



ANNUAL IMPACT REPORT

Introduction from our Chair of Trustees



We are delighted to share with you our Impact Report for 2024.

It's been another very busy year for us in Plastic Free North Devon (PFND).

Over the past 12 months we have seen volunteers from across the community give over 4500 hours to the work we do. This is a fantastic reflection of the engagement and commitment of everyone in the community to environmentally positive action. We conducted double the community cleans than 2023 which in turn has led to a 30% increase in the waste we collected.

Our Repair Cafes continue to be incredibly successful with 38 run in the past year, these are wonderful community hubs that bring people together with skills and capabilities that are in short supply and our education outreach continues to go from strength to strength, whether in schools or the Ocean Explorer program.

Of course none of this is possible without our wonderful, passionate and committed staff, who are juggling competing demands with endless opportunities for impact but on limited hours. They operate on limited resources and amaze me with their positivity, dedication and output.

My fellow trustees who give time for the organization to provide support and guidance and expertise on what we are doing and how, is invaluable to the success of PFND. We're pleased to have two new trustees join in the past year to supplement our ranks with legal and fundraising expertise.

Finally, to our supporters, thank you. It is our supporters who enable all of our work to happen, who share the same vision and passion for the environment as we do. Running a regional charity is challenging, particularly attracting resources for core funding, in an age where discretionary funding and expenditure is under pressure, we are incredibly grateful for all the support we receive from every one of our supporters, we hope you enjoy reading the report and feel good about your association with Plastic Free North Devon.

We are prepared and ready for 2025, with some exciting plans in the pipeline, thank you for all your support in whatever form it comes. We look forward to continuing our work together in 2025

Yours sincerely
Hamish



Mission

To protect and improve our environment through
community-led action

Strategic Objectives

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

1

**Tackle Plastic
Pollution head on
by:**

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

2

**Inspire
reconnection with
nature**

3

**Facilitate
sustainable
behavioural change**

4

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

5

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

The Team - Our Staff



CEO
Claire Moodie



OPERATIONS MANAGER
Anne-Marie Eveleigh



EDUCATION COORDINATOR
Libby Bowles



FINANCE & ADMIN
Gill Bunnell



RACE DIRECTOR
Jo Hibberd



**COMMUNICATIONS
COORDINATOR**
Hannah Knight



**COMMUNICATIONS
ASSISTANT**
Beth Woollam



**SUSTAINABLE BUSINESS
RESOURCE**
Martin Slocombe



FUNDRAISER
Lorna Jones

The Team - Our Trustees

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

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

Over the last 7 years we have grown our impact, which now goes much deeper than tackling plastic pollution but extends to developing tools, programmes and education opportunities. These all help change the culture of behaviour and business within our communities, to rethink single use, reconnect with nature and take responsibility for it, to be more sustainable.

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



The Team - Volunteer Superheroes

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



Chief Volunteer

Cathy

Our long standing volunteer Cathy, is always there to step in when we need her. From turning up at Repair Cafes with her sewing machine to getting stuck in a the Croyde Tri - we couldn't be without her warmth and dedication to our charity.



Volunteer Hero

Jo

Jo has been a regular at the Saunton Beach Clean for years. She is always there with a smile on her face to rummage in the sand dunes for ancient crisp packets or count tiny nurdles for a citizen science survey come rain or shine !



Repair Cafe

Sarah

Sarah is one of those very talented individuals who we always turn to when a tricky repair comes in. Her skills are second to none and we will miss her when she moves on to pastures new in 2025.

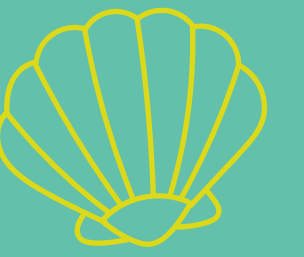


Ocean Explorer Academy

Rhiannon

Rhiannon has been a superstar volunteer with OEA. Her knowledge and passion on shark research and citizen science has been inspiring for our students and we're delighted that she will be joining us again in 2025.

CEO Reflection on 2024



Another year passes, which takes me into my 7th year with Plastic Free North Devon.

Our following has continued to grow as has our impact and we couldn't do it without the continued and growing support that we receive. Thank you to everyone that has stuck with us over the years, or has just joined us.

This year has been about consolidation for us. Streamlining our admin, effectively monitoring our impact, capacity planning to avoid burnout, saying no (occasionally) and planning more strategically. 2025 will probably see our biggest step change yet (I know I said that last year!) as we evolve from Plastic Free North Devon to our new name Earth Action North Devon which better encapsulates our mission and objectives. 2025 will also see the employment of a new Communications Coordinator to help us make the most of this transition.

We again have smashed most of our targets and have achieved lots more than we planned to. My personal highlights have been winning the Environmental and Heritage Award at the North Devon Voluntary Services awards, running a pilot residential weekend with Get Out charity which saw 14 North Devon students join together with 14 students from East London on a weekend full of nature, surfing and youth voice. We have also pulled together and shared our collaborative 2030 Environmental Education Vision and Directory, which has given us an evidence backed vision for us to lean into, when we are developing our projects with young people. The 2nd year of us running the Triathlon was AMAZING. The weather, the smiles, the new sprint triathlon and dedicated volunteers and competitors definitely made it one to remember. Our community clean efforts and our growing Repair Cafe community continues to keep my spirits high and makes a direct difference in our community.

Nationally, the single-use plastic ban that came into play late last year seems to have made a small impact on some of the businesses that were still clinging onto their polystyrene containers and plastic cutlery .. Unfortunately, avoidable single-use sachets were not part of the ban and are still rife in takeaways and restaurants. As predicted, the Global Plastic Treaty talks were flooded with oil-industry lobbyists and 2 years of talks ended without a comprehensive agreement, due to disagreements about whether there should be a commitment to cutting how much plastic is produced, or just try to reduce plastic waste by increasing efforts to recycle! COP 29 didn't go much better, with many developing countries disappointed by the funds pledged as part of the new Climate Finance Framework.

The environmental crisis of this generation is still fiercely looming as is the growing threat of war around the world which is not only hugely contributing to global emissions but causing unimaginable tragedy that will be felt for generations to come. The desire to 'fix' what is wrong with society hangs over many of us, but we know we cannot bear the burden or do it alone, we just have to lean into each other and continue to do what we can with the things that are in our sphere of influence. Peace is essential to ensuring we have a healthy and functioning planet for the generations that come after us and we must keep fighting for it.

Locally and globally, there continues to be emerging awareness, action and solutions, to tackle many of the issues we face and that continues to give us so much hope.

Thanks for being with us on this journey and we look forward to giving you more reasons to be hopeful in 2025.

Wishing you a restful, nature and joy filled Christmas.

Claire x



IMPACT HIGHLIGHTS

Snapshot of Impacts

Held **71** Community
Cleans with
3785 volunteers
collecting
3518.8 Kgs of waste

Stitched **380** Medal
Ribbons made out of
abandoned tents
from Croyde Beach

Held **38** repair
cafes in **5** locations
fixing **411** items

Ran **79** Ocean
Explorer Academy
sessions taking **139**
selected secondary
school pupils
through the
programme

PFND volunteers
spent **4841** hours
working across all
PFND activity

NEWSLETTER
SUBSCRIBERS
1910

IG FOLLOWERS
6102

INSTA IG FOLLOWERS
INCREASE
+386

FB FOLLOWERS
7.7K

NEW FB FOLLOWERS
+243

GENERAL PRESS
OVER 22
APPEARANCES

Objectives 2024

3

VISITOR CAMPAIGN

Provide tools for businesses to inspire visitors to Protect our Playground

4

COMMUNITY LOBBYING

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

1

ONGOING EDUCATION & OUTREACH

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

2

CLEANSE AND CLEAN

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

6

COMMUNITY COLLABORATION

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

5

REPAIR CAFES

Continue to sustain and grow our repair cafe network

8

SUSTAINABLE EVENTS

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

7

SUSTAINABLE BUSINESS

Grow a network of sustainable businesses through our SBR network and Plastic Free communities

10

SUSTAINABLE COMMUNITY GROUPS

Grow a network of sustainable community groups

9

VOLUNTEERS

Continue to build our PFND active family

OBJECTIVE 1: EDUCATION

Continue to refine and deliver our Ocean Explorer Academy (OEA) programme in schools; and develop and deliver our community outreach at events and to community groups

What did we do?

- Delivered 79 OEA sessions to 139 students from Ilfracombe Academy, Braunton Academy, Pilton Community College and Park Community School
- Delivered 10 educational talks to community groups and schools
- Hosted 3 SUP and coasteering adventure days with Active Escape at Lee Bay
- Over 1,000 secondary students completed our North Devon Environmental Education 2030 vision survey
- Partnered with London-based charity, Get Out, to co-host a Youth Ocean Summit with 14 OEA students and 14 inner city London students. The summit focused on raising youth voice and climate solutions
- Parkdean Resorts leased us a minibus to help up onboard additional schools and transport our wonderful explorers



2030 SUSTAINABLE EDUCATION VISION FOR NORTHERN DEVON



In 2024 we established a group to collaborate with all environmental education organisations that engage with young people in educational environments across northern Devon with the aim of reaching a shared understanding of our collective goals for 2030. We also focused on how we can unite our efforts to effectively pursue the vision we have outlined.

SURVEY > VISION + RESOURCE

We conducted a survey of nearly **1000** children from northern Devon's classrooms in years 5-13 with some additional insights from staff. We then created a vision and a resource to reflect and help support the survey results.

Below are some of the main findings from our research >> [Full Report](#)

[Directory of Organisations Resource](#)

Our surveys of almost 1,000 children aged 9 to 19 across schools in North Devon and Torridge revealed some concerning trends:

- Over 75% of children consider environmental issues personally important, BUT 62% feel anxious about the planet future!
- The number of children who would like to DO SOMETHING about environmental issues is higher than that of the children who would like to know more about them.
- Just UNDER HALF of the children feel that their school promotes ENVIRONMENTAL CAREERS AND WORK OPPORTUNITIES.

Our SURVEYS AND INTERVIEWS with SCHOOL STAFF in 8 primary and secondary schools in North Devon identified many barriers to education for sustainability

Our project targets the areas where we can make the most impact through locally available help:

- INADEQUATE TRAINING AND PROFESSIONAL DEVELOPMENT
- LACK OF professional and financial SUPPORT FOR SCHOOL STAFF
- LACK OF EFFECTIVE CURRICULUM MATERIALS

A resource created to reflect the children's wishes, DfE requirements and support areas that schools can use to meet the needs reflected in our survey

The resource includes illustrations of a house with solar panels, a garden, a tree, a school bus, and a beach.

OBJECTIVE 2: CLEANSE AND CLEAN

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

What did we do?

- Annual January Day of Action across North Devon and Torridge
10 organisations - 6 Businesses - 6 Schools - 30 locations - 780 volunteers - 1423.2 kilos of waste
- Tarka Trail & Estuary Clean
12 Businesses and Organisations - 100 Volunteers - 650 Kilos of waste - 10.6 miles of the Tarka Trail
- Bi monthly beach clean schedule at Saunton Beach & quarterly Instow beach cleans with partners clearing over **1000 kgs** of waste
- Collected and fed citizen science data into national organisation's data collection surveys
- In total we held and supported **71** community cleans collecting **3518.85 kg's** of waste with **3785** volunteer hours

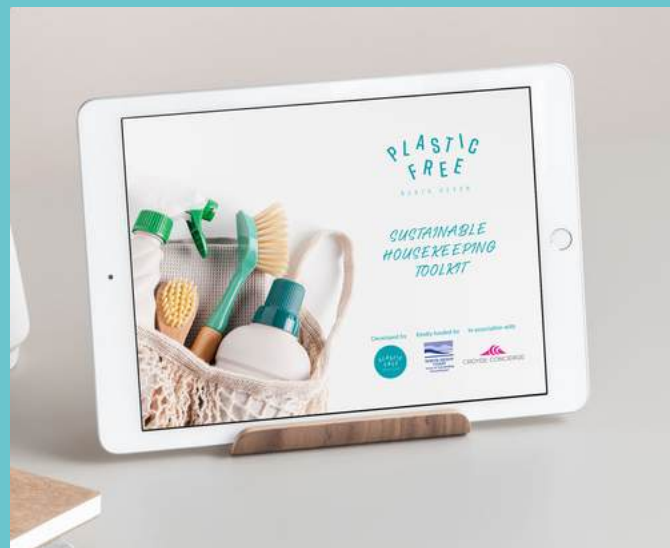
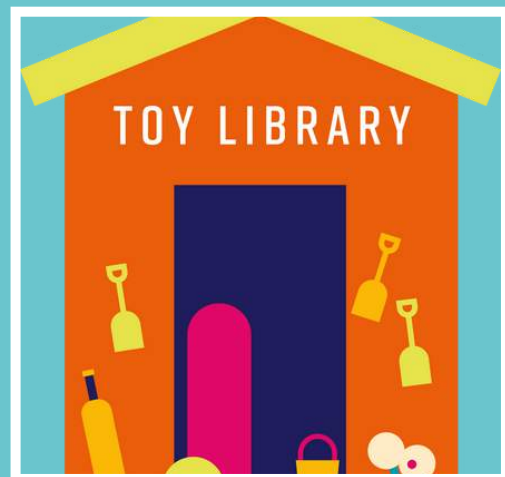


OBJECTIVE 3: VISITOR CAMPAIGN

*Inspire visitors to North Devon to Protect
our Playground*

What have we done?

- Continued to offer our tools and resources to tourism businesses to help them Protect our Playground
- Worked 1-1 with North Devon Holiday Park and Freshwell Camping to create action plans for their business sustainability including how to use campaign tools effectively
- Ran a communications campaign to encourage businesses to sign up to access and utilise our resources



OBJECTIVE 4: COMMUNITY LOBBYING

*Continue to be a catalyst for change within
our community*

What have we done?

- Held scoping meeting with local businesses to discuss opportunity for a collaborative project to make Braunton Single Use Cup Free
- Assisted with the start up of a Single Use Cup Free closed model on Freshwell Campsite
- Strengthened relationship with North Devon MP



OBJECTIVE 5: REPAIR CAFES

Continue to sustain and grow our repair cafe network



What have we done?

- Held **38** cafes in 5 locations
- **801** hours of dedicated volunteer time in which they repaired over **424** electrical, textile, toy, jewellery, mechanical & bike items
- Collaborated with key community partners to deliver the Repair Cafes
(One Barnstaple, Barnstaple Town Council, Museum of British Surfing, Earth Repair Shop - Ilfracombe, Willows Cafe and South Molton YMCA)
- Utilised funding from the Postcode Local Trust and Naturesave Trust to develop our Repair Cafe network
- Ran 6 skills workshops to teach basic sewing skills, bike repairs and servicing and a PAT testing course (funded by CAG Devon)
- Held a Repair Cafe volunteer celebration event to thank the dedication of our volunteers

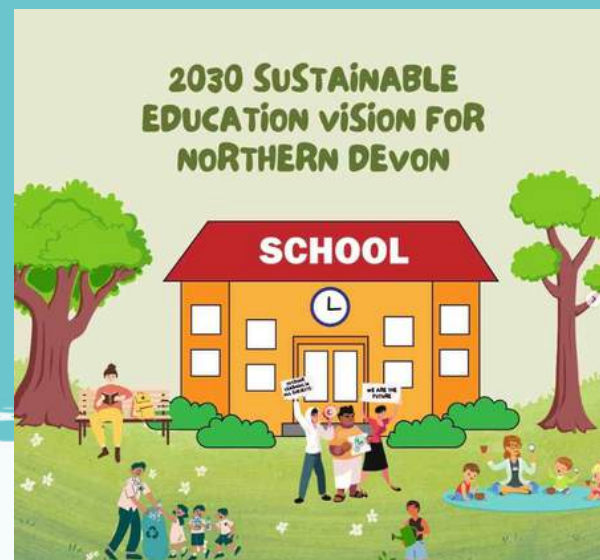


OBJECTIVE 6: COMMUNITY COLLABORATION

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

What did we do?

- Produced a 2030 Environmental Education Vision Report with the support of many stakeholder organisations
- Attended quarterly North Devon Coast National Landscapes & North Devon UNESCO Biosphere and North Devon World Surfing Reserve (NDWSR) partnership network meetings and collaborated on various outreach and communicative activities
- Confirmed delivery partnership on NDWSR Coastal Rivers project and North Devon UNESCO Biosphere's - Biosphere Communities Project
- Fed into the North Devon Coast National Landscape 10 year strategy and Northern Devon Futures strategy



OBJECTIVE 7: SUSTAINABLE BUSINESS

Grow a network of sustainable businesses

What did we do?

- Supported over 40 businesses, energy and carbon reduction plans, grant applications and on site renewable energy
- Worked with Petroc to provide business support, networking, knowledge workshops, work experience and work placements
- Supported 15 businesses to apply for Rural Prosperity Fund grants for renewable energy
- Supported 6 businesses to apply for Green Impact Fund for renewable energy
- Built strong network links with North Devon and Torridge Councils and North Devon Manufacturing Association
- Continued to promote Surfers Against Sewage Plastic Free business model and the Biosphere Business Partner Scheme

OBJECTIVE 8: SUSTAINABLE EVENTS

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

What did we do?

- Worked with 5 events on their sustainability journey
- Piloted funding the rental of reusable cups for The Bideford Soapbox Derby
- Attended 3 local events with our standard and backstage Water Bar and lent these tools to 4 other events
- Continued to develop the Croyde Ocean Triathlon's sustainability plan



CROYDE OCEAN TRIATHLON

Our biggest day of the year was again an amazing event for both the athletes and the PFND team. Not only does 100% of the profits go to charity but it is a truly community spirited event.



Here are some of our highlights:



We had a 200 strong volunteer team from the local community which included all the local Surf Life Saving Clubs, RNLI and other community groups who all raised the bar in making athletes feel welcomed, special and safe.



We offered unlimited charity places and raised over £20,000 for 12 charities (including us)



Our robust sustainability focus grew stronger and included our medal ribbons being made from abandoned tents from Croyde Beach & having no single use cups or bottles on site



The event showcased the incredible community and area that we live in with the British Triathlon reporting on the high credibility of the event.



OBJECTIVE 9: VOLUNTEERS

Continue to build our PFND active family

What have we done?

- Volunteers have dedicated 4841 hours of their time across all of our work in 2024 (excl the Croyde Tri)
- Built our volunteering team with new Repair Cafe and OEA volunteers joining the family
- Offered university and school work experience placements to 4 young people
- Utilised business volunteering opportunities to bring the business community into our work
- Croyde Ocean Triathlon volunteers dedicated 740 hours to make the event happen
- Sourced funding to support volunteer coordination in 2025

OBJECTIVE 10: SUSTAINABLE COMMUNITY GROUPS

Grow a network of sustainable community groups

What have we done?

- Run a pilot project to address the overarching sustainability with 2 local Sustainable Community Groups - Woolacombe Surf Life Saving Club and Saunton Surf Life Saving Club
- Worked with Devon Surf Life Saving Committee to take the concept to the Devon wide committee



Thanks...

With each year that passes there are more and more thanks to be made to all those who offer numerous things to help keep our charity moving towards its mission...

It's one giant jigsaw and every piece matters. From our talented fixers who bring items back to life, volunteers who get up at dawn to make the savage aspects of the Croyde Triathlon safe, to our dedicated community cleaners and the people that read our newsletters, sign petitions and share knowledge. Our volunteers and supporters make our charity what it is today.

Thank you to the businesses, organisations, community groups and events that continue to strive to thread sustainability through the heart of what they do, leading the way for others to follow so that more can play their part.

Thank you to the foundations, businesses and organisations whose faith in us is demonstrated through donations and meaningful partnerships, giving us the confidence to keep working towards our mission.

An especially BIG thank you to the incredible staff and trustee team and their families who continue to support our efforts. It maintains an uphill struggle but together we continue to be part of a community that want to effect real and meaningful change, and that is a powerful thing.

Thank you for sticking with us while we keep up the fight. We still NEED everyone and we definitely don't have EVERYONE yet.





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



