889,075</b>	<b>2,433,571</b>	<b>2,875,710</b>
<b>Funds</b>					
Restricted funds	22	839,752	1,363,957	839,752	1,363,957
Unrestricted funds:					
Designated funds (contingency fund)	22	1,208,886	1,083,171	1,208,886	1,083,171
General funds	22	429,964	441,947	384,933	428,582
<b>Total funds</b>		<b>2,478,602</b>	<b>2,889,075</b>	<b>2,433,571</b>	<b>2,875,710</b>

Company Number: 02550966

The Trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 44 of the Charities and Trustee Investment (Scotland) Act 2005. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the Board of Trustees on 28 September 2022 and signed on its behalf by:

Susan Ronaldson  
Treasurer

Amanda Nobbs  
Chair

## Marine Conservation Society

### Consolidated statement of cash flows for the year ended 31 March 2022

	Note	Total Funds 2022 (£)	Total Funds 2021 (£)
<b>Cash flows from operating activities</b>			
Net cash (used in) operations		(435,545)	(99,879)
<b>Investing activities</b>			
Purchase of tangible fixed assets	14	(7,900)	(7,873)
<b>Net (decrease) in cash and cash equivalents</b>		<b>(443,445)</b>	<b>(107,752)</b>
Cash and cash equivalents at beginning of year		2,802,078	2,909,830
<b>Cash and cash equivalents at end of year</b>		<b>2,358,633</b>	<b>2,802,078</b>

Reconciliation of net income to net cash flow from operating activities	2022 (£)	2021 (£)
<b>Net (expenditure)/ income per statement of financial activities</b>	<b>(410,473)</b>	<b>100,103</b>

Adjustments for:	2022 (£)	2021 (£)
Depreciation of tangible fixed assets	7,013	6,476
Decrease in stock	2,011	9,717
(Increase) in debtors	(114,111)	(292,353)
Increase in creditors	77,844	89,143
Increase / (reduction) in provision for liabilities	2,171	(12,965)
<b>Net cash (used in) operations</b>	<b>(435,545)</b>	<b>(99,879)</b>

Analysis of cash and cash equivalents	2022 (£)	2021 (£)
Cash at bank and cash in hand	2,358,633	2,802,078
<b>Total cash and cash equivalents</b>	<b>2,358,633</b>	<b>2,802,078</b>

Analysis of changes in net debt	As at 1 April 2021 (£)	Cash flows in year (£)	As at 1 March 2022 (£)
Cash at bank and cash in hand	2,802,078	(443,445)	2,358,633

### Basis of preparation

Marine Conservation Society meets the definition of a public benefit entity under FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable in the UK and Republic of Ireland to charities preparing their accounts in accordance with the Financial Reporting Standard FRS 102, the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 and the Charities and Trustee Investment (Scotland) Act 2005. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). The Trustees are confident that the level of unrestricted reserves and income means that there are no material uncertainties about the charity's ability to continue. The accounts have been prepared on a going concern basis.

### Basis of consolidation

These financial statements consolidate the results of the charitable company and its wholly owned subsidiaries on a line-by-line basis. The financial performance of the charity is shown in note 24. The turnover and expenditure of the subsidiaries are included within the Consolidated Statement of Financial Activities. The assets and liabilities of each subsidiary are included on a line-by-line basis in the Consolidated Balance Sheet in accordance with FRS 102. Further details of the subsidiaries are given in notes 15 and 16. Accounting policies detailed in these notes apply throughout the group and any surplus or deficit arising on intercompany transactions are eliminated in the Consolidated Statement of Financial Activities.

### Incoming resources

Income is recognised in the period in which the charitable company is entitled to receipt, receipt is probable, and the amount can be measured reliably. Income is deferred when the charity has to fulfil conditions before becoming entitled to use such income or where the donor has specified that the income is to be expended in a future period.

#### ► Membership subscriptions

Annual memberships are recognised across the year of the membership. Life membership subscriptions are accounted for in the year in which they are received.

#### ► Donations and grants

Donations from individuals and income from lotteries are recognised upon receipt. Income from donations and grants, including grants from the UK Government

and capital grants, is included in incoming resources when it is receivable, except as follows:

- When donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- When donors impose conditions which have to be qualified before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

#### ► Legacies

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified with reasonable certainty.

#### ► Donated facilities and professional services

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit is probable, it can be measured reliably, and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity, for example the amount the charity would be willing to pay in the open market for such facilities and services. A corresponding amount is recognised in expenditure.

No amount is included in the financial statements for volunteer time in line with the Charities SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

#### ► Commercial trading activities

Income from commercial activities is included in the period in which the charity is entitled to receipt.

### Resources expended

Expenditure is included when incurred on an accruals basis. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of resources.

#### ► Costs of generating and servicing membership subscriptions

These represent costs incurred in encouraging individuals to subscribe to the charity and the servicing of those individuals including provision of the members' magazine.

#### ► **Costs of raising donations and legacies**

Fundraising expenditure comprises costs incurred in encouraging people and organisations to contribute financially to the charity's work through donations and grants. This includes a proportion of salaries and overhead costs of the staff who promote fundraising.

#### ► **Commercial trading costs**

These represent costs incurred in raising funds through the online shop.

#### ► **Expenditure on charitable activities**

These represent costs incurred in activities aimed at achieving the charity's four strategic outcomes of a better protected ocean, a cleaner ocean, a healthier ocean and an ocean for everyone. The costs include the salary costs of those working directly on these activities, other direct costs such as equipment and travel costs and a share of support costs. Where an activity is aimed at achieving more than one outcome, the costs are allocated out between the relevant outcomes.

#### ► **Staff costs**

The allocation of staff costs between individual unrestricted funds is based on the estimated split of staff time for each individual employee of the charity. The allocation of staff costs to restricted funds is based on the estimated split of staff time, up to the maximum amount that the funder will allow. Some funders do not cover all the staff costs of a project and so full staff costs cannot be allocated to those funds.

#### ► **Support costs (including governance)**

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves constitute the output of the charitable activity. These include office costs, the cost of administration and governance such as the audit fee and insurance. These are allocated to all activities (charitable and raising funds) on the basis of the number of full-time equivalent staff employed within each activity. The allocation of general support costs to restricted funds is based on the full-time equivalent staff working on each project, up to the maximum amount that the funder will allow. Some funders do not allow overhead costs and so full costs cannot be allocated to those funds.

### **Tangible fixed assets**

All assets costing more than £1,000 are capitalised. Depreciation is provided at the following rates in order to write off each asset over its estimated useful life:

- Fixtures and fittings: 15% to 20% on cost
- Computers and equipment: 25% to 33.3% on cost

### **Investments**

In the charitable company's individual financial statements, investments in the charitable company's subsidiaries are included at cost less any provisions for impairment.

### **Stocks**

Stocks are valued at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete, and slow-moving stock where appropriate.

### **Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments such as trade debtors and creditors with no stated interest rate and receivable or payable within one year, which are recorded at transaction price. Any losses arising from impairment are recognised in the income statement in other operating expenses. Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting.

### **Debtors and cash**

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid net of any trade discounts due. Cash and cash equivalents comprise cash on hand and demand deposits and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk to changes in value.

### **Creditors**

Trade and other creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

### **Provisions**

Provisions are recognised when the charity has a present obligation as a result of a past event, it is probable that a transfer of economic benefits to a third party will be

required to settle the obligation and the amount can be measured reliably. By their nature, provisions are often based on estimates, but they are recognised only when they can be estimated reasonably reliably.

### **Operating leases**

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

### **Pensions**

Contributions in respect of the charity's defined contribution pension scheme are charged to the Statement of Financial Activities for the year in which they are payable to the scheme.

### **Tax**

Where applicable, income is recognised net of any output Value Added Tax and the cost of irrecoverable input Value Added Tax is accounted for in the same period as the expenditure on which it was incurred. In terms of corporation tax, the charity is usually an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Any corporation tax payable by the charity or one of its subsidiaries would be recognised in the period in which the taxable profit is generated. However, usually no corporation tax is payable because trading income is received by the subsidiary trading companies (not the charity) and the subsidiary companies distribute all the taxable profits to the charity in the following year as a Gift Aid donation.

### **Funds accounting**

Funds held by the charity are:

#### ► **Unrestricted general funds**

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

#### ► **Designated funds**

These are funds set aside by the Trustees out of unrestricted general funds for specific purposes or projects.

#### ► **Restricted funds**

These are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements (note 22).

### **Foreign currencies**

The consolidated financial statements are presented in pounds sterling (£), which is the charitable company's functional and presentational currency.

Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting. Foreign exchange gains and losses incurred in respect of monetary assets are shown within expenditure. Foreign exchange gains and losses in respect of non-monetary assets are shown between net income/(expenditure) and net movement in funds before other recognised gains and transfers and net movement in funds.

### **Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make some judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for income and expenditure. However, the nature of estimation means that actual outcomes could differ from those estimates.

Significant judgement is applied when assessing whether grant funding received should be accounted for either as a donation grant or as a performance-related services grant. Whether a contract is accounted for either as a donation grant or as a performance-related grant has a material impact on the timing of when such income is recognised.

Grant income includes grants for single projects accounted for as performance-related grants using the percentage of completion method. Percentage of completion has been estimated based on the ratio of costs to date at the balance sheet date compared to total expected project costs (including future project costs). The use of the percentage of completion method is considered a critical judgement and the value for future project costs included in total project costs used in the calculation is considered a key estimation.

# Notes to the financial statements

## 1 Income from donations and legacies

	Unrestricted funds (£)	Restricted funds (£)	Total Funds 2022 (£)	Total Funds 2021 (£)
Membership subscriptions and adoptions	647,700	-	647,700	715,243
Legacies	185,390	-	185,390	227,919
Donations - trusts and companies	1,475,588	463,554	1,939,142	1,924,961
Donations - individuals	513,146	20,349	533,495	434,970
Other fundraising income	67,407	-	67,407	108,164
	<b>2,889,231</b>	<b>483,903</b>	<b>3,373,134</b>	<b>3,411,257</b>
For the year ended 31 March 2021	2,842,688	568,569		3,411,257

Donations from trusts and companies include £79,529 (2021: £183,074) of donated services or goods. This includes £29,274 advertisement space gifted by The Times and £27,643 film footage gifted by People's Postcode Lottery. Not included are donated digital out-of-home advertising space from Ocean Outdoor; we are unable to measure reliably the value of these services. We are very grateful for all this support, enabling us to benefit from advice and services that the charity might otherwise not be able to afford.

## 2 Income from charitable activities

	Unrestricted funds (£)	Restricted funds (£)	Total Funds 2022 (£)	Total Funds 2021 (£)
Grants	21,927	398,598	420,525	497,252
Beach cleans	83,085	-	83,085	79,803
Education and sales	72,637	-	72,637	45,961
	<b>177,649</b>	<b>398,598</b>	<b>576,247</b>	<b>623,016</b>
For the year ended 31 March 2021	282,066	340,950		623,016

## 3 Income from other trading activities

	Total Funds 2022 (£)	Total Funds 2021 (£)
Sales	6,201	12,838
Sponsorship	11,000	15,833
All income from other trading activities is unrestricted.	<b>17,201</b>	<b>28,671</b>

## 4 Income from investments

	Total Funds 2022 (£)	Total Funds 2021 (£)
Bank interest received	821	2,859
All income from investments is unrestricted.	<b>821</b>	<b>2,859</b>

## 5 Other income

	Unrestricted funds (£)	Restricted funds (£)	Total Funds 2022 (£)	Total Funds 2021 (£)
Royalties and licences	386,828	2,099	388,927	187,829
	<b>386,828</b>	<b>2,099</b>	<b>388,927</b>	<b>187,829</b>
For the year ended 31 March 2021	185,582	2,247		187,829

## 6 Expenditure on raising funds

	Direct staff costs (£)	Other direct costs (£)	Support costs (£)	Total 2022 (£)	Total 2021 (£)
Costs of generating and servicing memberships	119,185	94,645	38,409	252,239	260,056
Costs of raising other donations and legacies	333,148	88,233	108,939	530,320	540,473
Commercial trading costs	82,482	8,167	2,122	92,771	84,733
	<b>534,815</b>	<b>191,045</b>	<b>149,470</b>	<b>875,330</b>	<b>885,262</b>
For the year ended 31 March 2021	469,368	228,588	187,306		885,262

## 7 Expenditure on charitable activities

	Direct staff costs (£)	Other direct costs (£)	Support costs (£)	Total 2022 (£)	Total 2021 (£)
Better protected	624,714	425,815	195,581	1,246,110	889,152
Cleaner ocean	543,113	294,437	186,175	1,023,725	1,008,817
Healthier ocean	556,574	274,945	127,828	959,347	882,082
For everyone	370,453	188,083	103,755	662,291	488,216
	<b>2,094,854</b>	<b>1,183,280</b>	<b>613,339</b>	<b>3,891,473</b>	<b>3,268,267</b>
For the year ended 31 March 2021	1,903,668	782,786	581,813		3,268,267

## 8 Support costs

	Property costs (£)	Admin staff costs (£)	Admin other costs (£)	Govern-ance costs (£)	Total 2022 (£)	Total 2021 (£)
Costs of generating and servicing membership subscriptions	4,725	20,617	8,442	4,625	38,409	43,304
Costs of raising other donations and legacies	13,401	58,476	23,943	13,119	108,939	130,002
Commercial trading costs	-	-	122	2,000	2,122	14,000
Better protected	24,060	104,984	42,985	23,552	195,581	170,649
Cleaner ocean	22,903	99,937	40,919	22,416	186,175	185,010
Healthier ocean	15,725	68,616	28,097	15,390	127,828	134,087
For everyone	12,764	55,693	22,802	12,496	103,755	92,067
	<b>93,578</b>	<b>408,323</b>	<b>167,310</b>	<b>93,598</b>	<b>762,809</b>	<b>769,119</b>
Analysed between:						
Raising funds	18,126	79,093	32,507	19,744	149,470	187,306
Charitable activities	75,452	329,230	134,803	73,854	613,339	581,813
	<b>93,578</b>	<b>408,323</b>	<b>167,310</b>	<b>93,598</b>	<b>762,809</b>	<b>769,119</b>

Support costs are allocated to activities based on the FTE staff numbers working on those activities. Property costs include rent, rates, and utility costs for all our offices. Admin staff costs are the staff costs of the Finance, Human Resources, and IT teams. Other admin costs include postage, stationery, equipment, and depreciation of fixed assets (note 14). Governance costs include insurance, audit and legal fees, the cost of trustee meetings and the proportion of management and finance staff costs spent on the governance of the charity.

## 9 Net incoming resources for the year This is stated after charging:

	Total 2022 (£)	Total 2021 (£)
Depreciation	7,013	6,476
Auditor's remuneration:		
audit fees	8,150	7,650
other services	-	-
Equipment rental	3,350	2,131
Trustees' liability insurance	1,268	1,115
Property rental	82,700	82,849
Foreign exchange rate (gains) / loss	(1,625)	5,735

The property rental cost above relates to the lease of the head office at Ross-on-Wye as well as licences to occupy small offices in London and Edinburgh.

## 10 Staff costs and trustees' remuneration

	Total 2022 (£)	Total 2021 (£)
Salaries and wages	2,628,540	2,342,897
Employer's national insurance contributions	253,809	223,904
Pension costs	152,155	135,398
Redundancy payments	5,712	-
Trustees' remuneration	-	-
	<b>3,040,216</b>	<b>2,702,199</b>

One employee received emoluments in the band £80,000 to £90,000 (2021 – one in the band £70,000 to £80,000). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £4,804 (2021 – £4,622). One employee received emoluments in the band £60,000 to £70,000 (2021 – one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £3,654 (2021 – £3,636).

During the year key management received a combined total remuneration including the cost of employer pension and national insurance of £384,367 (2021 – £360,630).

No trustees received any remuneration in the year (2021: nil) and two trustees claimed expenses during the year for travel and subsistence (2021: none claimed expenses as all meetings were held online during the pandemic), amounting to £302 (2021: £nil).

## 11 Staff numbers

	2022 (average number)	2021 (average number)
Conservation and engagement programmes	57	49
Fundraising and servicing membership subscriptions	22	19
Administration and support	13	10
	<b>92</b>	<b>78</b>

## 12 Pension costs

The charity operates a defined contribution scheme for members of staff. The assets of the scheme are held separately from those of the charity, being invested with insurance companies. Pension costs charged in the Statement of Financial Activities represent the contributions payable by the charity in the year. There was £38,405 (2021 – £17,109) accrued at the end of the year representing pension costs payable. Where restricted income funds staff costs, the relevant proportion of pension costs is allocated to those funds.

## 13 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The group's tax liability is minimised by ensuring that any non-charitable income is received by the subsidiary company M C S Sales Limited, and the subsidiary donates the taxable profits from that income to the charity under the Gift Aid Scheme. Further details on M C S Sales Limited are provided in notes 15 and 16.

#### 14 Tangible Fixed Assets (Group and charity)

	Fixtures & fittings (£)	Computers & equipment (£)	Total (£)
<b>Cost</b>			
At 1 April 2021	29,750	64,683	94,433
Additions at cost	2,718	5,182	7,900
Disposals	(12,779)	-	(12,779)
<b>At 31 March 2022</b>	<b>19,689</b>	<b>69,865</b>	<b>89,554</b>
<b>Depreciation</b>			
At 1 April 2021	29,750	50,803	80,553
Charge for the year	340	6,673	7,013
Disposals	(12,779)	-	(12,779)
<b>At 31 March 2022</b>	<b>17,311</b>	<b>57,476</b>	<b>74,787</b>
<b>Net book value</b>			
<b>At 31 March 2022</b>	<b>2,378</b>	<b>12,389</b>	<b>14,767</b>
At 31 March 2021	-	13,880	13,880

#### 15 Investments in subsidiaries (charity only)

	2022 (£)	2021 (£)
M C S Sales Limited (company number 1766795)	100	100
Marine Biological Consultants Limited (company number 1777391)	100	100
	<b>200</b>	<b>200</b>

Investments in subsidiaries held by the charity represent the whole of the issued share capital of each of the companies above. Both companies are registered in England and Wales, with the registered office of Overcross House, Ross Park, Ross-On-Wye, Herefordshire, United Kingdom, HR9 7US. The companies were established to carry out trades which were not in themselves charitable (and which could not, therefore, be conducted by the charity) but where all the profits were gifted to the charity, providing an additional income source to fund marine conservation.

Marine Biological Consultants Limited is not trading and is dormant.

M C S Sales Limited conducts corporate fundraising including sponsorship to raise money for the Marine Conservation Society and, from 2020-21, Marine Conservation Society online retail sales have been conducted through the subsidiary. A summary of the results of M C S Sales Limited is shown in note 16 and full accounts are filed with Companies House each year.

#### 16 Performance of M C S Sales Limited

	Year ended 31 March 2022 (£)	Year ended 31 March 2021 (£)
<b>Statement of comprehensive income</b>		
Turnover	400,863	188,812
Cost of sales	(95,754)	(81,527)
<b>Gross profit</b>	<b>305,109</b>	<b>107,285</b>
Administrative costs	(14,122)	(13,999)
<b>Operating profit</b>	<b>290,987</b>	<b>93,286</b>
Tax on operating profit	-	-
<b>Total comprehensive income for the year</b>	<b>290,987</b>	<b>93,286</b>
Gift aid donation to parent charity relating to profits from previous year	13,643	26,573
Gift aid donation to parent charity from profits in current year	245,676	79,576
<b>The assets and liabilities of the company were</b>		
Current assets	512,383	450,046
Current liabilities	(466,971)	(436,302)
<b>Total net assets</b>	<b>45,412</b>	<b>13,744</b>
Share capital	100	100
Retained profit (donated to parent charity in the following year)	45,312	13,644

The above subsidiary accounts are before consolidation adjustments. Because all the profits are donated to the charity within the Gift Aid Scheme, no tax is owing.

#### 17 Stocks

	The group		The charity	
	2022 (£)	2021 (£)	2022 (£)	2021 (£)
Stocks held for resale in online shop	7,481	9,492	7,481	6,357
	<b>7,481</b>	<b>9,492</b>	<b>7,481</b>	<b>6,357</b>

The charity holds stocks of Seasearch books and equipment for sale. The clothes sold online are sold through our partner Teemill, who holds the stock.

#### 18 Debtors

	The group		The charity	
	2022 (£)	2021 (£)	2022 (£)	2021 (£)
Trade debtors	243,910	152,267	118,267	106,589
Amounts owed by subsidiary	-	-	417,185	399,907
Prepayments and accrued income	640,533	618,065	634,049	618,061
Other debtors	-	-	-	-
	<b>884,443</b>	<b>770,332</b>	<b>1,169,501</b>	<b>1,124,557</b>

	The group		The charity	
	2022 (£)	2021 (£)	2022 (£)	2021 (£)
<b>19 Creditors: amounts falling due within one year</b>				
Trade creditors	119,301	162,272	119,301	160,848
Tax and social security	124,511	99,642	83,933	84,421
Accruals	198,974	137,723	196,973	135,723
Deferred income	292,452	267,594	285,244	249,842
Other creditors	37,693	27,856	37,507	27,671
	<b>772,931</b>	<b>695,087</b>	<b>722,958</b>	<b>658,505</b>
<b>Deferred income</b> <i>Income received that relates to a future period</i>				
Membership subscriptions	49,107	62,155	49,107	62,155
Corporate memberships and logo licensing	34,292	39,795	27,084	22,043
Grant income received for service delivery	188,467	152,869	188,467	152,869
Income received for events and training	20,586	12,775	20,586	12,775
	<b>292,452</b>	<b>267,594</b>	<b>285,244</b>	<b>249,842</b>

All of the deferred income as at 31 March 2021 was released into the SOFA in the current financial year.

## 20 Operating lease commitments

As at 31 March 2022 the charity had total commitments under non-cancellable operating leases as below:

	2022 (£)	2021 (£)
<b>Land and buildings</b>		
Leases expiring within one year	56,394	65,208
Leases expiring within two to five years	25,909	57,802
	<b>82,303</b>	<b>123,010</b>

## 21 Provision for liabilities (Group and charity)

	2022 (£)	2021 (£)
At the beginning of the year	11,620	24,585
Addition / (reduction) for dilapidations	2,171	(12,965)
<b>At the end of the year</b>	<b>13,791</b>	<b>11,620</b>

The provision relates to the lease of the office at Ross-on-Wye. During 2020-21 we negotiated a reduction in office space, hence the dilapidations provision decreased that year.

## 22 Statement of group funds

	At 1 April 2021 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2022 (£)
<b>Unrestricted funds</b>					
General reserves	441,947	3,471,730	(3,276,033)	(207,680)	429,964
Designated funds	1,083,171	-	-	125,715	1,208,886
	<b>1,525,118</b>	<b>3,471,730</b>	<b>(3,276,033)</b>	<b>(81,965)</b>	<b>1,638,850</b>
<b>Restricted funds</b>					
General conservation	4	61,667	(59,673)	-	1,998
Sealife	-	68,337	(67,379)	(958)	-
Blue Carbon	-	18,312	(18,312)	-	-
Clean seas programme	8,046	-	(8,046)	-	-
Fisheries programme					
Good Fish Guide transformation	663,355	-	(366,552)	-	296,803
Other fisheries funds	1	23,500	(23,499)	-	2
Ocean recovery programme					
ReMEDIES	-	29,841	(29,841)	-	-
Other seagrass projects	13,358	8,071	(21,104)	64,040	64,365
Fish INTEL	-	12,593	(12,593)	-	-
National Seasearch	500	24,404	(24,804)	-	100
British Virgin Islands Turtle Conservation	4,222	78,549	(80,517)	(2,254)	-
Anguilla Shark Conservation	-	94,722	(94,722)	-	-
UK Overseas Territories	9,691	56,431	(65,209)	17,048	17,961
Other ocean recovery funds	45,895	19,095	(21,906)	(15,790)	27,294
Social science programme					
Agents of Change	55,939	-	(26,608)	-	29,331
Marine CoLab	50,291	3,450	(34,675)	-	19,066
Wildcoast Sussex	-	22,085	(22,085)	-	-
Sussex Nearshore Trawling Byelaw Research	-	41,797	(13,788)	-	28,009
Environmental Behaviours	54,880	-	(20,450)	-	34,430
Engagement programme					
Inspiring Blue Recovery	-	124,200	(85,502)	16,667	55,365
Sea Champions Bridlington	130,257	-	(47,531)	-	82,726
Volunteer & community engagement	90,499	50,131	(140,245)	-	385
Education general funds	78,957	58,479	(63,608)	-	73,828
Scottish Education Roadshow	26,000	5,000	(18,871)	-	12,129
Other engagement funds	35,222	9,444	(9,444)	-	35,222
Wales Programme	16,219	-	(16,219)	-	-
Natur am Byth!	-	20,219	(20,219)	-	-
Scotland programme					
Restoration Forth	-	54,273	(1,983)	-	52,290
Website transformation	80,621	-	(72,747)	(7,874)	-
Restricted assets depreciation fund	-	-	(2,638)	11,086	8,448
	<b>1,363,957</b>	<b>884,600</b>	<b>(1,490,770)</b>	<b>81,965</b>	<b>839,752</b>
<b>Total funds</b>	<b>2,889,075</b>	<b>4,356,330</b>	<b>(4,766,803)</b>	<b>-</b>	<b>2,478,602</b>

**22 Continued**  
**Comparative statement of group funds**  
**for the year ended 31 March 2021**

	At 1 April 2020 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2021 (£)
<b>Unrestricted funds</b>					
General reserves	406,074	3,341,866	(2,931,822)	(374,171)	441,947
Designated funds	709,000	-	-	374,171	1,083,171
	1,115,074	3,341,866	(2,931,822)	-	1,525,118
<b>Restricted funds</b>					
General conservation	17,019	80,000	(97,015)	-	4
Clean seas programme					
Microfibre campaign	-	30,000	(30,000)	-	-
Other clean seas funds	8,046	-	-	-	8,046
Fisheries programme					
Good Fish Guide Transformation	965,966	-	(302,611)	-	663,355
Other fisheries funds	6,638	5,833	(12,470)	-	1
Ocean recovery programme					
ReMEDIES	(911)	11,721	(10,810)	-	-
Seagrass	17,871	18,301	(22,814)	-	13,358
National Seasearch	20,370	27,312	(47,182)	-	500
UK Overseas Territories	6,159	103,257	(95,503)	-	13,913
Other ocean recovery funds	39,030	48,338	(41,473)	-	45,895
Social science programme					
Agents of Change	6,312	86,375	(36,748)	-	55,939
Marine CoLab	18,300	76,050	(44,059)	-	50,291
Wildcoast Sussex	-	17,221	(17,221)	-	-
Environmental Behaviours	-	54,880	-	-	54,880
Engagement programme					
Sea Champions Bridlington	117,203	50,000	(36,946)	-	130,257
Volunteer & community engagement	69,499	21,000	-	-	90,499
Education general funds	56,804	83,678	(61,525)	-	78,957
Scottish Education Roadshow	-	26,000	-	-	26,000
Engagement & communication emergency support	-	141,800	(141,800)	-	-
Other engagement funds	35,222	-	-	-	35,222
Wales Programme	-	30,000	(13,781)	-	16,219
Website Transformation	290,370	-	(209,749)	-	80,621
	1,673,898	911,766	(1,221,707)	-	1,363,957
<b>Total funds</b>	<b>2,788,972</b>	<b>4,253,632</b>	<b>(4,153,529)</b>	<b>-</b>	<b>2,889,075</b>

**Unrestricted funds**

**General funds**

The general reserve represents the free funds of the charity that are not designated for particular purposes. The majority of these will be spent in 2022-23.

**Designated funds**

The designated reserves are those funds set aside by Trustees as a contingency in the event of future income shortfalls. The Trustees aim to maintain this fund at a level that will support between 3 and 4 months' unrestricted expenditure, based on future plans.

**Restricted funds**

All restricted funds are for specific conservation or educational projects in the UK and overseas. These funds are recorded and managed individually by project but, for ease, the smaller projects are broadly categorised in these accounts by type of activity.

**General conservation**

This fund benefits all our conservation work and includes Esmée Fairbairn Foundation funding for the work of the Chief Executive.

- ▶ **Sealife** – Funded by the European Commission LIFE programme, supporting the European Green Deal, the Sealife project aims to raise awareness of the links between marine protection and blue carbon sequestration, increase youth and coastal community engagement on blue carbon and MPAs and address the knowledge gap around the role of our marine environment in combatting climate change.
- ▶ **Blue Carbon** – Funded by John Ellerman Foundation, a blue carbon economist has worked with us in determining the value of our seas for carbon capture and storage and the mechanisms to fund ocean recovery that this unlocks. This supported our input at COP26. The next phase of the project will look at the wider economic benefits of both carbon and biodiversity.

**Clean seas programme**

Funds within this programme support our work to create a cleaner ocean, reducing pollution from chemicals, sewage, plastics, and other contaminants. Our work entails the collation of evidence, policy advocacy with governments across UK countries for legislation to reduce pollution at source and engagement with businesses to influence their supply chains and purchasing decisions. It also includes public campaigns on issues such as reducing the release of microfibres from clothing and the introduction of deposit return schemes for drinks containers.

**Fisheries programme**

Funds within this programme support our work to create a healthier ocean, by promoting the development of sustainable wild-capture and farmed seafood production. Included within this programme is the Good Fish Guide Transformation fund, a three-year project funded by a £1 million donation from The Moondance Foundation, received in 2019-20. This funding is supporting the development of a completely new website and app for the Good Fish Guide and the expansion of our seafood ratings so that information on how to buy sustainable seafood is much more readily available and widely used.

**Ocean recovery programme**

Achieving a better protected ocean is the primary focus of funds within this programme, promoting the laws and policies designed to protect our seas. Included within this programme are the following funds:

- ▶ **ReMEDIES** – This project, funded by LIFE and in partnership with Natural England and others, aims to reduce and mitigate damage to seabed habitats at Natura 2000 sites (Special Areas of Conservation (SACs)) in southern England. The project is focusing on seagrass recovery, including reducing pressure from boat moorings. It also includes extensive engagement and education with communities and schools on the importance of protecting the seabed for biodiversity and to help tackle climate change.
- ▶ **Other seagrass projects** – Working with Princess Yachts and The Ocean Conservation Trust, Advanced Mooring Systems are being installed into seagrass beds to enable re-growth of seagrass at the base of the mooring chains, making beds denser and blades longer. Additional funding from a members' appeal and corporate supporters Salcombe Distilling Co., The Travel Chapter, Bower Collective and Hamptons have funded our seagrass work.
- ▶ **Fish INTEL** – Funded by EU Interreg II Seas Ocean Recovery and delivered in a partnership led by the University of Plymouth, Fish INTEL uses cutting edge technology to monitor key fish species and understand how they use different ecosystems within UK, French and Belgian seas. By tracking fish movements and studying their habitats, we hope to build a comprehensive picture that will inform commercial fishing policies and help marine life to thrive.

## 22 Continued

- ▶ **National Seasearch** – This is a scientific partnership programme with a number of agencies and organisations to involve volunteer recreational divers in the survey of marine species and habitats – part of our work to provide an evidence base. This programme includes funding from NatureScot, Natural Resources Wales, The Crown Estate, and Natural England.
- ▶ **UK Overseas Territories** – John Ellerman Foundation is funding the development of our collaborative programme in the UK Overseas Territories to help improve management of marine protected areas across five Caribbean Territories. This programme includes work to monitor turtle migration in the Turks and Caicos, which has attracted funding from the People's Trust for Endangered Species and The Ernest Kleinwort Charitable Trust. Funding from Darwin has enabled the establishment of new projects in the British Virgin Islands, Anguilla and Montserrat where, working closely with local partners, we are engaging with communities and governments to increase the understanding of and protection for their iconic marine species and the habitats on which they rely.
- ▶ **Other ocean recovery funds** – These include funds from Seas at Risk and others for work to increase protection for Marine Protected Areas.

## Social science programme

With the recognition that conservation social science is an essential part of the evidence and approach needed to respond to the ocean and climate crises, we have invested in a brand-new team to integrate and apply social science research and practice across the organisation in order to refine audience insight, apply best practice with regard to behaviour change and monitoring and evaluation, and to accelerate progress towards organisational objectives. Within this programme are the following funds:

- ▶ **Agents of Change** – The Calouste Gulbenkian Foundation is funding a staff post to work towards improving community understanding and support for local marine protected areas (MPAs). An initiative from the Marine CoLAB, the project aims to address the fact that communities know little about their MPAs and works with all stakeholders to help recover their marine environment.

- ▶ **Marine CoLAB** – Funded by the Calouste Gulbenkian Foundation, the Marine CoLABoration (CoLAB) group, provides time and resources for the marine conservation sector to build on what works, learn from other sectors and parts of the world, and develop tools and approaches with the potential to increase the scale and pace of beneficial change. This funding enables MCS to provide a Marine CoLAB coordinator and other staff resources for the group.
- ▶ **Wildcoast Sussex** – In partnership with Sussex Wildlife Trust and others, and funded by the National Lottery Heritage Fund, this project (previously called Sussex by the Sea) aims to positively influence human behaviours that are contributing to the decline of marine life off the Sussex coast.
- ▶ **Environmental Behaviours** – Funds are allowing us to develop our social science programme; specifically, to carry out research in to the health and wellbeing benefits of the coast and to explore how best we inspire action from a wider range of people.

In addition to these specific funds, the team is contributing to qualitative research as part of other projects in the UK and the UK Overseas Territories in the Caribbean.

## Engagement programme

These funds are supporting a range of projects focusing on our 'for everyone' goal.

- ▶ **Sea Champions Bridlington** – A generous donor has funded a project to deliver marine conservation engagement with volunteers, communities, and businesses in Bridlington and the wider Yorkshire area.
- ▶ **Volunteer and community engagement** – Initially, these funds focused on increasing our volunteer and community engagement in Northumbria to deliver more beach cleans and educate young people about their local marine environment; additional funds are now allowing this work to broaden to our work across the UK.
- ▶ **Education** – Funds supporting our Cool Seas education programme to increase the participation of young people in marine conservation and improving ocean literacy through education workshops, Cool Seas Investigator and other curriculum-linked resources, and the creation of Ocean Schools.
- ▶ **Scottish Education Roadshow** – This tour of Scottish schools had to be delayed for a year due to COVID-19. Starting in August 2021, we have run face to face lessons and activities on marine conservation.

- ▶ **Engagement and communications emergency support** – Generous funding from the National Lottery Heritage Fund supported two of our teams during the COVID-19 pandemic, allowing our work to evolve from face to face to digital engagement.
- ▶ **Other engagement funds** – These include community engagement projects around the UK, including Blue Heart, funded by the Calouste Gulbenkian Foundation. This Community Voice Method project took a storytelling approach to bring to life the relationship between people in the UK and the ocean.

## Wales programme

In 2020-21, The Garfield Weston Foundation supported the expansion of our policy and public affairs work within Wales. This enabled engagement with parliamentarians in the Senedd on priorities for recovery of the marine environment in Wales, which was particularly timely in the lead up to the 2021 elections. Seasearch in Wales is included within National Seasearch funds, not under the Wales programme.

- ▶ **Natur am Byth!** – We are working in a partnership led by Natural Resources Wales with eight other environmental charities. With stage 1 funding from the National Lottery Heritage Fund, we are working with our partners to develop the project to stage 2, which will deliver Wales' largest natural heritage and outreach programme to save species from extinction and reconnect people to nature.

## Scotland programme

Generally, the activities within our Scottish programme have been supported by our unrestricted funds, but Seasearch in Scotland is included within National Seasearch funds, not under the Scottish programme and funding for a Scottish education roadshow is included within the engagement programme.

- ▶ **Restoration Forth** – Working in a partnership led by WWF - UK with Heriot-Watt University and others, and funding from ScottishPower Foundation, Nature Scot's Nature Restoration Fund, WWF and Aviva, we are working to restore native oyster beds and empower coastal communities to help restore and sustainably manage their local marine natural heritage for a thriving Firth of Forth.

## Website transformation

A foundation that has asked to remain anonymous has funded a digital transformation, including the building of a new website. Built on the intuitive Wagtail content management system, our new website will allow us to engage and inspire our supporters with our conservation work, improved donation journeys, better volunteer management systems and an integrated education section. The funds were received in the year 2019-20, the project started in April 2020 and was completed in 2021-22.

## Transfers between funds

- ▶ In 2020-21 and again in 2021-22, a transfer was made from general to designated funds to increase the size of the contingency reserve. The charity's reserves policy is to hold a contingency of between 3 and 4 months' unrestricted expenditure. As the charity grows, our budgeted expenditure is increasing, so the size of the fund has increased to cover both expected growth and continued uncertainty in income generation.
- ▶ Funds have been transferred from general funds into seagrass project funds where corporate supporters have paid us royalty payments that are unrestricted when received by M C S Sales but which they have asked us to direct to seagrass work.
- ▶ Unrestricted funds have been transferred from the general fund into the Inspiring Blue Recovery fund as the restricted income is not covering the full cost of the project.
- ▶ Transfers have been made from Sealife, British Virgin Islands Turtle Conservation and Website transformation into a restricted assets depreciation fund where project funds have paid for fixed assets that will be depreciated over the next few years as the assets are used.
- ▶ Some UK Overseas Territories project funds were miscategorised as other ocean recovery projects in the previous year, and they have been moved.

### 23 Analysis of net assets between funds

	Restricted funds (£)	Designated funds (£)	General funds (£)	Total funds 2022 (£)	Total funds 2021 (£)
<b>2022</b>					
Tangible fixed assets	8,448	-	6,319	14,767	13,880
Net current assets	831,304	1,208,886	423,645	2,463,835	2,875,195
	<b>839,752</b>	<b>1,208,886</b>	<b>429,964</b>	<b>2,478,602</b>	<b>2,889,075</b>
<b>2021</b>					
Tangible fixed assets	-	-	13,880		13,880
Net current assets	1,363,957	1,083,171	428,067		2,875,195
	<b>1,363,957</b>	<b>1,083,171</b>	<b>441,947</b>		<b>2,889,075</b>

### 24 Financial performance of the charity

The consolidated statement of financial activities includes the results of the sponsorship, other corporate fundraising and online retail sales conducted by M C S Sales Limited.

The summary financial performance of the charity alone is:

	2022 (£)	2021 (£)
Income		
Gift Aid donation and other income from subsidiary company	3,955,467	4,064,819
	276,319	123,149
	4,231,786	4,187,968
Expenditure	(4,673,925)	(4,075,004)
<b>Net (expenditure)/income</b>	<b>(442,139)</b>	<b>112,964</b>
Total funds brought forward	2,875,710	2,762,746
<b>Total funds carried forward</b>	<b>2,433,571</b>	<b>2,875,710</b>
Represented by:		
Restricted funds	839,752	1,363,957
Unrestricted funds	1,593,819	1,511,753

### 25 Related party transactions

In 2021, M C S Sales Limited received £18,000 sponsorship and payment from Rakuten EMEA - for which Mark Haviland, a Marine Conservation Society Trustee, was EVP Global Development & Sustainability - for delivering a talk and supplying beach clean kit to staff.



## Acknowledgements of financial and other support

We would like to thank all the individuals and organisations who made our work this year possible.

### Charitable trusts, foundations and grant funders giving £1,000 or more:

10% for the Ocean	Forum for the Future
The A & R Woolf Charitable Trust	The George A Moore Foundation
Anson Charitable Trust	The Golden Bottle Trust
The Blair Foundation	Green Recovery Challenge Fund
The Bryan Guinness Charitable Trust	Harris Freeman Foundation
CAST	The Helvellyn Foundation
The Calleva Foundation	The Hugh Fraser Foundation
Calouste Gulbenkian Foundation	The Idris & Margaret Jones Charitable Trust
Cecil Pilkington Charitable Trust	The John Coates Charitable Trust
Chapman Charitable Trust	The John Cowan Foundation
The Christopher Laing Foundation	John Ellerman Foundation
The Constance Travis Charitable Trust	John Swire 1989 Charitable Trust
The D'Oyly Carte Charitable Trust	The Joseph Strong Frazer Trust
The Darwin Initiative	The Lady Hind Trust
The David Brooke Charity	Lady Yuen Peng McNeice Charitable Foundation
David Uri Memorial Trust	The Leslie Mary Carter Charitable Trust
David William Traill Cargill Fund	Lighthouse Giving
The Diana Edgson Wright Charitable Trust	Mabel Cooper Charitable Trust
The Dulverton Trust	Marsh Charitable Trust
EU Interreg II Seas	Miss A M Pilkington Charitable Trust
EU LIFE Recreation ReMEDIES	The National Lottery Heritage Fund
EU Life 2020 NGO4GD	Natural England
Erasmus	Natural Resources Wales
Esmée Fairbairn Foundation	NatureScot
FatFace Foundation	Oak Foundation
Fidra	

### Organisations and companies contributing £5,000 or more towards our income and charitable objectives through donations and corporate partnership agreements:

Accrol Papers Ltd (Oceans)	FatFace Limited
Aspen Phoenix Newco Limited, t/a Paperchase	Green People Ltd
Beiersdorf UK Ltd	Hamptons
Beko PLC	John Lewis Partnership
Big Wild Thought Ltd	Joules
Bourne Leisure Ltd	Marks & Spencer
Bower Collective	Net Natives Ltd
Brasserie Bar Co	News Corp UK & Ireland Ltd
Bunzl PLC	Optimum Medical
Cargill	Princess Yachts Ltd
Crew Clothing Company	Roja Parfums Ltd
Earth Conscious	The ROMO Group Ltd
Etrington	Saga Group Ltd
Enterprise RAC UK Ltd	Salcombe Distilling Co
	Schroders plc

Ocean Conservation Trust
Oceans 5
P F Charitable Trust
The Pamela Matthews Charitable Trust
The Peacock Charitable Trust
The Percy Hedley 1990 Charitable Trust
Pilkington General Charity
Postcode Planet Trust
The Princess Anne's Charities Trust
The PwC Foundation
R G Hills Charitable Trust
The Rainford Trust
Reed Family Foundation
The Ronald Miller Foundation
The Rubin Foundation Charitable Trust
Ruth Smart Foundation
Scottish Fishermen's Trust
ScottishPower Foundation
Seas At Risk
The Simon Gibson Charitable Trust
Tisbury Telegraph Trust
The Uncle Bill Trust
WWF UK
The Waterloo Foundation
The Wildlife Trusts MPA Fighting Fund
The William Haddon Charitable Trust

Silentnight Ltd
Sodexo UK&I
St Austell Brewery Company Ltd
Susie & Peter – Masters of Wine
Teemill Trading (Rapanui)
The Travel Chapter Ltd
Triton Showers
Well Pharmacy
Westgate Global Ltd
Wild Nature Press
Wolseley UK Limited
Wrendale Designs

### Organisations and companies contributing £1,000 or more from company memberships:

Abel & Cole Ltd	Mayflex UK
Baylis & Harding	Mocean Fitness
CH & Co Catering Group Ltd	Molesworth & Bird
CanO Water	OCEANTEE Golf
Clarity Environmental	Optical Express
Coast Drinks	PwC
Deck Gear Ltd	RX Architects
Edgeo	Rapesco Office Products plc
Excel Networking Solutions	Rudding Estate
The Glenmorangie Company Ltd	Shibui Tea
The Happy Prawn Co	Soul Hippy
ISS Food Services	Talomon Capital Ltd
IT Naturally Ltd	The Travel Chapter Ltd
Matrix Platinum Ltd	Zena Holloway

### Individuals giving gifts of £5,000 or more:

Dimitrios Nikolakopoulos	Timothy Garratt
Paula Jones	Xavier Menguy

### Legacies and in memoriam donations:

Adrian Holmes	Lucinda Sky
Andrew Dowden	Lucy Mclean
Andrew Dyke	Lucy Tucker
Brian Pitkin	Luke Coles
Chris Harvey	Maria Hetherington
Clarice Rostron	Mary Rowlands
Daniel Michael Finch	Maureen Rowe
David Griffiths	Michelle Keeley
David Groombridge	Miss Delaneys
David Leonard Moss	Nanny Bet
Derk And Nicola Hartman	Nilifur Garrett
Dilip Sharan	Oskar Stuerzinger
Donald Willats	Pam Mitchell
Edward Charles Hammond	Patricia Anne Moss
Ella Titova	Patricia Timmons
George Costa	Paul Brecknell
Gordon Rankin	Paul Micallef
Gwendoline & Gerard Reilly	Paul Whelan
J. Stirling-Gallacher	Robert Ranscombe
Jennifer Madge Celia Rice	Roger Lankester
Jo Cole	Ronald Mitson
John Anthony Chapman	S Wright
John Edgar Francis	Sean Brierley
John Jones	Simon Mitchell
Keith Peter Snare	Stephen Bailey
Ken Sullivan	Stuart Tam
Kevin Gauntlett	Susan Annette Drawbridge
Laura Corrigan	Suzi Lyon
Lochlan Peckham	Valerie Eileen Nelson
Lorena Sassman	Vhairi Harding

### Patrons, supporters, members and groups:

<b>Ocean Ambassadors</b>
Prof Ben Garrod
Cyrus Todiwala OBE DL
Deborah Meaden
Doug Allan
Fernando Montano
Inka Cresswell
Iolo Williams
Lizzie Daly
Miranda Krestovnikoff
Simon Reeve
Susie Rodgers MBE
Tom 'The Blowfish' Hird
Zoe Lyons

We would like to thank our members, local groups, and Sea Champion volunteers for their support of our conservation activities and fundraising efforts over the year. Thanks also to all the volunteers who supported our projects and/or gathered vital information through Beachwatch, the Great British Beach Clean, Seasearch, Jellyfish, Basking Shark and Turtle Watch.

Also, to the many individual and community participants, dive clubs, sports clubs, youth and member organisations and school and college students who raised money to support our work.

### Pro bono support:

We would like to thank the following supporters for their pro bono support during the last year:

Brasserie Bar Co
Deloitte LLP
IBM
LSP Leadership Ltd
Mayer Brown International LLP
Nick Arding
Ocean Outdoor
People's Postcode Lottery
The Times & The Sunday Times
Westgate Global Ltd

*We would like to extend our thanks to our valued donors who wish to remain anonymous.*

## Reference and administrative information

### Charity Name

Marine Conservation Society

### Charity Registration Number

1004005 (England & Wales)  
SC037480 (Scotland)

### Company Registration Number

02550966

### Registered Office and Operational Address

Overcross House, Ross Park,  
Ross-on-Wye, HR9 7US

### London Operational Address

Metal Box Factory, 30 Great  
Guildford Street, Bankside, SE1 OHS

### Scottish Operational Address

Suite 7, CBC House, 24 Canning  
Street, Edinburgh, EH3 8EG

### Principal Professional Advisors

#### Auditors

The Richards Sandy Partnership  
Thorneloe House, 25 Barbourne  
Road, Worcester, WRI 1RU

#### Bankers

Barclays Bank, Leicester, LE87 2BB  
Lloyds Bank, 8 High Town,  
Hereford, HRI 2AE

### President

The former Prince of Wales

### Trustees

The Trustees listed below were Trustees for the whole of the year ended 31 March 2022 and until the date of this report unless stated otherwise:

Amanda Nobbs **Chair**

Mark Haviland **Vice Chair**

*until end of first term on 2 December 2021  
and then reappointed from 24 February 2022*

Susan Ronaldson **Treasurer**

*until end of first term on 2 December 2021  
and then reappointed from 24 February 2022*

Emily Cunningham

Jonathan Hall

Joyce Lorigan

Will Oulton

Seth Richardson

Helena Thernstrom

Stefano Tiratelli

### Senior Management Team

The members of the Senior Management Team were in post for the whole of the year ended 31 March 2022 and until the date of this report unless stated otherwise:

Sandy Luk **Chief Executive**

Andrew Barnes **Interim Director of Communications & Engagement**

*from 1 November 2021*

Tamsin Betti **Director of Communications & Engagement**

*until 13 May 2022*

Jennifer Mitchell **Director of Communications & Engagement**

*from 19 September 2022*

Nicola Spencer **Director of Finance & Resources and Company Secretary**

*until 23 September 2022*

Katherine Stephenson-Hall **Director of Fundraising**

Jayne Tucker **Interim Director of Finance & Resources**

*from 19 September 2022*

**and Company Secretary**

*from 23 September 2022*




Chris Tuckett **Director of Programmes**


**Email:** [info@mcsuk.org](mailto:info@mcsuk.org)  
**Head Office:** Overross House, Ross Park,  
Ross-on-Wye, Herefordshire, HR9 7US  
**Telephone:** 01989 566017



Registered charity in England and Wales 1004005 and in  
Scotland SC037480. Registered company limited by guarantee  
in England and Wales 02550966. Registered office: Overross  
House, Ross Park, Ross-on-Wye, HR9 7US. VAT number: 321491232.

**MARINE  
CONSER-  
VATION  
SOCIETY**

[mcsuk.org](http://mcsuk.org)  [mcsuk](https://www.facebook.com/mcsuk)  [mcsuk](https://twitter.com/mcsuk)  [mcs\\_uk](https://www.instagram.com/mcs_uk)

 Front cover Billy Arthur; Rear cover Alison Moore. Illustrations by Jack Tite.

**MARINE CONSERVATION SOCIETY**

England & Wales - Charity number 1004005

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# Accounts

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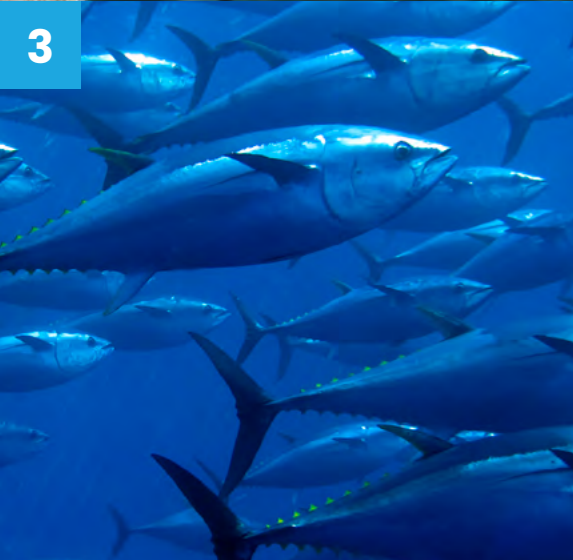


MARINE  
CONSERVATION  
SOCIETY

Annual Impact Report  
& Accounts

2020  
/21





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## What a year!

### A message from our chair



The way that our staff and supporters have responded during the pandemic has been nothing short of inspirational. Everyone has been kind and respectful to one another, focusing on what we could do and finding new ways to carry out our work. These guiding principles were underpinned by our passion for restoring the health of our ocean.

It’s been a privilege to chair an organisation that is so rooted in its values yet so ready to adapt and focus on change for the better. When we suddenly switched to home-working last March, we didn’t just get on with the job, we took our ambitions to another level.

So, in this report we’re excited to be showcasing our refreshed strategy. All our activities are now much more focused on recovering the health of our ocean for the sake of our wildlife, our climate and our own wellbeing. How do we plan to achieve this? By 2030 we want to see:

- A third of our seas truly protected, allowing nature to recover
- Ocean pollution levels to be showing a clear downward trend
- Our fish stocks at sustainable levels

In April 2021, we revealed our new organisational branding and completely transformed website. The way we’re seen is crucial for inspiring the social, political and cultural change needed to turn around the health of our seas.

Despite the pandemic we were able to continue with the work made possible with our largest ever grant

– the total transformation of our Good Fish Guide, which was launched shortly after the end of this financial year.

Our work this year has grabbed many headlines, particularly our in-depth report exposing the inadequacy of marine protected areas and our focus on the role of our seas in managing climate change. If UK governments are truly serious about curbing carbon emissions, rewilding the UK’s blue habitats must be part of the solution. Oyster reefs in Scotland and seagrass meadows in England are every bit as important as trees when it comes to storing carbon.

All of these, and many more achievements, would not have been possible without the dedication of our talented staff, trustees and ambassadors, and the commitment of our volunteers and supporters who have stood by us in a turbulent year. This year also reinforced our commitment to being an inclusive organisation. Only by working with individuals from diverse backgrounds, reaching out to local communities, regional and national businesses, politicians and partner organisations, can we make change happen.

Our ocean and our planet need us to succeed.

**Amanda Nobbs**  
Chair of Trustees

2020-2021

A message from our Chief Executive

## Where it started and how it went

**At the start of 2020, we set ourselves a series of exciting and ambitious goals for the coming year, planning for growth within a carefully calibrated budget. The Board agreed the goals in mid-March but by the end of April we were forced to re-plan and re-budget, both practically and financially, as Covid-19 impacted every aspect of our lives.**



Incredibly, by the end of the financial year, we closed the year slightly ahead of our reforecast, having raised £4.3 million. We received emergency support from funders, which meant we were able to achieve so much more than we initially expected. We are incredibly grateful for their support.

Plans to launch a refreshed strategy, a new brand and a new website were a huge focus, launching successfully in April 2021, just after the end of the financial year covered in this report.

One of our key goals for 2020/21 was to campaign for the environment to be central to our recovery from the pandemic. We wanted to make sure that the role of the ocean for nature, climate change mitigation, and health and wellbeing was increasingly recognised by governments, parliaments, businesses and the public.

The emergency funding we received enabled us to keep our engagement and education programmes going strong by devising new and innovative digital ways of engaging with our supporters. These changes have permanently improved the way we work. Our digital programme to bring the ocean indoors during the pandemic was incredibly well received.

There was progress on our ocean recovery goals too. Improved management of some marine protected areas, new designations in Scotland, renewed focus on the introduction of Highly Protected Marine Areas and our work to improve the recognition of the importance of blue carbon have moved this area on significantly.

We published our research on bottom trawling. It shockingly revealed that this practice was taking place in 98% of the UK's offshore marine protected areas. We called on UK governments to ban bottom trawling in these areas. Alongside our ongoing research on blue carbon, it's clear banning this damaging activity will allow for ocean recovery and help combat climate change.

In February, the Marine Management Organisation launched a consultation on proposals to manage activity in four of England's offshore marine protected areas. The UK Government has promised to put measures in place to consider the creation of highly protected marine areas in England 'to ensure the most sensitive marine habitats are protected against human activity'.

Our goals on the Fisheries and Environment Bills took up a lot of our attention in our political advocacy. The Fisheries Act falls short of our key asks for binding commitments to sustainable fisheries and the introduction of remote electronic monitoring on vessels. Everything will now depend on whether the fisheries management frameworks to be agreed under the Act are able to deliver these key objectives.

In the Environment Bill, our main aim was to ensure that the marine environment was included. We worked hard to convince the UK Government and Westminster parliamentarians to do so. At the time of writing this report, the Bill is still going through Parliament and our work continues.

Our work to improve fairness, inclusion and representation was very much at the forefront of everything we did this year. Trustee Emily Cunningham was nominated as our Board Champion for Equity, Diversity and Inclusion (EDI). We launched a cross-organisational working group, with trustee and staff representation. We also published an organisational statement in relation to EDI, which explains the need for equal opportunities for all to benefit from the ocean, and for everyone to



play their part in protecting it, and sets out what our role is in helping to achieve this.

Crucially, our refreshed strategy now also includes a new, fourth Ocean Goal, 'One Ocean for Everyone', which commits us to promoting the value of the ocean for our health and wellbeing.

We're proud of the progress we've made in a difficult year. But, as ever, there remains much to be done!

**Sandy Luk**  
Chief Executive

# Our year in numbers

This report covers a year that will long remain in the memory for all the wrong reasons and, like many other organisations, we faced unprecedented challenges. At the end of March 2020, we had to regroup, reassess and go again. Despite everything, staff and volunteers working together have made great strides towards securing seas full of life.

We updated **430 Good Fish Guide ratings**, including **88 brand new ratings** that add to the comprehensiveness and relevance of the Guide to seafood bought, fished, farmed, or living in the UK & UK seas



**88★**

Our volunteers spent **35,108** hours cleaning beaches, removing a grand total of **284,451** items of litter, weighing **6,253 kg** and leaving **608** stretches of coastline cleaner



**284,451**



**6,567**

We were in the media (broadcast and online, newspapers and magazines) **6,567** times



We launched our autumn Good Fish Guide ratings in October and received **50,000** web visits on launch day

**50,000**



**4,816**

Our staff and volunteers reached **4,816** young people online



We prompted and influenced the GlobalGap feed mill standard by highlighting areas for improvement in our Good Fish Guide rating consultation process. GlobalGap certify **2.5 million** metric tonnes of farmed seafood and **70%** of current global salmon production



**70%**

We made **65** new connections with business and industry.

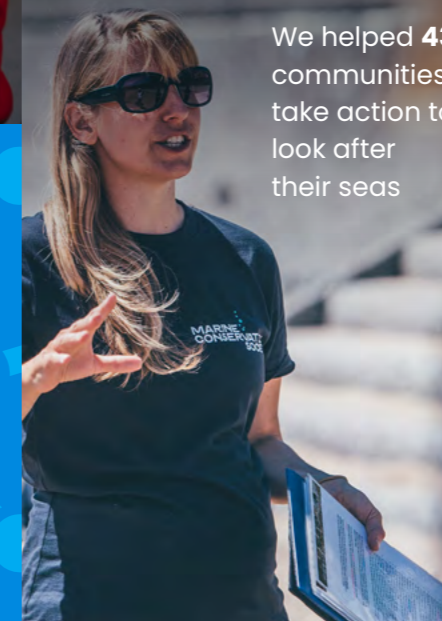


Our education team delivered **365** sessions across all age groups



**43**

We helped **43** communities take action to look after their seas



Our experts wrote and presented **23** scientific publications



**1,171**

We conducted **1,171** citizen science surveys



Our **189 Seasearch** divers spent over **10 weeks** under water, recording **2,248** habitats, **30,065** species and **787** dive sites, within **78** different marine protected areas



**43,113**

Our **26,647** Sea Champions and volunteers donated **43,113** hours of their time



## Ocean goals

# For a better protected ocean

**We'll ensure our ocean is better protected and its value for biodiversity and climate change mitigation is recognised. We'll improve marine management and secure well-managed protected areas to recover, nurture and protect species and habitats. And we'll track the progress of ocean recovery.**

By 2030, we're calling for a third of our ocean to be truly protected, so nature can recover.

### Our achievements this year

- After extensive work by our Scotland team, four new Scottish marine protected areas were designated in December 2020: North East Lewis, Shiant East Bank, Southern Trench and, supported by our sightings data, the Sea of Hebrides - a world-first for basking sharks and minke whales in the same area.
- The biggest marine protected area in Europe, the West of Scotland Deep-sea Marine Reserve, was designated in Scotland in September 2020 to provide additional protections for deep-sea habitats. We had long advocated for this move.
- After extensive research and analysis, our Marine unProtected Areas report was published in January. The huge media coverage it received prompted Defra to issue a defensive statement. The report has given us a platform to push for better marine protected area management through 2021.
- At our Annual General Meeting, and in the Marine unProtected Areas report, we started to talk about our seas' ability to capture carbon. This paved the way for a joint report with Rewilding Britain later in 2021. We developed and published a blue carbon four-point plan for Wales.
- We worked extensively with the Welsh Government to identify the initial preferred areas for new Marine Conservation Zones in Wales, which should complete the network, especially in the offshore.
- Following long-running advocacy, and shortly after our Marine unProtected Areas report was published, the Marine Management Organisation began consulting on management measures for four offshore marine protected areas, including Dogger Bank.
- The independent review on Highly Protected Marine Areas (HPMAs) was published by Defra on World Oceans Day. It recognised the key importance of HPMAs in relation to climate change and habitats and ecosystem recovery that we had also highlighted in our public campaign. We'll continue to push for HPMAs to become reality in the short term.
- After we led the NGO lobby for express inclusion of 'marine' conservation within the new Environment Bill, Defra published a policy paper on the targets framework for the Bill that included a target for the marine environment.



“

**Years of hard work were finally rewarded with exciting new designations of five large marine protected areas (MPAs) in Scotland's seas, led by our Scotland team, and a promise of better offshore MPA management in English waters.**

Our report on Marine unProtected Areas highlighted the fact that our MPAs are still regularly trawled by damaging bottom-towed gear – it called for exclusion of these methods from our offshore MPAs and Westminster heard us! A consultation on management of four offshore MPAs was published by the Marine Management Organisation just a month later. The protection and restoration of blue carbon is now a huge issue for us, and we completed our Blue Carbon report for publication in 2021. We also secured funding for a Blue Carbon Economist from the John Ellerman Foundation to help us build an evidence base for our campaigns leading up to the COP26 climate summit and beyond.

Due to Covid-19, our Seasearch dives were suspended, but the team perfected the art of online training courses. These are so good that they will now be our default Seasearch training method, with a new Seasearch website to be launched in 2021.

Despite being in lockdown and shackled to our laptops, we made great progress in a difficult situation, and look forward to getting our feet wet again in 2021 in the fight to save our ocean.

**Dr Peter Richardson**  
Head of Ocean Recovery

”

- Our successful bid for funding from the John Ellerman Foundation for work on blue carbon economics means we have been able to recruit a new role in this vital area.
- Following successful funding bids for Darwin Plus projects, we started leading a project in the British Virgin Islands to improve marine management. The £140,000, three-year project began in July. It's a very significant step in progressing our work in the Caribbean UK Overseas Territories.
- Following our support for the Help our Kelp campaign to restore a vast underwater kelp forest, Sussex became the first council to pass a bylaw which saw trawling excluded from a 117 square mile area of its coastline. The move followed a consultation period in which 2,500 people supported the campaign.

## Ocean goals

# For a cleaner ocean

**We'll measure the health of our seas, identify and prevent the main sources of pollution, and work with businesses and governments towards a cleaner ocean.**

By 2030, we're calling for ocean pollution levels to show a clear downward trend.

### Our achievements this year

- In April, we held our first online chemical workshop with experts in chemical pollution in both marine and freshwater environments. We sent a report to Defra outlining our key findings to inform their work on a chemicals strategy.
- We've started work on ensuring companies and governments change their procurement policies and prohibit the purchasing of products for all non-essential uses, which contain PFAS 'forever chemicals' that don't break down in the environment.
- We responded to consultations on bans ('market restrictions') of certain single-use plastic items in Scotland and Wales. The Scottish Government produced draft legislation in March 2021 that went beyond banning the sale of these items within Scotland to also banning their production.
- We joined forces with ASH Wales and ASH Scotland calling for a ban on plastic cigarette filters and a review of other types of filters to help reduce the amount of litter found on our coasts and beaches.
- Legislation was passed in Scotland in May 2020 for a Deposit Return Scheme to be introduced in July 2022. In March 2021, the rest of the UK released a consultation repeating many of the same questions already asked in 2018 about the introduction of a Deposit Return Scheme in England, Wales and Northern Ireland. Wales has committed to including all sizes of containers, which is one of our main asks. England remains undecided.
- The 2020 Great British Beach Clean results showed a concerning but predictable presence of PPE litter. Face masks and gloves were found on almost 30% of beaches and our inland Source to Sea Litter Quest data showed PPE items on more than two thirds (69%) of our litter picks. In Scotland, we joined forces with Zero Waste Scotland and Keep Scotland Beautiful in a national campaign encouraging reusable face coverings and responsible disposal of single use ones.
- In Wales, during the 2020 Great British Beach Clean events, we were joined by the First Minister Mark Drakeford, as well as shadow environmental spokespeople from the Conservatives and Plaid Cymru.
- In January 2021, we released our supermarket survey looking at how companies label items commonly (and mistakenly) flushed down the toilet, whether they are meeting the 'fine to flush' standard, and asking for the removal of wet wipes containing plastic from supermarket shelves. After discussions with some retailers prior to publication, we saw a significant improvement in their commitments.

- Our work in addressing the sources of microfibres made great progress. Our public campaign, Stop Ocean Threads, led to over 30,000 people signing our microfibre petition. We spoke with washing machine manufacturers, trade organisations and MPs, and lobbied industry insiders to get filters fitted to new washing machines. We submitted evidence as a supporter of the All-Party Parliamentary Group on microplastics, which is calling for filters by 2025.
- Our collaboration with First Sentier Investors, to encourage washing machine manufacturers to stop microfibre pollution at source, progressed substantially. Financial assets supporting the initiative stood at \$5.5 trillion halfway through the year. Trustee Will Oulton was involved in the project, which is an incredibly exciting and innovative approach for us as investor-driven calls for change are often the turning point for maximum impact.

“

**This year we've started a number of exciting new projects on less obvious, but really significant sources of pollution of our seas, and we're trialling innovative ways to tackle these pollutants at source.**

One key area of work we've developed is on treated sludge, which comes from waste water treatment. We highlighted that this sludge can include microplastics and PFAS, which when spread onto farmland are released into the environment. We're advocating controls at source to remove these contaminants from sludge.

"We've started exploring companies' and other organisations' procurement policies and how they can be utilised to reduce marine pollutants – including PFAS.

We've seen significant improvement in steps being taken to reduce the amount of 'unflushables,' with a number of retailers' own brand products passing the 'fine to flush' standard. There's been an improvement in labelling, making the 'do not flush' message clearer too, and Welsh Water announced it was supporting a ban on all plastic wet wipes.

**Dr Laura Foster**  
Head of Clean Seas

”



## Ocean goals

# For a healthier ocean

**We'll aim for more fish in healthier seas, improve the way wild fisheries and seafood farms are managed, and help businesses and consumers to be more responsible in their buying choices.**

By 2030, we're calling for our fish stocks to be at sustainable levels.

### Our achievements this year

- We worked with key members of the House of Lords to gain support for our amendments to the Fisheries Bill. Support grew for our call to fit remote electronic monitoring (or REM) on fishing vessels. Based on our advocacy, members of the House of Lords supported two key amendments to the Fisheries Bill. Unfortunately, they were removed from the Bill by the Commons, before it received Royal Assent. Despite this set back, in October, Defra consulted on the use of REM for fishing vessels, and we are still pursuing further concessions.
- The Fisheries Act became law in November. We were central to the NGO influence, helping secure sustainability clauses in the Act. The commitments we secured from the UK Government through the parliamentary process are a good basis to secure action on sustainable fisheries as a newly independent coastal state.
- Along with RSPB and WWF, we secured funding from international funders' collaborative Oceans 5 to support our collaborative work to influence the delivery of the Fisheries Act. This will help fund our parliamentary officer role and our fisheries advocacy work over the next two years, including parliamentary scrutiny of the Joint Fisheries Statement.
- Despite different ways of working due to the pandemic, our new Good Fish Guide website and app progressed well including new features guided by user testing and feedback.
- The reach of the Good Fish Guide during the year was slightly down on the previous year at 468,030. However, with Covid-19 restrictions affecting our distribution of the Pocket Good Fish Guide, and 100,000 fewer copies distributed, these figures show usage is still high.
- Over the whole year we updated 430 Good Fish Guide ratings including 88 brand new ratings that add to the comprehensive nature and relevance of the guide to seafood bought, fished or farmed in the UK.
- We prompted and influenced the GlobalGap feed mill standard by highlighting areas for improvement in our Good Fish Guide rating consultation process. GlobalGap certify 2.5 million metric tonnes of farmed seafood and 70% of current global salmon production.
- Our Scotland team led the call for a future fisheries management strategy for Scotland, which was published in December with a commitment to deliver an ecosystem-based approach to management. This includes considering protection of important spawning and nursery areas and curtailing fishing for keystone species such as sandeels.

- Our Wales team continue to advocate strongly for sustainable fisheries. We promoted sustainable fisheries in our manifesto asks and a four-point blue carbon plan. We responded to the Welsh Government's review of whelk fisheries recommending reducing fishing during spawning season and additional research on maturation sizes.
- After 10 years, we concluded our work on the Steering Committee of the Aquaculture Stewardship Council feed mill standard following its international launch.
- We increased our engagement with catering colleges, delivering presentations on seafood sustainability to over 100 students. We sponsored two cookery competitions, expanding our outreach and engagement with the restaurant industry and early career chefs.

“

This year has seen us take giant strides towards our vision for sustainable seafood. Our transformational work on the Good Fish Guide will allow us to engage far more consumers and businesses, empowering them to make vital changes to the sustainability of the seafood they buy.

Our aquaculture work has gone from strength to strength, with real progress on increasing the scrutiny over the sustainability of aquaculture feed. In Scotland, we are continuing to provide advice on the use of cleaner fish and regulation of salmon farming. Opportunities to expand the use of sustainable aquaculture throughout the UK exist within the new Fisheries Act, and we intend to use our considerable influence and expertise to ensure it is sustainable and world-leading.

The new Fisheries Act also contains the building blocks to deliver sustainable fisheries management in the UK and, for the first time, considers its impact on climate change. The development of the Joint Fisheries Statement and of legally binding fisheries management plans are where the real change needs to happen. Ensuring the four nations collaborate to “level up” fisheries management will be the focus of our efforts over the next two years.

**Gareth Cunningham**  
Head of Fisheries and  
Aquaculture

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## Ocean goals

# For everyone

**We'll work hard to ensure everyone is able to enjoy the ocean and what it has to offer, while fulfilling their responsibility to protect it.**

We'll promote the value of the ocean for our health and wellbeing.

### Our achievements this year

- Due to pandemic travel restrictions, we launched our very first inland Source to Sea Litter Quest as part of the Great British Beach Clean. Developed to inspire local action, we ran 74 inland cleans to show how litter dropped in these environments is the start of its journey to the sea. 69% of the cleans found PPE, whilst 99% found drinks containers.
- Almost 9,000 people signed up to July's Plastic Challenge. Conscious of the impact of the pandemic on the public's ability to go completely plastic-free, we asked participants to set their own goals and challenges. The campaign focused on giving people inspiration for ways big and small to reduce their reliance on single-use plastic.
- When Covid-19 hit, our education team had just launched an online lesson pilot to deliver sessions remotely. The team turned these into a series of 18 new online webinars for primary and secondary learners, compressing three months of trials into three weeks. This allowed us to reach global learners and speak directly to people at home.
- In June, our one-day online festival for World Ocean Day for Schools saw school and home education sign-ups double from 2019.

“

People will only protect what they care about, and they only care about what they've experienced. As it stands, not everyone is able to enjoy our shared ocean or play their part in protecting it and we've recognised that we must do more to change this. We've been listening, learning and taking action to make our work – and our workplace – more inclusive. It won't happen overnight, but we're making real progress towards a more diverse Marine Conservation Society and I look forward to the next year with great optimism.

**Emily Cunningham**

Trustee and Board Champion for Equity, Diversity and Inclusion

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- The second We are Ocean summit attracted around 150 people from across the UK and beyond to discuss key challenges for the ocean community. It is part of the work we do with the We are Ocean collective. We were among a group looking at the possibility of offering blue health and wellbeing experiences to key workers.
- We published a high impact paper bringing together key learning from a decade of Community Voice Method (CVM) work in the UK, US and Caribbean. CVM involves interviewing, qualitative analysis, film production, mapping and public meetings. The paper showed how we have pioneered and developed this approach and how working in this way can improve outcomes at local levels.
- We co-presented the first ever CVM project commissioned by the UK Government.
- We carried out a baseline diversity survey of our staff and trustees, having started reviewing our practices, strategies and plans in respect of equity, diversity and inclusion (EDI). We drew up plans that encompass both internal and external action on EDI. We decided to start reporting on EDI in our annual impact reports.
- Our Wild Coast Sussex project, to inspire 16- to 25-year-olds living near the coast to love and protect their local seas, was initially affected by Covid-19 restrictions. We took it online and managed to run three virtual workshops, with more planned.

## Operational goals

# Delivering our conservation work

**An expert and professional organisation, we'll deliver first-class science and practical conservation that supports engaging, inclusive and effective campaigns, outreach and education. All this will be based on strong finances, professional IT and our valued team.**

We'll be the UK marine conservation charity of choice for funders and supporters, with a high profile and a large, diverse and sustainable income base. We'll spend our money effectively, responsibly and transparently.

### Fundraising

- Our re-forecast in light of the pandemic anticipated a 31% reduction in income, and we closed the year slightly ahead of this, having raised £4.3 million.
- We increased capacity in our fundraising team to develop multi-year bids and deliver high-level stewardship for our existing supporters. This investment at a critical time meant that donations from trusts, grants and companies remained strong at £2.42 million.
- We received Covid-19 response funds from existing and new funders, including National Lottery Heritage Fund, Fidra, Esmée Fairbairn Foundation and players of People's Postcode Lottery.
- A gift of £600,000, including a £100,000 Covid-19 recovery award from players of People's Postcode Lottery, means they have now contributed £3.2 million to our work since 2015.
- We secured new grants from Interreg 2 Seas, Garfield Weston Foundation and Darwin Plus. A three-year award from the John Ellerman Foundation will support a new Blue Carbon Economist who will shape our strategy for blue carbon restoration.
- Many corporate partners continued their support in the face of pandemic-related challenges, including Glenmorangie, Silentnight, Bunzl, Green People Ltd and Crew Clothing. However, a significant number of partnerships were put on hold.
- We welcomed new partners on board such as FatFace, Accrol Papers and Hawkins & Brimble, and became a beneficiary charity of the ICAP Charity Day.
- 41 supporters took part in the 'pandemic-inspired' 2.6 Challenge and raised over £8,000 – four times the amount we usually raise from the London Marathon! Our first online fundraising event, the Great British Beach Quiz, sponsored by Clarity Environmental, raised over £1,600 via the Crowdfunder platform.



- Thanks to support from a major donor, we introduced the Marine Conservation Society Young Fundraiser of the Year award and the first recipient was Earlsfield Primary School's 2019/20 Year 6 class.
- We received significant fundraising donations from two groups of Talisker Whisky Atlantic Challengers; Atlantic Ambition and Oceans 5.
- Our Legacy Fundraising income remained steady with significant gifts near the end of the year meaning we raised £227,919.
- Our Major Gift programme continued to grow as we welcomed new donors alongside our existing supporters. A third gift, this time of £50,000, was made by our major donor in Yorkshire in support of our Sea Champion programme in the northeast, taking the total donated to us to £250,000.



**It's been a rollercoaster of a year, and I've been inspired by the commitment of our team and supporters. Our relevance to the pandemic quickly became apparent, with people reconnecting with nature and with the ocean and their amazing restorative power.**

**Katherine Stephenson-Hall**  
Director of Fundraising



### IT

- We installed a new system that enables remote monitoring and updating of staff computers and servers. We also introduced a multi-factor authentication-enabled portal to prevent account takeovers and data breaches.
- We changed how we share files and communicate, with virtual meetings on Microsoft Teams and SharePoint now an integrated part of our daily working life.
- With the majority of our data in Office 365, we needed to back up this information. We now use a platform that continuously backs up the data to a local server at our main office.



**As an IT team, we had to adjust our ways of working in response to the pandemic and the rapid switch from mainly office-based working to almost everyone working from home. We needed to find technological solutions quickly, to enable everyone to meet and share documents virtually. With remote working, we saw an increase in potential phishing attacks and we had to respond quickly to these data security risks.**

**"The key to our IT success during the last year was the development of systems with no one single point of failure, providing resilience and mobility in all possible areas.**

**Mark Holland**  
Head of IT



## Engagement and Communications

- Despite the pandemic, over 400 events took place as part of our Great British Beach Clean, when family groups or bubbles gathered to collect litter and data.
- We produced a five-year education strategy and our first ever youth engagement strategy – which will enable us to reach out to young people in and beyond the formal education setting.
- Our Ocean Ambassadors were as busy as ever supporting our campaigns. Deborah Meaden fronted our life membership plan and Fernando Montaña presented a series of podcasts for us. This year wildlife filmmaker and underwater camera expert Inka Cresswell joined us as an Ocean Ambassador.
- We held our 2020 Annual Conference and AGM online, attracting nearly 1,000 viewers. Themed around the topic of ocean optimism, it was organised with the help of the Scottish Youth Parliament to help keep young people front and centre of the event. Staff, Ocean Ambassadors and special guests took part in the event that featured breakout rooms and film presentations. We also presented our new Young Ocean Optimist of the Year award to Georgie Bull. Following its success, we'll run our 2021 conference online as well.
- Our Save our Marine Meadows appeal resulted in over £20,000 of donations.
- Behind the scenes, a great deal of work was underway to launch our new brand and new website, which went live in April 2021. This will enable all our supporters to engage with us more easily.
- We wound down our plastic-free online shop, run by our own in-house team, to focus on selling through the Teemill circular fashion platform, which provides a far better return on investment.



- Our Stop Ocean Threads campaign, backed by Ocean Ambassador Deborah Meaden, collected over 30,000 signatures.
- This year's media reach was massive as we received a huge amount of press and broadcast coverage both nationally and locally. Highlights included TV pieces for the Great British Beach Clean and broad coverage for our Marine UnProtected Areas report.

- Support continued to grow among our social channels and via email sign-ups. By the end of the financial year, we had almost 290,000 followers across Facebook, LinkedIn, Twitter and Instagram.

“

Where we would normally be in the classroom or out on the beach, 2020–21 looked a little different as we moved a lot of our outreach work online.

We also took the opportunity to work on some big back-room projects to ensure that when we finally came out of the pandemic, we'd come back stronger than when we went in.

**Tamsin Betti**  
Director of Engagement  
and Communications

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2020–2021

## A year of challenges

**There were no areas of our work that weren't affected by Covid-19 one way or another. We had to be light on our feet and make changes, literally, overnight. But among the negative aspects of the pandemic for the workplace, we've been able to take many positives.**

### The financial uncertainty made budgeting challenging

In April we re-budgeted, decreasing our expected income by 31%. We reduced or cancelled planned outputs and events. In some areas of work, progress slowed. But our income ultimately fared better than anticipated and we're now able to recruit for some roles we hoped to fill in the 2020/21 financial year.

### The impact on our team was huge

The vast majority of our staff have worked from home since the start of the pandemic. Many had to get to know new online systems and processes whilst often juggling childcare and other caring arrangements. Some staff went on furlough, particularly during the early stages of the pandemic. This was difficult for many, and throughout we've done our utmost to support our team during these challenging times.

### Face-to-face engagement – off the agenda

We had to find new ways to keep our supporter base engaged. We were unable to visit schools or hold large volunteering events like our big public beach cleans. But our teams found ways to work around many of these issues. We launched a series of webinars for schools, held virtual events and encouraged our volunteers to hold small, private and local beach cleans.

### Customer service

Work on our customer relationship management (CRM) system continues to face challenges. Although progress has been made, it's a key area we continue to address in 2021/22 to ensure we utilise our data effectively, allowing us to keep in touch with the right supporters at the right time.

### Political challenge

With Covid-19 (and Brexit) dominating all parliaments in the UK, finding appropriate opportunities to reach out politically was challenging. The pandemic slowed down the delivery of our political aims. We did, however, continue to focus on key opportunities such as the Fisheries Bill and actively engaged in advocacy around the Bill. Many areas of our work saw delays in the delivery of better policies, for example on the introduction of deposit return systems in all the home nations. The proposed launch of the Scottish Deposit Return Scheme was among the environmental casualties.

2021–2022

## A year to deliver even more for our ocean

**After a year that has been effectively on hold in many areas, we're delighted with what we achieved. But in the next financial year we're determined to not only get back on track and pick up where we left off pre-pandemic, but to achieve even more. We'll engage with new challenges and aim to leave the year with a cleaner, healthier ocean than when we went in.**

### Blue Carbon

As part of our work for a better-protected ocean, we'll increase our work on blue carbon – pushing for government policies to reflect the vital connection between climate change, ocean recovery and blue carbon by ensuring it's included in targets towards net zero.

### Good Fish Guide

To give a boost to progress towards our goal on sustainable fish stocks, we'll use our new Good Fish Guide to accelerate understanding of and demand for sustainable seafood in businesses and the public.

### Return to deposit return schemes

We'll continue to push for the introduction of all-inclusive deposit return schemes, which suffered lack of progress in the previous year. We'll focus on calls to progress legislation and business action on key sources of marine pollution, specifically microfibres and sewage sludge. All of these will be key to our central goal of reversing trends in ocean pollution levels.

### Equity, diversity, inclusion

To help us ensure that everyone is able to enjoy the ocean and fulfil their responsibility to protect it, we'll ensure that our equity, diversity and inclusion objectives are embedded across the organisation and we will measure our progress.

### Looking good, feeling supported

We'll build on our brand refresh and digital transformation project, to continue to improve supporter engagement and increase the number of active and engaged supporters giving time, money or influence to support our conservation goals.

### Behind the scenes

To reach our operational goals, we will continue to build on the organisational infrastructure needed to deliver our goals, including completing our CRM project, launching a project management framework and reviewing our data protection policies.

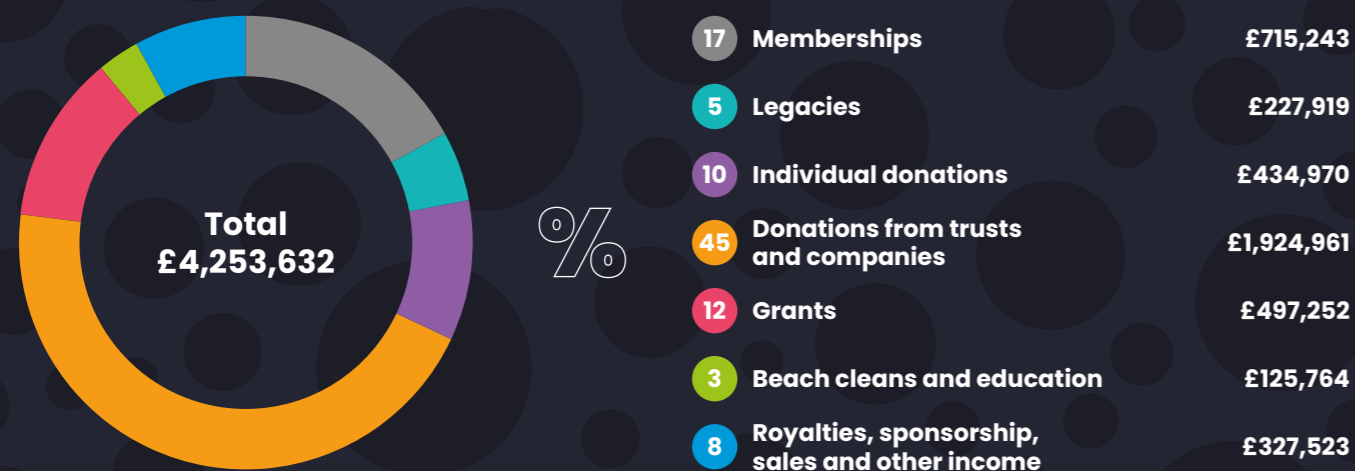
# Financial review

“ Not surprisingly, the pandemic has affected our financial situation. Our income in 2020/21 was £4.3m, 18% less than the previous year, and 13% less than the budget we had set ourselves before Covid-19, but more than in 2018-19 and significantly more than we expected once the pandemic hit. It was generous emergency funding and the hugely appreciated continued support from our members and donors that meant that we were able to get through the crisis in a secure financial position. This enabled us to be more effective and have more impact, spending £3.3m on our marine conservation programmes, while investing £0.9m in raising income. The remaining £0.1m will be invested in expanding our conservation programmes as the pandemic restrictions are eased.”

**Nicola Spencer** Director of Finance and Resources

## Income

Donations and legacies contributed a significant £3.4m



- ▶ We received generous donations from People’s Postcode Lottery for our core conservation work along with invaluable emergency funding from National Lottery Heritage Fund and other trusts.
- ▶ Membership subscriptions provided £0.7m, a decrease of 3% on last year.
- ▶ Legacy income rose threefold to £0.2m.
- ▶ Grants to fund specific conservation projects remained level at £0.3m, plus we received government funding from the Job Retention Scheme.
- ▶ Income from organised beach cleans and sponsorship of events fell to below £0.1m as Covid-19 restrictions affected activity.
- ▶ With other sales and investment revenue, our total income was £4.3m.

## Expenditure

We spent £3.3m during the year on our charitable activities



- ▶ We used £1.0m on projects to create a cleaner ocean, up 28% on last year as we expanded our scientific research team and invested in the digital tools needed for ongoing campaigns, such as our work on microfibres, which aim to prevent further significant pollution of our seas.
- ▶ We spent £0.9m on our healthier ocean goal, a 46% increase owing to funding received last year. This is being used over three years to transform our Good Fish Guide, to influence consumers and companies to make more sustainable seafood sourcing and buying choices.
- ▶ We used £0.9m on working towards a better protected ocean, a 4% increase compared with the previous year. Funding for projects to improve marine conservation in the Caribbean UK Overseas Territories increased spend but this was countered by lower spend on our Seasearch volunteer diver programme, which was hampered by Covid-19 restrictions this year.
- ▶ We spent £0.5m on our education and engagement work promoting access to enjoying the ocean for everyone, an increase of a third. Despite significant challenges posed by Covid-19 restrictions, funding helped us innovate and reach new and wider audiences with the development of online engagement.

## Supporting our income growth

- ▶ We spent just under £0.3m administering our membership scheme and producing our membership magazine.
- ▶ Our fundraising income has been growing significantly year on year and, despite a dip during the pandemic, we intend to maintain this growth. We spent £0.5m administering our group of individual donors and fundraisers, companies and other supporters.
- ▶ In total, the cost of raising funds decreased and represented 21% of income raised.

## Funds

### At the end of 2020/21, we had unrestricted funds of £1.5m

“ It’s our policy to hold between three and four months’ unrestricted operating costs in a designated contingency fund to be able to maintain our conservation programmes in the event of a shortfall in income, until further funding can be secured. We review the level of this fund regularly. Currently, this fund holds £1.1m, representing four months’ worth of anticipated unrestricted expenditure. As the charity grows our budgeted expenditure is increasing, so the size of the fund has increased to cover both expected growth and continued uncertainty in income generation. We are committed to putting our remaining income and financial reserves to work as soon as possible. At the start of the year, we were cautious about the impact the pandemic would have on our income – expecting a 31% drop. We put on hold our plans for ambitious investment in our conservation programmes. As the year went on, we were fortunate to receive emergency funding to fill much of our funding gap and, with the continued generosity of all our supporters, our income was not impacted as much as we had feared and we were able to spend more than expected on our conservation work. We held £1.4m of restricted funds at the end of the year, as funds given for specific purposes could not be used as quickly as planned because of the pandemic. As restrictions ease, we’ll once again be putting our ambitious plans into action, using the surplus generated this year.”

**Susan Ronaldson** *Treasurer*

## Approach to fundraising

“ Our approach to fundraising is to connect with our supporters, and encourage motivated individuals and companies to raise voluntary funds to support our aims and activities. We ensure that our fundraising is not overly intrusive or persistent, and doesn’t put members of the public under undue pressure to donate. We recognise that everyone has the right to support their favourite causes and charities and that we have an obligation to protect those who may be in vulnerable circumstances. We do this in a way which seeks to protect each person and their dignity while also being respectful of any desire they express to support us.”

**Katherine Stephenson-Hall** *Director of Fundraising*

- ▶ We comply with UK data protection and are registered with the Fundraising Regulator.
- ▶ We comply with the Fundraising Regulator’s Code of Fundraising Practice.
- ▶ Complaints are monitored by senior management and are reported to Trustees, and we encourage any supporters with questions or enquiries about our fundraising to contact us at any time. We have not received any complaints in regard to our fundraising activities this year.
- ▶ We have worked with commercial participators this year, and have not engaged with a third-party professional fundraiser.

## Investments

“ In 2019–20, the charity divested its investment portfolio to guarantee sufficient cash levels given the uncertain economic forecast as Brexit approached. We’d planned to re-invest but with the Covid-19 pandemic resulting in further market volatility and uncertain income forecasts, we haven’t done so. Cash levels remained high throughout the year; we review the appropriate levels of cash and risk regularly and expect to reinvest next year when markets are less volatile.”

**Nicola Spencer** *Director of Finance and Resources*

## Risk management

“ The Trustees oversee a formal risk management process, regularly reviewing the risks the charity faces, prioritising them and, where possible, identifying means of mitigating them. We also consider external factors such as the impact of the pandemic, the economy and the impact of new regulations”.

**Susan Ronaldson** *Treasurer and Chair of the Finance, Resources and Risk Committee*

- ▶ During the early stages of the pandemic, Trustees met with the Senior Management Team weekly to assess the evolving situation and ensure the charity responded appropriately to the risks and new legislation.
- ▶ We ensure there’s a sound system of internal control to safeguard the charity’s assets and funds and make sure these assets and funds are used only in furtherance of the charity’s objectives.
- ▶ The systems of internal control are designed to provide reasonable, but not absolute, assurance against material loss or misuse, and include delegation of authority and segregation of duties.
- ▶ Trustees approve a five-year financial plan and an annual budget, then review progress regularly against the annual budget and relevant non-financial performance indicators.

# Structure, governance and management

## Governing document

The charity is a charitable company limited by guarantee, incorporated in England and Wales on 23 October 1990, having previously been registered with Charity Commission for England and Wales as an unincorporated charity in England and Wales on 1 February 1984. It also registered with the Office of the Scottish Charity Regulator on 18 September 2006. It is governed by its Articles of Association, having been amended following approval by the members on 6 November 2018. In the event of the company being wound up each member is required to contribute an amount not exceeding £1.

## Subsidiary companies

The Marine Conservation Society has two wholly owned subsidiary companies, M C S Sales Limited and Marine Biological Consultants Limited. While Marine Biological Consultants is dormant, the purpose of M C S Sales is to raise funds for the charity through fundraising activities such as sponsorship and an online shop. All the profits of M C S Sales are donated to the Marine Conservation Society each year under the Gift Aid scheme.

For more detailed information about either of the subsidiary companies, the individual company accounts are filed annually with Companies House or they can be requested from the Company Secretary at the Marine Conservation Society's registered office (details at the back of this report). In this report, the accounts include the income, expenditure, assets and liabilities of the charity and both subsidiaries whenever the statements are referred to as 'consolidated' or 'group'.

## Public benefit

The Trustees confirm that they have complied with the duty in Section 4, Charities Act 2011, to have due regard to the guidance issued by the Charity Commission concerning public benefit.

The objects of the charity per the governing document are "to undertake and promote for the benefit of the public: the conservation, protection, improvement and ecological sustainable management of the marine and freshwater environment, including associated land, shoreline and structures." We promote the protection of marine wildlife, sustainable fisheries and aquaculture and clean seas and beaches, through projects, scientific research, education and publication of scientific and educational works. Each of our programmes is aimed at improving the condition of the marine environment. A healthy marine environment will supply benefits to the public.

During 2020-21, the charity promoted interest and learning on the marine environment through its education outreach (both online and face to face) and inspired action at the local level through its volunteer and community engagement programme and online campaign opportunities. Our Good Fish Guide website and app have reached many hundreds of thousands of customers interested in sustainability. Despite the impact of Covid-19, our annual flagship Great British Beach Clean event had over 400 events across the country enabling us to continue to collect vital data on the litter plaguing our beaches.

## Pay and remuneration of key management and personnel

We operate a salaries and benefits policy that applies equally to all employees of the charity. Tests are conducted for bias, fairness and equality and a moderation process is undertaken to ensure a consistent approach to performance ratings. Each year, remuneration awards are recommended by the Finance, Resources and Risk Committee to the Board for approval.

## Recruitment and appointment of Trustees

Whilst the day-to-day management of the charity is delegated to the Senior Management Team, the Trustees are responsible for setting the charity's strategic policies and objectives and for ensuring they are fulfilled. Trustees are volunteers, give freely of their time and have no beneficial interest in the charity. As set out in our Articles of Association, Trustees step down by rotation every three years. They may offer themselves for re-election at the forthcoming Annual General Meeting, but the total duration of each Trustee's tenure is limited in order to ensure there are opportunities for new Trustees to join the Board. The Articles of Association state that, subject to the provisions of Companies Act 2006, every trustee, secretary or other official of the charitable company shall be indemnified out of the assets of the charitable company against all losses or liabilities incurred by them in or about the execution and discharge of the duties of his office. The Board of Trustees undertakes an annual review of its effectiveness. To ensure the Board is sufficiently skilled to carry out its responsibilities, we carry out skills analysis of existing members before seeking new Trustees with the appropriate skills by open advertisement or approaching individuals to suggest they might apply. Business and conservation skills are well represented amongst the Trustees.

## Trustee induction and training

Prior to appointment, new Trustees receive an induction to introduce them to the work of the charity and attend a Board meeting as an observer. Each Trustee is given a Trustee Handbook, which provides current good practice guidance on how they can contribute most effectively to the charity. All Trustees are required to sign up to a Trustees' Code of Conduct.

## Committees and subsidiary boards

To assist the Board with detailed scrutiny of particular topics and to make recommendations on those topics to the Board, we operate a number of Trustee subcommittees. During the year, the committees were as follows:

- ▷ Governance and Nominations Committee
- ▷ Finance, Resources and Risk Committee
- ▷ Environment Committee
- ▷ Income, Impact and Profile Committee

Towards the end of the year, the Board began a review of its governance, including committee structure, to ensure it is as effective as possible.

Each subsidiary company has its own Board of Directors consisting of some of the charity's Trustees and members of the Senior Management Team, which is responsible for the running of the company. The charity's Treasurer is the Chair of each subsidiary Board.

## Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of the Marine Conservation Society for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- ▷ select suitable accounting policies and then apply them consistently;
- ▷ observe the methods and principles in the Charities SORP 2019 (FRS 102);
- ▷ make judgments and estimates that are reasonable and prudent;
- ▷ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- ▷ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor is unaware, and the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This Trustees' Report and Strategic Impact Report have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

**Susan Ronaldson**  
Treasurer

**Amanda Nobbs**  
Chair

22 September 2021

# Independent Auditor's Report to the Trustees of Marine Conservation Society

## Opinion

We have audited the financial statements of Marine Conservation Society (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2021 which comprise of The Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including *Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▶ give a true and fair view of the state of the group's and parent charitable company's affairs as at 31 March 2021, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- ▶ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- ▶ have been prepared in accordance with the requirements of the Companies Act 2006, Charities Act 2011 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- ▶ the information given in the report incorporating the director's report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- ▶ the directors' report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006, Charities Act 2011 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- ▶ adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- ▶ the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- ▶ certain disclosures of directors' remuneration specified by law are not made; or
- ▶ we have not received all the information and explanations we require for our audit.

## Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

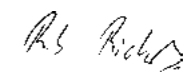
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, we have:

- ▶ obtained an understanding of the nature of the industry and sector, including the legal and regulatory framework that the company operates in and how the company is complying with the legal and regulatory framework; and
- ▶ inquired of management, and those charged with governance, about their own identification and assessment of the risks and irregularities, including known actual, suspected or alleged instances of fraud;
- ▶ discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Companies Act 2006 (and related legislation, including relevant Scottish legislation), the Charities Act 2011 (and related legislation, including relevant Scottish legislation), and laws and regulations relating to the employment and payment of staff including, but not limited to, the Employment Rights Act 1996, the National Minimum Wage Act 1998 and the Pensions Act 2008. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements, which included reviewing the financial statement disclosures. This includes sample testing of monthly payroll records for the calculation of gross wages, payroll taxes and pension costs. We identified the areas of the financial statements most susceptible to fraud to be management's judgement in allocating expenditure to individual restricted and unrestricted funds, including the allocation of wage costs and general staff overheads. Audit procedures performed included, but were not limited to, reviewing management's reasoning and workings behind these allocations of expenditure. A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Robert Iestyn Richards Senior Statutory Auditor

For and on behalf of Richards Sandy Audit Services Limited  
(Statutory Auditor)  
Thorneloe House, 25 Barbourne Road, Worcester, WR1 1RU

Date: 14 October 2021

Richards Sandy Audit Services Ltd is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

## Marine Conservation Society

### Consolidated statement of financial activities for the year ended 31 March 2021 (incorporating consolidated income and expenditure account)

Income and expenditure	Note	Unrestricted Funds (£)	Restricted Funds (£)	Total Funds 2021 (£)	Total Funds 2020 (£)
<b>Income from</b>					
Donations and legacies	1	2,842,688	568,569	3,411,257	4,175,024
Charitable activities	2	282,066	340,950	623,016	533,357
Other trading activities	3	28,671	-	28,671	370,790
Investments	4	2,859	-	2,859	7,472
Other	5	185,582	2,247	187,829	132,374
<b>Total income</b>		<b>3,341,866</b>	<b>911,766</b>	<b>4,253,632</b>	<b>5,219,017</b>
<b>Expenditure on</b>					
Raising funds	6	780,387	104,875	885,262	994,680
Charitable activities:					
Better protected	7	568,507	320,645	889,152	853,932
Cleaner ocean	7	726,308	282,509	1,008,817	790,763
Healthier ocean	7	503,981	378,101	882,082	603,724
For everyone	7	352,639	135,577	488,216	367,946
<b>Total expenditure</b>		<b>2,931,822</b>	<b>1,221,707</b>	<b>4,153,529</b>	<b>3,611,045</b>
<b>Net income/(expenditure) and net movement in funds for the year</b>		<b>410,044</b>	<b>(309,941)</b>	<b>100,103</b>	<b>1,607,972</b>
<b>Funds at the start of the year</b>	22	<b>1,115,074</b>	<b>1,673,898</b>	<b>2,788,972</b>	<b>1,181,000</b>
<b>Funds at the end of the year</b>	22	<b>1,525,118</b>	<b>1,363,957</b>	<b>2,889,075</b>	<b>2,788,972</b>

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities. Whilst there is no change in the total income or total expenditure figures of the prior year, expenditure on charitable activities has been re-categorised between ocean goals for more accurate comparison with this year's costs, and some income categorisation in the prior year figures has also been adjusted.

## Marine Conservation Society

### Statements of financial position at 31 March 2021

	Note	The group		The charity	
		Total Funds 2021 (£)	Total Funds 2020 (£)	Total Funds 2021 (£)	Total Funds 2020 (£)
<b>Fixed assets</b>					
Tangible fixed assets	14	13,880	12,483	13,880	12,483
Investments	15	-	-	200	200
		<b>13,880</b>	<b>12,483</b>	<b>14,080</b>	<b>12,683</b>
<b>Current assets</b>					
Stock	17	9,492	19,209	6,357	19,209
Debtors	18	770,332	477,979	1,124,557	892,047
Cash at bank and in hand		2,802,078	2,909,830	2,400,841	2,439,745
		<b>3,581,902</b>	<b>3,407,018</b>	<b>3,531,755</b>	<b>3,351,001</b>
Creditors falling due within one year	19	(695,087)	(605,944)	(658,505)	(576,353)
<b>Net current assets</b>		<b>2,886,815</b>	<b>2,801,074</b>	<b>2,873,250</b>	<b>2,774,648</b>
<b>Total assets less current liabilities</b>		<b>2,900,695</b>	<b>2,813,557</b>	<b>2,887,330</b>	<b>2,787,331</b>
Provisions for liabilities	21	(11,620)	(24,585)	(11,620)	(24,585)
<b>Net assets</b>		<b>2,889,075</b>	<b>2,788,972</b>	<b>2,875,710</b>	<b>2,762,746</b>
<b>Funds</b>					
Restricted funds	22	1,363,957	1,673,898	1,363,957	1,673,898
Unrestricted funds:					
Designated funds (contingency fund)	22	1,083,171	709,000	1,083,171	709,000
General funds	22	441,947	406,074	428,582	379,848
<b>Total funds</b>		<b>2,889,075</b>	<b>2,788,972</b>	<b>2,875,710</b>	<b>2,762,746</b>

Company Number: 2550966

The Trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 44 of the Charities and Trustee Investment (Scotland) Act 2005. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the Board of Trustees on 22 September 2021 and signed on its behalf by:

Susan Ronaldson  
Treasurer

Amanda Nobbs  
Chair

## Marine Conservation Society

### Consolidated statement of cash flows for the year ended 31 March 2021

	Note	Total Funds 2021 (£)	Total Funds 2020 (£)
<b>Cash flows from operating activities</b>			
Net cash (used in) / provided by operations		(99,879)	1,589,391
<b>Investing activities</b>			
Purchase of tangible fixed assets	14	(7,873)	(1,583)
<b>Net (decrease) / increase in cash and cash equivalents</b>		<b>(107,752)</b>	<b>1,587,808</b>
Cash and cash equivalents at beginning of year		2,909,830	1,322,022
<b>Cash and cash equivalents at end of year</b>		<b>2,802,078</b>	<b>2,909,830</b>

Reconciliation of net income to net cash flow from operating activities	2021 (£)	2020 (£)
<b>Net income per statement of financial activities</b>	<b>100,103</b>	<b>1,607,972</b>
<b>Adjustments for:</b>		
Depreciation of tangible fixed assets	6,476	7,267
Decrease in stock	9,717	854
(Increase) / decrease in debtors	(292,353)	31,340
Increase / (decrease) in creditors	89,143	(62,914)
(Reduction) / increase in provision for liabilities	(12,965)	4,872
<b>Net cash (used in) / provided by operations</b>	<b>(99,879)</b>	<b>1,589,391</b>
<b>Analysis of cash and cash equivalents</b>		
Cash at bank and cash in hand	2,802,078	2,909,830
<b>Total cash and cash equivalents</b>	<b>2,802,078</b>	<b>2,909,830</b>

Analysis of changes in net debt	As at 1 April 2020 (£)	Cash flows in year (£)	As at 1 March 2021 (£)
Cash at bank and cash in hand	2,909,830	(107,752)	2,802,078

### Basis of preparation

The Marine Conservation Society meets the definition of a public benefit entity under FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable in the UK and Republic of Ireland to charities preparing their accounts in accordance with the Financial Reporting Standard FRS 102, the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 and the Charities and Trustee Investment (Scotland) Act 2005. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). The Trustees are confident that the level of unrestricted reserves and income means that there are no material uncertainties about the charity's ability to continue. The accounts have been prepared on a going concern basis.

### Basis of consolidation

These financial statements consolidate the results of the charitable company and its wholly owned subsidiaries on a line-by-line basis. The financial performance of the charity is shown in note 24. The turnover and expenditure of the subsidiaries are included within the Consolidated Statement of Financial Activities. The assets and liabilities of each subsidiary is included on a line-by-line basis in the Consolidated Balance Sheet in accordance with FRS 102. Further details of the subsidiaries are given in notes 15 and 16. Accounting policies detailed in this note apply throughout the group and any surplus or deficit arising on intercompany transactions are eliminated in the Consolidated Statement of Financial Activities.

### Incoming resources

Income is recognised in the period in which the charitable company is entitled to receipt, receipt is probable and the amount can be measured reliably. Income is deferred when the charity has to fulfil conditions before becoming entitled to use such income or where the donor has specified that the income is to be expended in a future period.

#### ► Membership subscriptions

Annual memberships are recognised across the year of the membership. Life membership subscriptions are accounted for in the year in which they are received.

#### ► Donations and grants

Donations from individuals and income from lotteries is recognised upon receipt. Income from donations and grants, including grants from the UK government and capital grants, is included in incoming resources when it is receivable, except as follows:

- When donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- When donors impose conditions which have to be qualified before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

#### ► Legacies

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified with reasonable certainty.

#### ► Donated facilities and professional services

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit is probable, it can be measured reliably and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity, for example the amount the charity would be willing to pay in the open market for such facilities and services. A corresponding amount is recognised in expenditure.

No amount is included in the financial statements for volunteer time in line with the Charities SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

#### ► Commercial trading activities

Income from commercial activities is included in the period in which the charity is entitled to receipt.

## Resources expended

Expenditure is included when incurred on an accruals basis. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of resources.

### ▶ **Costs of generating and servicing membership subscriptions**

These represent costs incurred in encouraging individuals to subscribe to the charity and the servicing of those individuals including provision of the members' magazine.

### ▶ **Costs of raising donations and legacies**

Fundraising expenditure comprises costs incurred in encouraging people and organisations to contribute financially to the charity's work through donations and grants. This includes a proportion of salaries and overhead costs of the staff who promote fundraising.

### ▶ **Commercial trading costs**

These represent costs incurred in raising funds through the online shop.

### ▶ **Expenditure on charitable activities**

These represent costs incurred in activities aimed at achieving the charity's four strategic outcomes of good governance, individual behaviour change, a sustainable and equitable economy and evidence base. The costs include the salary costs of those working directly on these activities, other direct costs such as equipment and travel costs and a share of support costs. Where an activity is aimed at achieving more than one outcome, the costs are allocated out between the relevant outcomes.

### ▶ **Support costs (including governance)**

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves constitute the output of the charitable activity. These include office costs, the cost of administration and governance such as the audit fee and insurance. These are allocated to all activities (charitable and raising funds) on the basis of the number of full time equivalent staff employed within each activity.

## Tangible fixed assets

All assets costing more than £1,000 are capitalised. Depreciation is provided at the following rates in order to write off each asset over its estimated useful life:

- ▶ Fixtures and fittings 15% to 20% on cost
- ▶ Computers and equipment 25% to 33.3% on cost

## Investments

In the charitable company's individual financial statements, investments in the charitable company's subsidiaries are included at cost less any provisions for impairment.

## Stocks

Stocks are valued at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

## Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments such as trade debtors and creditors with no stated interest rate and receivable or payable within one year, which are recorded at transaction price. Any losses arising from impairment are recognised in the income statement in other operating expenses.

Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting.

## Debtors and cash

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid net of any trade discounts due. Cash and cash equivalents comprise cash on hand and demand deposits and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk to changes in value.

## Creditors

Trade and other creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be

measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

## Provisions

Provisions are recognised when the charity has a present obligation as a result of a past event, it is probable that a transfer of economic benefits to a third party will be required to settle the obligation and the amount can be measured reliably. By their nature, provisions are often based on estimates, but they are recognised only when they can be estimated reasonably reliably.

## Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

## Pensions

Contributions in respect of the charity's defined contribution pension scheme are charged to the Statement of Financial Activities for the year in which they are payable to the scheme.

## Tax

Where applicable, income is recognised net of any output Value Added Tax and the cost of irrecoverable input Value Added Tax is accounted for in the same period as the expenditure on which it was occurred.

In terms of corporation tax, the charity is usually an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

Any corporation tax payable by the charity or one of its subsidiaries would be recognised in the period in which the taxable profit is generated. However, usually no corporation tax is payable because trading income is received by the subsidiary trading companies (not the charity) and the subsidiary companies distribute all the taxable profits to the charity in the following year as a Gift Aid donation.

## Funds accounting

Funds held by the charity are

### ▶ **Unrestricted general funds**

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

### ▶ **Designated funds**

These are funds set aside by the Trustees out of unrestricted general funds for specific purposes or projects.

### ▶ **Restricted funds**

These are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements (note 22).

## Foreign currencies

The consolidated financial statements are presented in pounds sterling (£), which is the charitable company's functional and presentational currency.

Transactions in foreign currencies are translated into sterling at the exchange rate at the date of the transaction. Any assets and liabilities in a foreign currency are translated into sterling at the exchange rate on the date of reporting. Foreign exchange gains and losses incurred in respect of monetary assets are shown within expenditure. Foreign exchange gains and losses in respect of non-monetary assets are shown between net income/ (expenditure) and net movement in funds before other recognised gains and transfers and net movement in funds.

## Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make some judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for income and expenditure. However, the nature of estimation means that actual outcomes could differ from those estimates.

There were no significant judgements made by management in the preparation of these financial statements.

# Notes to the financial statements

## 1 Income from donations and legacies

	Unrestricted funds (£)	Restricted funds (£)	Total Funds 2021 (£)	Total Funds 2020 (£)
Membership subscriptions and adoptions	715,243	-	715,243	735,775
Legacies	227,919	-	227,919	68,903
Donations - trusts and companies	1,395,757	529,204	1,924,961	2,728,606
Donations - individuals	395,605	39,365	434,970	509,569
Other fundraising income	108,164	-	108,164	132,171
	<b>2,842,688</b>	<b>568,569</b>	<b>3,411,257</b>	<b>4,175,024</b>
For the year ended 31 March 2020	2,419,872	1,755,152		4,175,024

Donations from trusts and companies include £183,074 (2020: £41,140) of donated services or goods. This includes £141,574 governance and contractual legal advice gifted by Mayer Brown LLP and £37,500 strategic data analyst consultancy given by IBM. Not included are donated services in the form of digital out-of-home advertising space from Ocean Outdoor. These donated services have not been included in the financial statements as we are unable to measure reliably the value of the services received in the year. We are very grateful for all this support, enabling us to benefit from advice and services that the charity might otherwise not be able to afford.

Some income classified as royalties, sponsorship and fundraising income within the 2019-20 financial statements has been reclassified as income from other trading activities and other income.

## 2 Income from charitable activities

	Unrestricted funds (£)	Restricted funds (£)	Total Funds 2021 (£)	Total Funds 2020 (£)
Grants	156,302	340,950	497,252	311,457
Beach cleans	79,803	-	79,803	191,000
Education and sales	45,961	-	45,961	30,900
	<b>282,066</b>	<b>340,950</b>	<b>623,016</b>	<b>533,357</b>
For the year ended 31 March 2020	221,871	311,486		533,357

## 3 Income from other trading activities

	Total Funds 2021 (£)	Total Funds 2020 (£)
Sales	12,838	60,790
Sponsorship	15,833	310,000
All income from other trading activities is unrestricted.	<b>28,671</b>	<b>370,790</b>

## 4 Income from investments

	Total Funds 2021 (£)	Total Funds 2020 (£)
Bank interest received	2,859	7,472
All income from investments is unrestricted.	<b>2,859</b>	<b>7,472</b>

## 5 Other Income

	Unrestricted funds (£)	Restricted funds (£)	Total Funds 2021 (£)	Total Funds 2020 (£)
Royalties and licences	185,582	2,247	187,829	132,374
	<b>185,582</b>	<b>2,247</b>	<b>187,829</b>	<b>132,374</b>
For the year ended 31 March 2020	132,374	-		132,374

## 6 Expenditure on raising funds

	Direct staff costs (£)	Other direct costs (£)	Support costs (£)	Total 2021 (£)	Total 2020 (£)
Costs of generating and servicing memberships	94,817	121,935	43,304	260,056	318,453
Costs of raising other donations and legacies	307,495	102,976	130,002	540,473	633,852
Commercial trading costs	67,056	3,677	14,000	84,733	42,375
	<b>469,368</b>	<b>228,588</b>	<b>187,306</b>	<b>885,262</b>	<b>994,680</b>
For the year ended 31 March 2020	529,079	285,389	180,212		994,680

## 7 Expenditure on charitable activities

	Direct staff costs (£)	Other direct costs (£)	Support costs (£)	Total 2021 (£)	Total 2020 (£)
Better protected	491,496	227,007	170,649	889,152	853,932
Cleaner ocean	581,333	242,474	185,010	1,008,817	790,763
Healthier ocean	534,090	213,905	134,087	882,082	603,724
For everyone	296,749	99,400	92,067	488,216	367,946
	<b>1,903,668</b>	<b>782,786</b>	<b>581,813</b>	<b>3,268,267</b>	<b>2,616,365</b>
For the year ended 31 March 2020	1,575,243	498,675	542,447		2,616,365

## 8 Support costs

	Property costs (£)	Admin staff costs (£)	Admin other costs (£)	Pro bono Governance costs (£)	Paid for Governance costs (£)	Total 2021 (£)	Total 2020 (£)
Costs of generating and servicing membership subscriptions	5,058	20,134	5,742	8,119	4,251	43,304	43,387
Costs of raising other donations and legacies	15,185	60,444	17,238	24,373	12,762	130,002	134,871
Commercial trading costs	-	-	12,000	-	2,000	14,000	1,954
Better protected	19,933	79,342	22,628	31,994	16,752	170,649	164,645
Cleaner ocean	21,611	86,021	24,533	34,687	18,158	185,010	191,702
Healthier ocean	15,663	62,344	17,780	25,140	13,160	134,087	117,235
For everyone	10,754	42,805	12,208	17,261	9,039	92,067	68,865
	<b>88,204</b>	<b>351,090</b>	<b>112,129</b>	<b>141,574</b>	<b>76,122</b>	<b>769,119</b>	<b>722,659</b>
Analysed between:							
Raising funds	20,243	80,578	34,980	32,492	19,013	187,306	180,212
Charitable activities	67,961	270,512	77,149	109,082	57,109	581,813	542,447
	<b>88,204</b>	<b>351,090</b>	<b>112,129</b>	<b>141,574</b>	<b>76,122</b>	<b>769,119</b>	<b>722,659</b>

Support costs are allocated to activities based on the FTE staff numbers working on those activities. Property costs include rent, rates and utility costs for all our offices. Admin staff costs are the staff costs of the Finance, Human Resources and IT teams. Other admin costs include postage, stationery, equipment and depreciation of fixed assets (note 14). Governance costs include insurance, audit and legal fees, the cost of trustee meetings and the proportion of management and finance staff costs spent on the governance of the charity. £142k of support costs were donated to the Marine Conservation Society in the form of pro bono legal advice. These donated costs are included within both income and support costs; such donations help to keep the use of our funds on admin and governance to a minimum.

## 9 Net incoming resources for the year

This is stated after charging:

	Total 2021 (£)	Total 2020 (£)
Depreciation	6,476	7,267
Auditor's remuneration:		
audit fees	7,500	8,426
other services	-	384
Equipment rental	2,131	1,760
Trustees' liability insurance	1,115	858
Property rental	82,849	92,420
Foreign exchange rate loss / (gains)	5,735	(3,402)

The property rental cost above relates to the lease of the head office at Ross-on-Wye as well as licences to occupy small offices in London and Edinburgh.

## 10 Staff costs and trustees' remuneration

	Total 2021 (£)	Total 2020 (£)
Salaries and wages	2,342,897	2,113,974
Employer's national insurance contributions	223,904	205,991
Pension costs	135,398	121,104
Trustees' remuneration	-	-
	<b>2,702,199</b>	<b>2,441,069</b>

One employee received emoluments in the band £70,000 to £80,000 (2020 - one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £4,622 (2020 - £4,604). One employee received emoluments in the band £60,000 to £70,000 (2020 - one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £3,636 (2020 - £3,618).

During the year key management received a combined total remuneration of £307,046 (2020 - £323,319).

No Trustees received any remuneration in the year (2020: nil) and no Trustees claimed expenses during the year for travel and subsistence as all meetings were held online during the pandemic (2020: eight claimed expenses), amounting to £nil (2020: £2,774).

## 11 Staff numbers

	2021 (average number)	2020 (average number)
Conservation programmes	49	44
Fundraising and servicing membership subscriptions	19	17
Administration and support	10	10
	<b>78</b>	<b>71</b>

## 12 Pension costs

The charity operates a defined contribution scheme for members of staff. The assets of the scheme are held separately from those of the charity, being invested with insurance companies. Pension costs charged in the Statement of Financial Activities represent the contributions payable by the charity in the year. There was £17,109 (2020 - £15,477) accrued at the end of the year representing pension costs payable. Where restricted income funds staff costs, the relevant proportion of pension costs is allocated to those funds.

## 13 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The group's tax liability is minimised by ensuring that any non-charitable income is received by the subsidiary company M C S Sales Limited, and the subsidiary donates the taxable profits from that income to the charity under the Gift Aid Scheme. Further details on M C S Sales Limited are provided in notes 15 and 16.

#### 14 Tangible Fixed Assets (Group and charity)

	Fixtures & Fittings (£)	Computers & equipment (£)	Total (£)
<b>Cost</b>			
At 1 April 2020	29,750	95,214	124,964
Additions at cost	-	7,873	7,873
Disposals	-	(38,404)	(38,404)
<b>At 31 March 2021</b>	<b>29,750</b>	<b>64,683</b>	<b>94,433</b>
<b>Depreciation</b>			
At 1 April 2020	29,093	83,388	112,481
Charge for the year	657	5,819	6,476
Disposals	-	(38,404)	(38,404)
<b>At 31 March 2021</b>	<b>29,750</b>	<b>50,803</b>	<b>80,553</b>
<b>Net book value</b>			
<b>At 31 March 2021</b>	<b>-</b>	<b>13,880</b>	<b>13,880</b>
At 31 March 2020	657	11,826	12,483

#### 15 Investments in subsidiaries (charity only)

	2021 (£)	2020 (£)
M C S Sales Limited (company number 1766795)	100	100
Marine Biological Consultants Limited (company number 1777391)	100	100
	<b>200</b>	<b>200</b>

Investments in subsidiaries held by the charity represent the whole of the issued share capital of each of the companies above. Both companies are registered in England and Wales, with the registered office of Overcross House, Ross Park, Ross-On-Wye, Herefordshire, United Kingdom, HR9 7US. The companies were established to carry out trades which were not in themselves charitable (and which could not, therefore, be conducted by the charity) but where all the profits were gifted to the charity, providing an additional income source to fund marine conservation.

Marine Biological Consultants Limited is not trading and is dormant.

M C S Sales Limited conducts corporate fundraising including sponsorship to raise money for the Marine Conservation Society and, from 2020-21, the Marine Conservation Society online retail sales have been conducted through the subsidiary. A summary of the results of M C S Sales Limited is shown in note 16 and full accounts are filed with Companies House each year.

#### 16 Performance of M C S Sales Limited

	Year ended 31 March 2021 (£)	Year ended 31 March 2020 (£)
<b>Statement of comprehensive income</b>		
Turnover	188,812	440,955
Cost of sales	(81,527)	(99,745)
Gross profit	107,285	341,210
Administrative costs	(13,999)	(13,938)
Operative profit	93,286	327,272
Tax on operating profit	-	-
<b>Total comprehensive income for the year</b>	<b>93,286</b>	<b>327,272</b>
Gift aid donation to parent charity relating to profits from previous year	26,573	-
Gift aid donation to parent charity from profits in current year	79,576	300,699
<b>The assets and liabilities of the company were</b>		
Current assets	450,046	539,546
Current liabilities	(436,302)	(512,939)
<b>Total net assets</b>	<b>13,744</b>	<b>26,607</b>
Share capital	100	100
Retained profit (donated to parent charity in the following year)	13,644	26,507

The above subsidiary accounts are before consolidation adjustments. Because all the profits are donated to the charity within the Gift Aid Scheme, no tax is owing. Turnover was lower in 2020-21 because the charity's flagship beach cleaning event was not held in the normal way owing to Covid restrictions, so M C S Sales could not secure sponsorship for the event (2020: £300,000).

#### 17 Stocks (group and charity)

	2021 (£)	2020 (£)
Stocks held for resale in online shop	9,492	19,209
	<b>9,492</b>	<b>19,209</b>

#### 18 Debtors

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Trade debtors	152,267	136,394	106,589	66,933
Amounts owed by subsidiary	-	-	399,907	483,533
Prepayments and accrued income	618,065	339,292	618,061	339,288
Other debtors	-	2,293	-	2,293
	<b>770,332</b>	<b>477,979</b>	<b>1,124,557</b>	<b>892,047</b>

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
<b>19 Creditors: amounts falling due within one year</b>				
Trade creditors	162,272	143,316	160,848	143,315
Tax and social security	99,642	85,297	84,421	68,559
Accruals	137,723	64,503	135,723	62,503
Deferred income	267,594	295,044	249,842	284,377
Other creditors	27,856	17,784	27,671	17,599
	<b>695,087</b>	<b>605,944</b>	<b>658,505</b>	<b>576,353</b>
<b>Deferred income</b>				
As at 1 April	295,044	249,941	284,377	249,941
Release of income into the statement of financial activities	(295,044)	(249,941)	(284,377)	(249,941)
Current year receipts deferred	267,594	295,044	249,842	284,377
<b>As at 31 March</b>	<b>267,594</b>	<b>295,044</b>	<b>249,842</b>	<b>284,377</b>

As at 31 March 2021, £205,439 (2020: £235,331) of deferred income was grant income where the donor specified it must be used in a future accounting period or corporate memberships or logo licensing agreements that related to a future accounting period. As at 31 March 2021 £62,155 (2020: £59,713) of deferred income was the proportion of annual membership subscriptions relating to the following financial year.

## 20 Operating lease commitments

As at 31 March 2021 the charity had total commitments under non-cancellable operating leases as below:

	2021 (£)	2020 (£)
<b>Land and buildings</b>		
Leases expiring within one year	65,208	81,460
Leases expiring within two to five years	57,802	40,574
	<b>123,010</b>	<b>122,034</b>

## 21 Provision for liabilities (group and charity)

	2021 (£)	2020 (£)
At the beginning of the year	24,585	19,713
(Reduction) / addition for dilapidations	(12,965)	4,872
<b>At the end of the year</b>	<b>11,620</b>	<b>24,585</b>

The provision relates to the lease of the office at Ross-on-Wye. During the year we negotiated a reduction in office space, hence the dilapidations provision has decreased.

22 Statement of group funds	At 1 April 2020 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2021 (£)
<b>Unrestricted funds</b>					
General reserves	406,074	3,341,866	(2,931,822)	(374,171)	441,947
Designated funds	709,000	-	-	374,171	1,083,171
	<b>1,115,074</b>	<b>3,341,866</b>	<b>(2,931,822)</b>	<b>-</b>	<b>1,525,118</b>
<b>Restricted funds</b>					
General conservation	17,019	80,000	(97,015)	-	4
Clean seas programme					
Microfibre campaign	-	30,000	(30,000)	-	-
Other clean seas funds	8,046	-	-	-	8,046
Fisheries programme					
Good Fish Guide Transformation	965,966	-	(302,611)	-	663,355
Other fisheries funds	6,638	5,833	(12,470)	-	1
Ocean recovery programme					
Agents of Change	6,312	86,375	(36,748)	-	55,939
Marine CoLab	18,300	76,050	(44,059)	-	50,291
ReMEDIES	(911)	11,721	(10,810)	-	-
Seagrass	17,871	18,301	(22,814)	-	13,358
Wildcoast Sussex	-	17,221	(17,221)	-	-
National Seasearch	20,370	27,312	(47,182)	-	500
UK Overseas Territories	6,159	103,257	(95,503)	-	13,913
Other ocean recovery funds	39,030	48,338	(41,473)	-	45,895
Engagement programme					
Sea Champions Bridlington	117,203	50,000	(36,946)	-	130,257
Volunteer & community engagement	69,499	21,000	-	-	90,499
Education general funds	56,804	83,678	(61,525)	-	78,957
Scottish education roadshow	-	26,000	-	-	26,000
Environmental behaviours	-	54,880	-	-	54,880
Engagement & communication emergency support	-	141,800	(141,800)	-	-
Other engagement funds	35,222	-	-	-	35,222
Wales Programme	-	30,000	(13,781)	-	16,219
Website Transformation	290,370	-	(209,749)	-	80,621
	<b>1,673,898</b>	<b>911,766</b>	<b>(1,221,707)</b>	<b>-</b>	<b>1,363,957</b>
	<b>2,788,972</b>	<b>4,253,632</b>	<b>(4,153,529)</b>	<b>-</b>	<b>2,889,075</b>

**22 Continued**  
**Comparative statement of group funds**  
**for the year ended 31 March 2020**

	At 1 April 2019 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2020 (£)
<b>Unrestricted funds</b>					
General reserves	72,347	3,152,379	(2,901,038)	82,386	406,074
Designated funds	784,679	-	-	(75,679)	709,000
	857,026	3,152,379	(2,901,038)	6,707	1,115,074
<b>Restricted funds</b>					
General conservation	-	104,998	(87,979)	-	17,019
Clean seas programme	8,046	-	-	-	8,046
Fisheries programme					
Good Fish Guide Transformation	-	1,000,000	(34,034)	-	965,966
Other fisheries funds	9,410	27,296	(30,068)	-	6,638
Ocean recovery programme					
Agents of Change	-	44,783	(38,471)	-	6,312
Marine CoLab	21,917	83,270	(86,887)	-	18,300
ReMEDIES	-	9,312	(10,223)	-	(911)
Seagrass	-	20,000	(2,129)	-	17,871
Wildcoast Sussex	-	17,385	(17,385)	-	-
National Seasearch	2,319	102,084	(84,033)	-	20,370
UK Overseas Territories	-	56,441	(50,282)	-	6,159
Other ocean recovery funds	32,234	58,584	(51,788)	-	39,030
Engagement programme					
Sea Champions Bridlington	76,573	100,050	(59,420)	-	117,203
Northumbrian Engagement	46,900	76,000	(53,401)	-	69,499
Education	91,100	36,881	(71,177)	-	56,804
Other engagement funds	35,475	24,184	(17,730)	(6,707)	35,222
Scotland Programme	-	15,000	(15,000)	-	-
Website Transformation	-	290,370	-	-	290,370
	323,974	2,066,638	(710,007)	(6,707)	1,673,898
<b>Total funds</b>	<b>1,181,000</b>	<b>5,219,017</b>	<b>(3,611,045)</b>	<b>-</b>	<b>2,788,972</b>

**Unrestricted funds**

**General funds**

The general reserve represents the free funds of the charity that are not designated for particular purposes.

**Designated funds**

The designated reserves are those funds set aside by Trustees as a contingency in the event of future income shortfalls. The Trustees aim to maintain this fund at a level that will support between three and four months' unrestricted expenditure, based on future plans.

**Restricted funds**

All restricted funds are for specific conservation or educational projects in the UK and overseas. These funds are recorded and managed individually by project but, for ease, the smaller projects are broadly categorised in these accounts by type of activity.

**General conservation**

This fund benefits all our conservation work and includes Esmee Fairbairn Foundation funding for the work of the Chief Executive and, in 2019-20, funding from the Waterloo Foundation to develop our policy and advocacy work on the implications of Brexit on marine conservation.

**Clean seas programme**

Funds within this programme support our work to create a cleaner ocean, reducing pollution from chemicals, sewage, plastics and other contaminants. Our work entails the collation of evidence, policy advocacy with governments across UK countries for legislation to reduce pollution at source and engagement with business to influence their supply chains and purchasing decisions. It also includes public campaigns on issues such as reducing the release of microfibres from clothing and the introduction of deposit return schemes for drinks containers.

**Fisheries programme**

Funds within this programme support our work to create a healthier ocean, by promoting the development of sustainable wild-capture and farmed seafood production. Included within this programme is the Good Fish Guide (GFG) Transformation fund, a three-year project funded by a £1 million donation from The Moondance Foundation, received in 2019-20. This funding is supporting the development of a completely new website and app for the GFG and the expansion of our seafood ratings so that information on how to buy sustainable seafood is much more readily available and widely used. Good Fish Guide funding received in 2019-20 also included funding from The Prince of Wales's Charitable Fund to promote the Guide.

**Ocean recovery programme**

Achieving a better protected ocean is the primary focus of funds within this programme, promoting the laws and policies designed to protect our seas. Included within this programme are the following funds:

- ▷ **Agents of Change** – The Calouste Gulbenkian Foundation is funding a staff post to work towards improving community understanding and support for local marine protected areas (MPAs). An initiative from the Marine CoLAB, the project aims to address the fact that communities know little about their MPAs and works with all stakeholders to help recover their marine environment.
- ▷ **Marine CoLAB** – Funded by the Calouste Gulbenkian Foundation, the Marine CoLABoration (CoLAB) group, provides time and resources for the marine conservation sector to build on what works, learn from other sectors and parts of the world, and develop tools and approaches with the potential to increase the scale and pace of beneficial change. This funding enables the Marine Conservation Society to provide a Marine CoLAB coordinator and other staff resources for the group.

- ▷ **ReMEDIES** – This project, funded by LIFE and in partnership with Natural England and others, aims to reduce and mitigate damage to seabed habitats at Natura 2000 sites (Special Areas of Conservation (SACs)) in southern England. The project is focusing on seagrass recovery, including reducing pressure from boat moorings. It also includes extensive engagement and education with communities and schools on the importance of protecting the seabed for biodiversity and to help tackle climate change.
- ▷ **Seagrass** – Working with Princess Yachts and The Ocean Conservation Trust, Advanced Mooring Systems are being installed into seagrass beds to enable re-growth of seagrass at the base of the mooring chains, making beds denser and blades longer.
- ▷ **Wildcoast Sussex** – In partnership with Sussex Wildlife Trust and others, and funded by the National Lottery Heritage Fund, this project (previously called Sussex by the Sea) aims to positively influence human behaviours that are contributing to the decline of marine life off the Sussex coast.
- ▷ **National Seasearch** – This is a scientific partnership programme with a number of agencies and organisations to involve volunteer recreational divers in the survey of marine species and habitats – part of our work to provide an evidence base. This programme includes funding from NatureScot, Natural Resources Wales, The Crown Estate and Natural England.
- ▷ **UK Overseas Territories** – The John Ellerman Foundation is funding the development of our collaborative programme in the UK Overseas Territories to help improve management of marine protected areas across five Caribbean Territories. This programme includes work to monitor turtle migration in the Turks and Caicos, which has attracted funding from the People's Trust for Endangered Species. In addition, in 2020-21 funding from Darwin is enabling the establishment of new projects in the British Virgin Islands and Montserrat where, working closely with local partners, we will engage with communities and governments to increase the understanding of and protection for their iconic marine species and the habitats on which they rely.
- ▷ **Other ocean recovery funds** – These include funds from Rampion, the Miles Blackwell Trust Fund, and others for various campaigns for specific MPAs.

## Engagement programme

These funds are supporting a range of projects focussing on our 'for everyone' goal.

- ▶ **Sea Champions Bridlington** – A generous donor has funded an 18-month project to deliver marine conservation engagement with volunteers, communities and businesses in Bridlington and across the wider Yorkshire area.
- ▶ **Volunteer and community engagement** – Initially, these funds focussed on increasing our volunteer and community engagement in Northumbria to deliver more beach cleans and educate young people about their local marine environment; additional funds are now allowing this work to broaden to our work across the UK.
- ▶ **Education** – Funds supporting our Cool Seas education programme to increase the participation of young people in marine conservation and improving ocean literacy through education workshops, Cool Seas Investigator and other curriculum-linked resources and the creation of Ocean Schools.
- ▶ **Scottish education roadshow** – This tour of Scottish schools had to be delayed for a year due to Covid-19. Starting in August 2021 we will run face to face lessons and activities on marine conservation.
- ▶ **Environmental behaviours** – Funds will allow us to develop our social science strands of work; specifically to carry out research in to the health and wellbeing benefits of the coast and to explore how best we inspire action from a wider range of people.
- ▶ **Engagement and communications emergency support** – Generous funding from the National Lottery Heritage Fund supported two of our teams during the Covid-19 pandemic, allowing our work to evolve from face to face to digital engagement.
- ▶ **Other engagement funds** – These include community engagement projects around the UK, including Blue Heart, funded by the Calouste Gulbenkian Foundation. This Community Voice Method project took a storytelling approach to bring to life the relationship between people in the UK and the ocean.

## Scotland programme

In 2020-21 the activities within our Scottish programme were supported by our unrestricted funds, but Seasearch in Scotland is included within National Seasearch funds, not under the Scottish programme and funding for a Scottish Education roadshow is included within the engagement programme.

## Wales programme

In 2020-21, the Garfield Weston Foundation supported the expansion of our policy and public affairs work within Wales. This enabled engagement with parliamentarians in the Senedd on priorities for recovery of the marine environment in Wales, which was particularly timely in the lead up to the 2021 elections. Seasearch in Wales is included within National Seasearch funds, not under the Wales programme.

## Website transformation

A foundation who would prefer to remain anonymous is funding a digital transformation, including the building of a new website. Built on the intuitive Wagtail content management system our new website will allow us to engage and inspire our supporters with our conservation work, improved donation journeys, better volunteer management systems and an integrated education section. The funds were received in the year 2019-20, the project started in April 2020 and was nearing completion by March 2021.

## Transfers between funds

In 2019-20 a transfer was made from a restricted fund to general funds where the project had been successfully completed and the remaining funds could be utilised more generally. In 2020-21, a transfer was made from general to designated funds to increase the size of the contingency reserve. The charity's reserves policy is to hold a contingency of between three and four months' unrestricted expenditure, and Trustees decided to increase the size of the fund to the upper limit in response to economic uncertainty.

### 23 Analysis of net assets between funds

	Restricted Funds (£)	Designated Funds (£)	General Funds (£)	Total Funds 2021 (£)	Total Funds 2020 (£)
<b>2021</b>					
Tangible fixed assets	-	-	13,880	13,880	12,483
Net current assets	1,363,957	1,083,171	428,067	2,875,195	2,776,489
	<b>1,363,957</b>	<b>1,083,171</b>	<b>441,947</b>	<b>2,889,075</b>	<b>2,788,972</b>
<b>2020</b>					
Tangible fixed assets	-	-	12,483		12,483
Net current assets	1,673,898	709,000	393,591		2,776,489
	<b>1,673,898</b>	<b>709,000</b>	<b>406,074</b>		<b>2,788,972</b>

### 24 Financial performance of the charity

The consolidated statement of financial activities includes the results of the sponsorship, other corporate fundraising and online retail sales conducted by M C S Sales Limited.

The summary financial performance of the charity alone is:

	2021 (£)	2020 (£)
Income	4,064,819	4,783,061
Gift aid donation from subsidiary company	123,149	300,699
	4,187,968	5,083,760
Expenditure	(4,075,001)	(3,502,366)
<b>Net income / (expenditure)</b>	<b>112,967</b>	<b>1,581,394</b>
Total funds brought forward	2,762,745	1,181,351
<b>Total funds carried forward</b>	<b>2,875,712</b>	<b>2,762,745</b>
Represented by:		
Restricted funds	1,363,957	1,673,898
Unrestricted funds	1,511,755	1,088,846

### 25 Related party transactions

M C S Sales Limited received £18,000 (2020: £12,000) sponsorship and payment for staff beach clean kit and talk from Rakuten EMEA, for which Mark Haviland, a Marine Conservation Society Trustee, was EVP Global Development & Sustainability.

During 2019-20, a restricted grant of £51,000 was received from the John Ellerman Foundation, a charity of which Hugh Raven (Marine Conservation Society Chair until December 2019) is a Trustee.

## Acknowledgements of financial and other support

We would like to thank all the individuals and organisations who made our work this year possible.

### Charitable and company trusts and foundations giving grants of £1,000 or more:

The 29th May 1961 Charitable Trust  
The Alan Greenaway Foundation  
The Anson Charitable Trust  
The Barratt Developments plc Charitable Foundation  
Binks Trust  
The Blair Foundation  
The Britford Bridge Trust  
The Bryan Guinness Charitable Trust Ltd  
The Calleva Foundation  
Calouste Gulbenkian Foundation Cardiff Council  
Chaldon Charities Trust  
Chapman Charitable Trust  
The Constance Travis Charitable Trust  
The Cox-Skuse Family Trust  
Crown Estate Scotland  
The Darwin Initiative  
The Derek & Clare Stevens Trust  
The Dulverton Trust  
Edgar E. Lawley Foundation  
Esmée Fairbairn Foundation  
EU LIFE Recreation ReMEDIES  
Fidra  
Garfield Weston Foundation  
Generations Foundation  
Harris Freeman Foundation  
Henhurst Charitable Trust  
The Henry C Hoare Charitable Trust  
Herefordshire Council  
Huntly and Margery Sinclair Charitable Trust  
Ian MacTaggart Trust  
The John Cowan Foundation  
John Ellerman Foundation  
John Swire 1989 Charitable Trust  
The Joseph Strong Frazer Trust

Keep Wales Tidy  
Kilpatrick Fraser Charitable Trust  
The Lady Hind Trust  
Lady Yuen Peng McNeice Charitable Foundation  
Langdale Trust  
Marsh Christian Trust  
Martin Wills Wildlife Maintenance Trust  
Miss Mary D.M. Andrew Charitable Trust  
Midcounties Co-operative Campaigns Fund  
The Misses Barrie Charitable Trust  
The Mitchell Trust  
Mrs Maud Van Norden's Charitable Foundation  
Nancie Massey Charitable Trust  
The National Lottery Heritage Fund  
Natural England  
Natural Resources Wales  
NatureScot  
Norfolk Coast Partnership  
Ocean Conservation Trust  
Oceans 5  
The Peacock Charitable Trust  
People's Trust for Endangered Species  
PF Charitable Trust  
Postcode Animal Trust  
Postcode Innovation Trust  
The PwC Foundation  
The Ratcliff Foundation  
Sabina Sutherland Charitable Trust  
Schroder Charity Trust  
The Seafarers' Charity  
Seas at Risk  
The Simon Gibson Charitable Trust  
Tabor Charitable Trust  
Tay Charitable Trust  
The Thistledown Trust  
The Thriplow Charitable Trust  
The Tyneholme Trust

The Valentine Charitable Trust  
The William Haddon Charitable Trust  
The WM Mann Foundation  
Zero Waste Scotland

### Organisations and companies contributing £1,000 or more towards our income and charitable objectives:

Abel & Cole Ltd  
Accrol Papers Ltd (Oceans)  
Advent of Change  
Animal Friends Insurance  
Aquatec Group Ltd  
ATOS  
Big Wild Thought Limited  
BNP Paribas  
Bower Collective  
Bunzl plc  
Cargill Global Trading (UK)  
CH & Co Group  
Charles Bentley & Son Ltd  
Clarity Environmental Ltd  
Coast Drinks  
Crew Clothing Company  
Dorset Tea  
Earth Conscious  
Edgeo Ltd  
Enterprise RAC UK Ltd  
EU Lotto Ltd  
Excel Networking Solutions  
Experienceco Ltd  
FatFace Limited  
The Glenmorangie Company Ltd  
Green People Ltd  
Haddenham Healthcare  
The Happy Prawn Co  
Haven Holidays  
Hawkins & Brimble Ltd  
ISS Facility Services

ISS Mediclean Ltd  
KellyDeli  
Marine Super Store  
Marks & Spencer  
Mayer Brown International LLP  
Mindful Chef  
Mint Velvet  
Mocean Fitness Ltd  
Ocean Tee Ltd  
Optimum Medical / OVIO  
Original Cottages  
O'Three  
Paper Round  
Parlez Clothing  
PAUA Trading  
Rakuten  
Rapesco Office Products PLC  
Riz Boardshorts  
Roja Parfums  
Romo Ltd  
Rudding Estate  
Salt-Water Sandals UK Ltd  
Schroders plc  
Sea Lion Boards  
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Silentnight Group Ltd  
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Sky UK  
Sodexo UK  
Soul Hippy  
St Austell Brewery Company Ltd  
Summit Outdoors & Leisure Plc  
Sundeck Ltd t/a Indoeurope  
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Sweatco Ltd  
Talomon Capital Ltd  
Teemill Trading (Rapanui)  
TP ICAP  
The Travel Chapter Ltd  
Turtle Bags Ltd  
Waitrose & Partners  
Westgate UK  
Wolseley  
Wrendale Designs

### Individuals giving gifts of £5,000 or more:

Xavier Menguy  
We would like to extend our thanks to our valued donors who wish to remain anonymous.

### Legacies & in memoriam donations:

Alan Farnham  
Andrew Hamilton  
Clarice Rostron  
David Moss  
David Walter Hay  
Dorothy Brown  
Dr David Cecil Jones  
Elizabeth Green  
Emma Bender  
George Costa  
Gilly Oliver  
Hadyn Tanner  
Janet Chisholm  
Jennifer Rice  
Joan Chapman  
Kathleen Smith  
Kevin Gauntlett  
Laura Corrigan  
M Austin  
Maria Hetherington  
Marion Metcalfe  
Patricia Ann Moss  
Peter Nicholson  
Rosemary Claire Maine  
Sheila Fern Bronstrom  
Valerie Nelson

### Patrons, supporters, members and groups

#### Ocean Ambassadors

Doug Allan  
Inka Cresswell  
Lizzie Daly  
Prof Ben Garrod  
Tom 'The Blowfish' Hird  
Miranda Krestovnikoff  
Deborah Meaden  
Fernando Montaña  
Simon Reeve  
Susie Rodgers MBE  
Cyrus Todiwala OBE DL  
Iolo Williams

We would like to thank our members, Local Groups, Sea Champion volunteers and rowing teams Atlantic Ambition and Oceans 5 for their support of our conservation activities and fundraising efforts over the year. Thanks also to all the volunteers who supported our projects and/or gathered vital information through Beachwatch, the Great British Beach Clean, Seasearch, Jellyfish, Basking Shark and Turtle Watch.

Also, to the many individual and community participants, dive clubs, sports clubs, youth and member organisations and school and college students who raised money to support our work.

#### Pro bono support:

We would like to thank the following firms for their pro bono support during the last year

IBM  
LSP Leadership Ltd  
Mayer Brown International LLP  
Ocean Outdoor UK Ltd

## Reference and administrative information

### Charity Name

Marine Conservation Society

### Charity Registration Number

1004005 (England & Wales)  
SC037480 (Scotland)

### Company Registration Number

02550966

### Registered Office and Operational Address

Overross House, Ross Park,  
Ross-on-Wye, HR9 7US

### London Operational Address

Metal Box Factory, 30 Great  
Guildford Street, Bankside, SE1 0HS

### Scottish Operational Address

Suite 7, CBC House, 24 Canning  
Street, Edinburgh, EH3 8EG

### Principal Professional Advisors

#### Auditors

The Richards Sandy Partnership  
Thorneloe House, 25 Barbourne  
Road, Worcester, WR1 1RU

#### Bankers

Barclays Bank, Leicester, LE87 2BB  
Lloyds Bank, 8 High Town, Hereford,  
HR1 2AE

#### President

HRH The Prince of Wales KG,  
KT, GCB

### Trustees

The Trustees listed below were  
Trustees for the whole of the year  
ended 31 March 2021 and until the  
date of this report unless stated  
otherwise:

Amanda Nobbs  
**Chair**

Susan Ronaldson  
**Treasurer**

Emily Cunningham

Jonathan Hall

Mark Haviland

Joyce Lorigan

Will Oulton

Seth Richardson

Helena Thernstrom  
(appointed 17 March 2021)

Stefano Tiratelli

### Senior Management Team

The members of the Senior  
Management Team were in post  
for the whole of the year ended 31  
March 2021 and until the date of  
this report unless stated otherwise:

Sandy Luk Chief Executive

Tamsin Betti Director of  
Communications & Engagement

Mike Crossley Director of  
Fundraising & Marketing (until 30  
June 2020)

Nicola Spencer Director of Finance  
& Resources

Katherine Stephenson-Hall Acting  
Director of Fundraising (from 1  
July 2020), Director of Fundraising  
(from 6 October 2020)

Chris Tuckett Director of  
Programmes



**Email:** [info@mcsuk.org](mailto:info@mcsuk.org)

**Head Office:** Overross House, Ross Park,  
Ross-on-Wye, Herefordshire, HR9 7US

**Telephone:** 01989 566017



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**FUNDRAISING  
REGULATOR**

Registered charity in England and Wales 1004005 and in  
Scotland SC037480. Registered company limited by guarantee  
in England and Wales 02550966. Registered office: Overross  
House, Ross Park, Ross-on-Wye, HR9 7US. VAT number: 321491232.

**MARINE  
CONSERVATION  
SOCIETY**

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