



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 reseedling 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 reseedling 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**

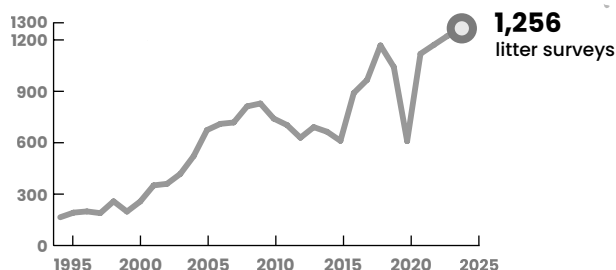
80p of every £1 we received was spent on charitable activities, from educating future generations to restoring native species

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

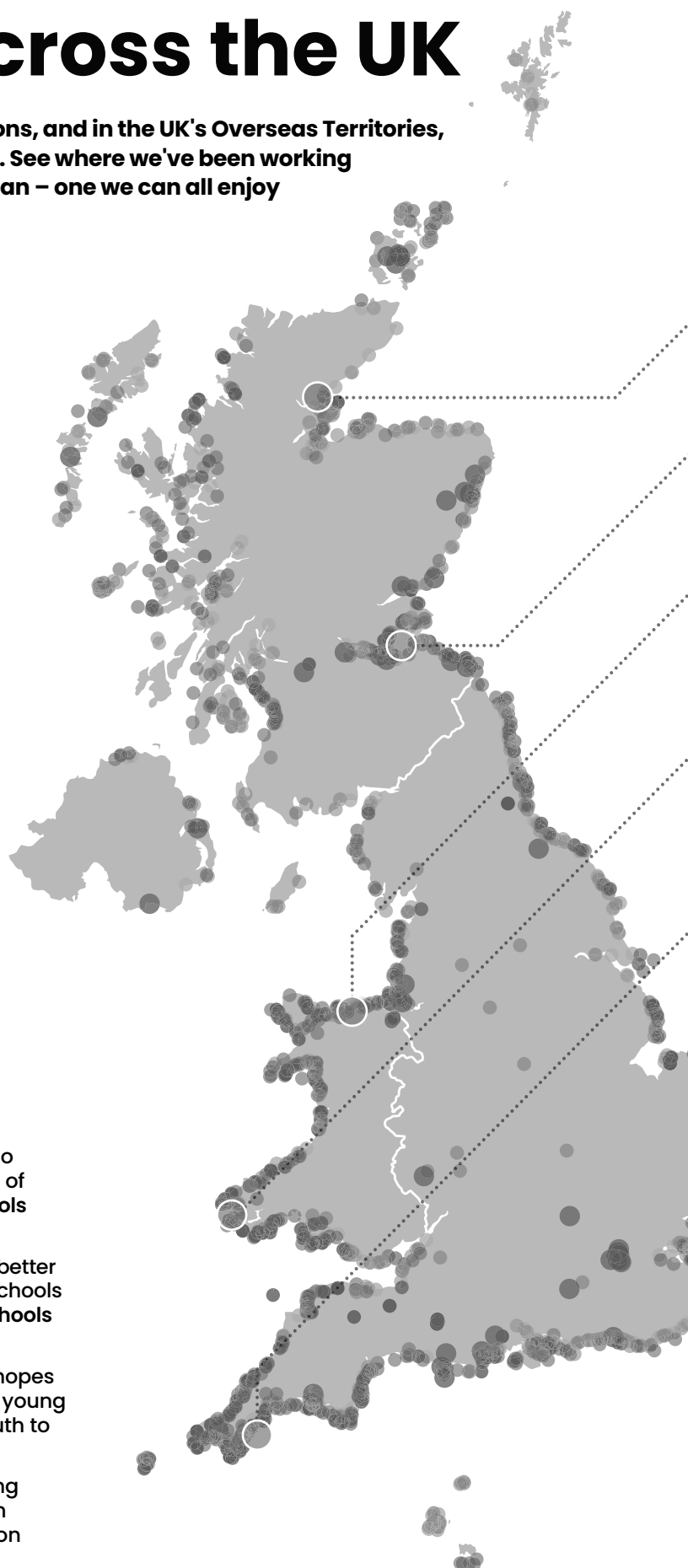
● Learning and community engagement activity

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

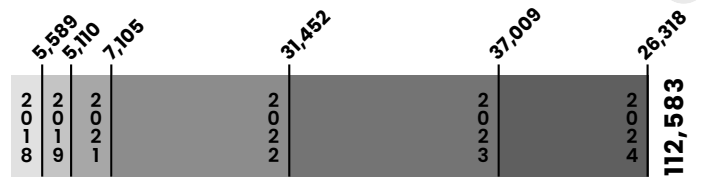
15,119 native oysters* were restored to Dornoch Firth through DEEP in 2024, bringing the project's total to over 112,000

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

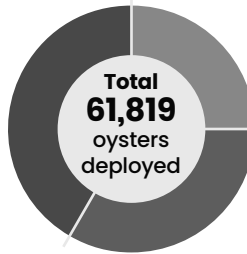
Through our community-led project **Hiraeth Yn Y Môr** in North-East Wales we engaged with 3,549 people through 122 activities, with 77% learning something new about the marine environment

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

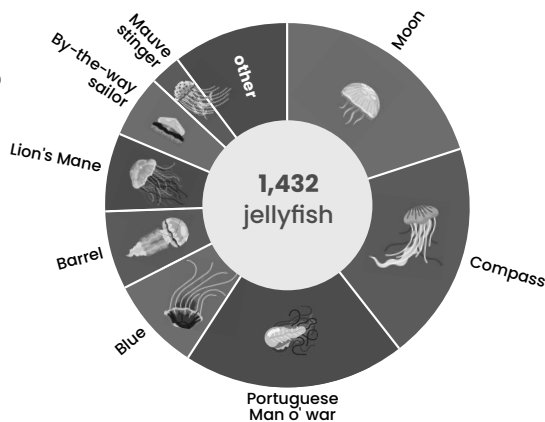


* This figure covers the 2024/2025 Financial Year



● 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

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)

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

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.

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.

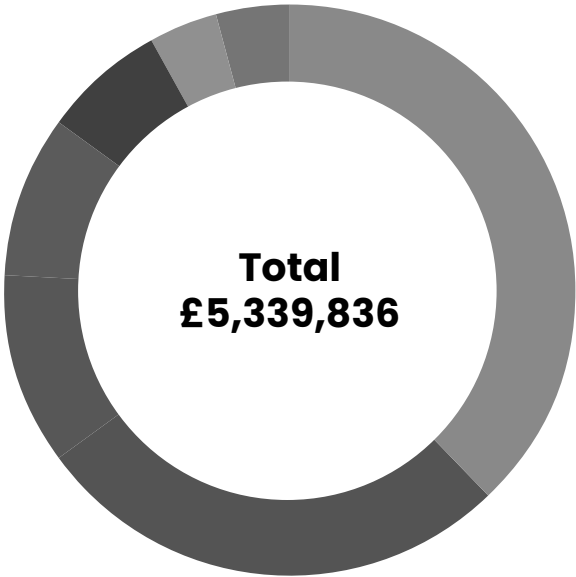
Total income for the year was £5.34m, representing a 6% increase on the prior year’s £5.13m. Unrestricted income rose to £3.75m, a 2% increase from £3.68m in 2023/24. Restricted income increased significantly to £1.59m, up 10% from £1.45m in the previous year, with grant income remaining the largest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

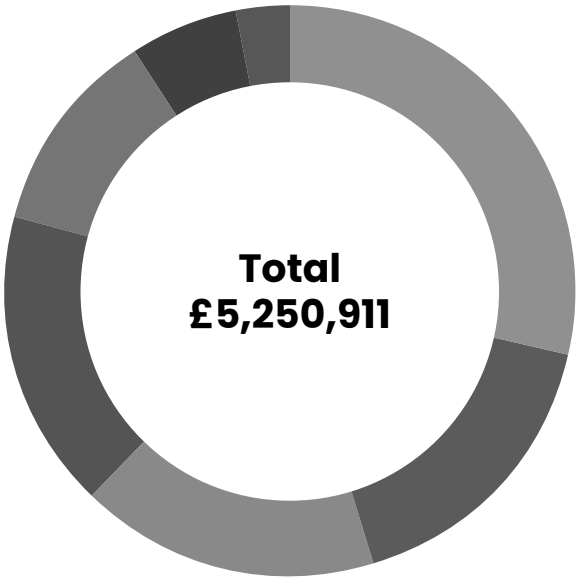
The year-end reserves position remains strong, with total funds of £1.83m (2024: £1.74m), comprising £1.09m in unrestricted reserves and £741k in restricted reserves. This provides a stable foundation for continued delivery of our mission in 2025/26.”

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

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

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.

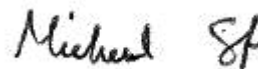
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement 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. 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			Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		Note	2025 (£)	2025 (£)	2025 (£)	2024 (£)
Income from						
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
Total income			3,749,883	1,589,953	5,339,836	5,130,045
Expenditure on						
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
Total expenditure			3,797,138	1,453,773	5,250,911	4,967,281
Net income/(expenditure) and net movement in funds for the year before transfers			(47,255)	136,180	88,925	162,764
Net gains on investment assets			-	-	-	-
Net income/(expenditure)			(47,255)	136,180	88,925	162,764
Transfers between funds	22		(4,826)	4,826	-	-
Net income/(expenditure) and net movement in funds for the year			(52,081)	141,006	88,925	162,764
Funds at the start of the year	22		1,141,771	599,652	1,741,423	1,578,659
Funds at the end of the year		22	1,089,690	740,658	1,830,348	1,741,423

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 (£)
Fixed assets					
Tangible fixed assets	14	11,562	4,877	11,562	4,877
Investments	15	-	-	200	200
		11,562	4,877	11,762	5,077
Current assets					
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
		2,316,617	2,368,886	2,299,703	2,316,967
Creditors falling due within one year	19	(491,376)	(626,611)	(474,562)	(574,792)
Net current assets		1,825,241	1,742,275	1,825,141	1,742,175
Total assets less current liabilities		1,836,803	1,747,152	1,836,903	1,747,252
Provisions for liabilities	21	(6,455)	(5,729)	(6,455)	(5,729)
Net assets		1,830,348	1,741,423	1,830,448	1,741,523
Funds					
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
Total funds		1,830,348	1,741,423	1,830,448	1,741,523

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

Amenda 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 (£)
Cash flows from operating activities			
Net cash (used in) operations		61,657	297,417
Investing activities			
Purchase of tangible fixed assets	14	(11,366)	–
Net (decrease) / increase in cash and cash equivalents		50,291	297,417
Cash and cash equivalents at beginning of year		1,726,400	1,428,983
Cash and cash equivalents at end of year		1,776,691	1,726,400
Reconciliation of net income to net cash flow from operating activities		2025 (£)	2024 (£)
Net income per statement of financial activities		88,926	162,764
Adjustments for:			
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)
Net cash (used in) / provided by operations		61,658	297,417
Analysis of cash and cash equivalents			
Cash at bank and cash in hand		1,776,692	1,726,400
Total cash and cash equivalents		1,776,692	1,726,400

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

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

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

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

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

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

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

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

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

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 2025 (£)	Total 2024 (£)
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
	3,701,202	3,674,756

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
	103	101	92	92

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.

14 Tangible Fixed Assets (Group and charity)

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

15 Investments in subsidiaries (charity only)

	2025 (£)	2024 (£)
M C S Sales Limited (company number 1766795)	100	100
Ocean Finance Alliance Limited (company number 1777391)	100	100
	200	200

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 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 (£)
Statement of comprehensive income		
Turnover	339,458	461,333
Cost of sales	(145,453)	(79,135)
Gross profit	194,005	382,198
Administrative costs	(2,077)	(3,754)
Operating profit	191,928	378,444
Tax on operating profit	-	-
Total comprehensive income for the year	191,928	378,444
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
The assets and liabilities of the company were		
Current assets	88,029	446,690
Current liabilities	(87,929)	(446,590)
Total net assets	100	100
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.

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

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.

	The group		The charity	
	2025 (£)	2024 (£)	2025 (£)	2024 (£)
18 Debtors				
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
	528,106	633,022	561,037	906,918

19 Creditors: amounts falling due within one year	The group		The charity	
	2025 (£)	2024 (£)	2025 (£)	2024 (£)
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
	491,376	626,611	474,562	574,792
Deferred income <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
	97,464	292,388	97,464	276,137

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	2025 (£)	2024 (£)
As at 31 March 2025 the charity had total commitments under non-cancellable operating leases as below:		
Land and buildings		
Leases expiring within one year	19,747	49,400
Leases expiring within two to five years	23,528	31,592
	43,275	80,992

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)
At the end of the year	6,455	5,729

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 (£)
Unrestricted funds					
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
Restricted funds					
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
Total funds	599,652 1,741,423	1,589,953 5,339,836	(1,453,773) (5,250,911)	4,826 -	740,658 1,830,348

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

	At 1 April 2023 (£)	Income (£)	Expenditure (£)	Transfers (£)	At 31 March 2024 (£)
Unrestricted funds					
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
Restricted funds					
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)	-	-
	454,255	1,447,088	(1,303,664)	1,973	599,652
Total funds	1,578,659	5,130,045	(4,967,281)	-	1,741,423

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 71blue, 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.

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

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:

	2025 (£)	2024 (£)
Income		
Gift Aid donation and other income from subsidiary company	5,000,378	4,668,528
	205,415	394,976
	5,205,793	5,063,504
Expenditure		
	(5,116,868)	(4,900,925)
Net (expenditure)/income	88,925	162,579
Total funds brought forward	1,741,523	1,578,944
Total funds carried forward	1,830,448	1,741,523
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 (£)
Income from			
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
Total income	3,682,957	1,447,088	5,130,045
Expenditure on			
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
Total expenditure	3,663,617	1,303,664	4,967,281
Net income/(expenditure) and net movement in funds for the year before transfers	19,340	143,424	162,764
Net gains on investment assets	–	–	–
Net income/(expenditure)	19,340	143,424	162,764
Transfers between funds	(1,973)	1,973	–
Net income/(expenditure) and net movement in funds for the year	17,367	145,397	162,764
Funds at the start of the year	1,124,404	454,255	1,578,659
Funds at the end of the year	1,141,771	599,652	1,741,423

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:

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



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Ross-on-Wye, HR9 7US

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