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# INTRODUCTION

## A MESSAGE FROM OUR CHAIR

I am delighted to have joined as Chair of the Marine Conservation Society and to be writing the foreword for my first Impact Report with the charity.

What a year it has been. Throughout 2019-20 we were travelling on the crest of a wave – with the best ever year for fundraising and increasing awareness of environmental issues meaning we were optimistic about seeing big transformational change.

The pandemic hit just before year-end making this a critical time to take on the Chair role. It is to the enormous credit of our committed trustees, staff, volunteers and supporters that we have been able to rise so effectively to the challenges, finding new ways of working to provide a persuasive voice for the ocean during lockdown. We are indebted to our supporters for their continuing support as we all adapt. We are determined to work together to emerge strengthened by the pace of change the pandemic has triggered. Our dedicated team and ambitious strategy put us in good stead.

**THE IMPORTANCE OF OUR SEAS FOR WELLBEING HAS NEVER MATTERED MORE. HEALTHY SEAS SUSTAIN US IN SO MANY WAYS, AS A SOURCE OF FOOD AND JOY, AND, NOT LEAST, THROUGH THEIR CONTRIBUTION TO THE AIR WE BREATHE AND THE STABILITY OF OUR CLIMATE.**

Moving forward, we will be working to reach out to politicians, businesses, communities and partner organisations to ensure that our generation truly can be the one that achieves a step change in restoring the health of our ocean and offer everyone the opportunity to enjoy its great beauty.

I must take this opportunity to thank Hugh Raven, who stepped down as Chair in December, and also Alex Wilson, who then acted as Chair before my arrival. Both have contributed so much to the organisation and helped guide its growth and the turbulent times as Covid-19 hit.

Like many of our supporters I have always had a passion for the ocean: fossil hunting on wave-battered shores, sitting on a bench with grandparents watching the sun set in Blackpool, the delight of taking my own children on their first seaside trips and the awe and wonder of snorkelling and whale watching. It's this passion that drives the whole organisation forward: an incredible team, working together to fight for the future of our ocean.



**Amanda Nobbs**

## A MESSAGE FROM OUR CHIEF EXECUTIVE

Writing this in the summer of 2020, with everything that has happened since the start of our new financial year in April, makes last year seem very far away. So it's good to take a moment to reflect on what was a year of both fantastic successes and significant frustration.

Years and years of data collection by our Seasearch volunteers, parliamentary advocacy and public campaigning paid off when the last tranche of 41 marine conservation zones (MCZs) in England were finally designated.

In the political arena, post EU-exit fisheries and environmental legislation started and stalled more times than it is healthy to remember, and our policy and advocacy teams were forced to submit and resubmit the same arguments over and over again. Impressively, our teams managed to keep key marine conservation and sustainability amendments in the running throughout all of this, which we will continue to fight for.

Our teams worked with local partners in the Caribbean in developing proposals that will improve the resilience of marine resources and strengthen marine conservation, and we look forward to the expansion of this work. In Scotland and Wales we have been able to engage closely with parliaments and governments to influence proposed fisheries management and marine conservation frameworks.

**WE REACHED MORE PEOPLE AND ENGAGED WITH NEW AUDIENCES – FROM SCHOOL CHILDREN TO BEACH CLEAN ORGANISERS; ACADEMIC COLLABORATIONS TO CORPORATE PARTNERSHIPS; SOCIAL MEDIA AND PUBLIC CAMPAIGN SUPPORT TO SCIENTIFIC PUBLICATIONS.**

None of this would be possible without the passionate and determined dedication of our staff and without the incredible support from our donors, supporters and volunteers. I would like to say a huge and heartfelt thank you for this and hope that this Annual Impact Report will show how much has been achieved.

We were hoping to continue on the same trajectory but Covid-19 has meant that for 2020-21 we have had to revise our budget and reduce our income expectations by at least 31%.

Of course, this does not mean we will be quiet!

There will be even more need for public engagement, campaigning, citizen science and political advocacy. In the face of the nature and climate emergencies, effective management of marine protected areas, sustainable fisheries management and steps towards a circular economy are even more crucial than before.

We are also working on how we can improve representation and inclusion in everything we do, and in future we plan to report on this in our Annual Impact Report.



**Sandy Luk**  
Chief Executive, MCS



# OUR STRATEGY

## OUR GOALS

### ENVIRONMENTAL

#### Sustainable fisheries and aquaculture

We will ensure there are more fish in healthier seas, improve the way wild fisheries and fish farms are managed, and influence consumers and seafood businesses to be more responsible in their seafood buying choices.



#### UK COVERAGE OF WELL-MANAGED MARINE PROTECTED AREAS

Apr 2018 1%  
Apr 2023 30%



#### VOLUNTEER-CLEANED BEACHES PER YEAR

Apr 2018 1,000  
Apr 2023 2,000



#### NUMBER OF VOLUNTEERS

Apr 2018 10,000  
Apr 2023 20,000

#### Clean seas

We will ensure our seas are cleaner, track the health of our seas, identify key sources of pollution and develop innovative solutions for preventing it and cleaning it up.



#### 20 INSHORE MARINE PROTECTED AREAS FORMALLY MONITORED BY SEASEARCH

by Apr 2023



#### A 50% DROP IN KEY ITEMS OF BEACH LITTER

by Apr 2023



#### NUMBER OF MEMBERS/ADOPTERS

Apr 2018 8,700  
Apr 2023 13,600

#### Ocean recovery

We will ensure our seas are better protected, improve marine management, secure well-managed marine protected areas, recover, nurture and protect marine species and habitats, and track ocean recovery.



#### REACH OF OUR GOOD FISH GUIDE

Apr 2018 730,000  
Apr 2023 1.4 million



#### DEPOSIT RETURN SCHEMES FOR DRINKS CONTAINERS

by Apr 2021



#### A BAN ON PLASTIC STRAWS, STIRRERS & COTTON BUD STICKS

by Apr 2019

### ORGANISATIONAL

#### Income, impact and profile

We will be the UK marine conservation charity of choice for funders and supporters, with a high profile and a large, sustainable, diverse income base.



#### FISHERIES & AQUACULTURE IN THE UK BASED ON SUSTAINABILITY

by Apr 2023



#### SEAFOOD MEALS INFLUENCED BY MCS PER YEAR

Apr 2018 300 million  
Apr 2023 600 million



#### AQUACULTURE REGULATION REVISED TO MINIMISE ENVIRONMENTAL DAMAGE

by Apr 2021

#### An expert and professional organisation

We will deliver first class science and practical conservation to support our memorable campaigns, and engaging outreach and education programmes; use all available media to promote our work; and use our gathered data as solid evidence in our own research-based projects – all of which will be based on strong finances, human resources and professional IT.



#### WEB TRAFFIC (UNIQUE USERS PER MONTH)

Apr 2018 51,500  
Apr 2023 120,000



#### FACEBOOK LIKES

Apr 2018 117,000  
Apr 2023 250,000



#### TOTAL INCOME

Apr 2018 £2,900,000  
Apr 2023 £5,800,000

## HOW WE ACHIEVE OUR GOALS

**Advocating policy and legislative change, including through influencing politicians, judicial challenges and public-facing campaigns**

- › We advocate policy changes, influencing governments and decision-makers across the UK and internationally.
- › We challenge decision-makers when laws are not enforced.
- › We connect with and empower people and communities to take action and participate in our campaigns.

**Challenging, educating, engaging and influencing people, partners and communities**

- › We encourage understanding of the value of a healthy ocean.
- › We work with people and communities to inspire behaviour change.
- › We build partnerships with other civil society organisations and influencers.

**Engaging in dialogue with and challenging regressive, unsustainable businesses**

- › We monitor business practice and identify the poorest performers.
- › We engage with key businesses to challenge poor practice.
- › We use public-facing campaigns to change consumer opinions and influence business practice.

**Supporting and sharing best practice, and creating alliances and partnerships with progressive, sustainable businesses**

- › We advise businesses on measures to protect the marine environment.
- › We form partnerships with businesses to share best practice.
- › We publicise where businesses have changed practice to protect our seas.

**Engaging in hands-on practical conservation and providing evidence through scientific, technical research and citizen science studies**

- › We use sound scientific analysis and evidence to understand our seas and work with academic partners to provide the supporting evidence for our projects and campaigns.
- › We run a UK-wide Sea Champions volunteer programme to spread our message in local communities.
- › We engage in hands-on practical conservation projects with our partners and volunteers.
- › We provide open-access, accurate data through our innovative citizen science programmes such as Seasearch.

# OUR THEORY OF CHANGE





# OUR YEAR IN NUMBERS

Our lives depend on the ocean because three out of every four breaths we take come from it. In the last year, with our staff and volunteers working together, we have made further great strides towards securing seas full of life.

Here's our year in numbers.



We engaged directly with **286** parliamentarians and our experts responded to **18** consultations



We made **56** new connections with business and industry



We helped **43** communities take action to look after their seas



We improved the sustainability of seafood in over **760 million** meals via businesses using our Good Fish Guide ratings – that's over 20% of the total weight of seafood consumed in the UK annually



We developed new or updated Good Fish Guide ratings for **342** different fisheries and fish farming methods



We helped secure protection for our UK seas, taking the total area designated in marine protected areas to **10** times the size of Wales



Our experts wrote and presented **23** scientific publications



We created **2** Ocean Schools



We conducted **1,171** citizen science surveys



We helped secure more protection for our UK seas, with a further estimated **12,000km<sup>2</sup>** becoming marine conservation zones – almost the size of Devon, Dorset and Cornwall combined



Our **26,647** volunteers donated **43,113** hours of their time...

### ...AT EVENTS



We engaged with **9,748** people at **88** events

### ...INSPIRING THE NEXT GENERATION



Our staff and volunteers engaged with **21,288** young people at events, assemblies, workshops and online

### ...ON THE COAST



Our volunteers spent **35,108** hours cleaning beaches, removing a grand total of **647,754** items of litter, weighing **18,258kg** and leaving **1,034** stretches of coastline cleaner

### ...AND UNDERWATER



Our **329** Seasearch recorders spent almost **14** weeks under water



Our Seasearch divers recorded **3,200** habitats, **48,650** species and **1,100** dive sites, within **79** different marine protected areas

### IN THE MEDIA



We were in the media **7,070** times



Twitter followers: **50,591**

Facebook likes: **150,358**

Instagram followers: **27,839**

# GOOD GOVERNANCE

**In the long term, the legislative framework for governance of the marine environment in the UK and devolved administrations needs to be holistic, integrated and ecosystem-based, as well as implemented effectively, complied with and enforced. This will mean that:**

- ▶ Key EU legislation affecting the marine environment has been brought fully into law throughout the UK.
- ▶ Marine litter strategies and circular economy approaches have been adopted.
- ▶ New legislation and regulations strengthen marine health, water quality, recovery and protection.
- ▶ Marine planning and licensing are in place to manage all activities inside and outside marine protected areas, including fisheries and aquaculture. It is effective and based on the precautionary approach.

**By 2023, policy and legislative changes should include the following:**

- ▶ EU legislation that is key to the recovery and protection of the marine environment is incorporated fully into domestic law and implemented actively as the framework for ecosystem-based management of our seas, including habitats and species protection, bathing water quality and the ecological quality of transitional, coastal and marine waters.
- ▶ Defra's 25-Year Plan for the Environment and future measures in Scotland, Wales and Northern Ireland set out and implement a more holistic, ecosystem-based management system for the marine environment, including marine planning, and protect damaged habitats for recovery.
- ▶ Post EU exit UK fisheries legislation is progressive, adopts an ecosystem-based approach, is jointly developed and mutually agreed by all UK administrations, is compatible with that of neighbouring states (EU, Norway and Faroes), and is effectively implemented with fully integrated and robust monitoring, control and surveillance.
- ▶ Aquaculture legislation, regulations and plans adopt ecosystem-based management and are implemented through robust monitoring and enforcement.
- ▶ Legislation is in place to provide for an ecologically coherent and highly protected network of marine sites that are properly managed, monitored and enforced.
- ▶ Effective rules regarding marine litter are in place in all UK administrations, including levies on single-use plastics, deposit return schemes for drinks containers and effective marine litter strategies.





CLIMATE CHANGE, ENVIRONMENT AND RURAL AFFAIRS COMMITTEE SKOMER MARINE SITE VISIT @ WENDY DODDS/MCS



GIVING EVIDENCE TO WELSH PARLIAMENT'S CCERA COMMITTEE @ SENEDD.TV



MEASURING CRABS, ISLE OF ARRAN @ JEAN-LUC SOLANDT/MCS



BOTTLES FOR CHANGE CAMPAIGN LAUNCH @ MCS



GREY SEAL ON SEABED @ PETER BARDSLEY

## 1 FISHERIES, BREXIT, AQUACULTURE AND SAYING NO TO 'RED RATED'



EUROPEAN EEL © MARTIN PELANEK

“This has been a rollercoaster of a year with Brexit, the 2019 elections and a much-anticipated new version of the Fisheries Bill. We’ve played a leading role in the Greener UK environmental group on influencing the previous and new version of the Bill. The Bill is in a better place due to our collective advocacy and if our amendments survive, will help to ensure the Bill delivers truly sustainable, fully documented fisheries management. In particular our ask for the roll out of Remote Electronic Monitoring with cameras on vessels would revolutionise UK fisheries management and put science and data at its core, together with sustainability.

It was less of a rollercoaster for our aquaculture advocacy as we gained places on numerous technical committees informing the management of Scottish salmon farming. The Scottish Environmental Protection Authority launched its updated Fin Fish Aquaculture Sector Plan which included many recommendations from us and Scottish Environment Link.”

**Samuel Stone**  
Head of Fisheries and Aquaculture

### CAMPAIGN VITAL STATISTICS SAY NO TO RED RATED

- ▶ Red Rated Campaign pledges from launch (16 Dec) to the 31 March 2020 were 7,031. Ongoing.
  - ▶ Aim: To raise public awareness of what red rated seafood is, introduce consumers to the issues and solutions and encourage them to pledge to avoid eating any seafood that is red rated on the Good Fish Guide.
  - ▶ Pledges will be used to urge businesses to remove red rated fish from sale and for governments to do more to address the underlying issues of red rated seafood.
- ▶ We promoted alternatives to the UK’s favourite Top 5 seafood choices after no fisheries moved off our Good Fish Guide ‘Fish to Avoid’ list in the spring 2019 ratings update.
  - ▶ We launched our ‘Say No to Red Rated’ campaign, asking the public to pledge to avoid seafood that comes from unsustainable sources and is on the red list in our Good Fish Guide.
  - ▶ We joined forces with ClientEarth and WWF to ask UK governments to take emergency measures to secure the future of North Sea cod stocks which scientists said were at dangerously low levels. Although a 50% reduction was agreed by EU ministers in December, this still needs to be delivered and we’re working to make sure this happens.
  - ▶ We distributed our ‘ocean manifesto’ in the run-up to the December election, outlining key asks of the new government including measures to properly monitor catches at sea; binding criteria to fish at sustainable levels in new fisheries laws; and bigger budgets for fisheries management to improve capacity and roll out of new technologies.
  - ▶ Ahead of the EU December Council to agree fishing limits for 2020, we briefed UK, Scottish and Welsh governments on the need to achieve our 2020 commitments to end overfishing and set catch limits in line with the scientific advice. Whilst improvements were made on previous years, 33% of assessed stocks of UK interest still had catch limits set above sustainable levels.

## 2 PROTECTING OUR SEAS, WALES MARINE PLAN AND PROVIDING EVIDENCE



OCTOPUS @ SHUTTERSTOCK

“New marine protected area designations and important consultations on future protection measures mean we’ve made further progress towards protecting UK seas this year. However, whilst 25% of all UK waters are now within marine protected areas (MPAs), most are not well managed and we’ll continue to pursue a ‘whole-site’ approach to their management. Only 11 Scottish sites and 17 English sites, out of 355 UK MPAs, exclude trawling and dredging from the whole site, but many of these sites are relatively small and monitoring is still a concern. There is still much to be done to get 30% of our seas in well-managed marine protected areas.

Our continued hard work to raise awareness of the importance of marine protection resulted in our highly successful #SaveOurSeas public campaign supporting the designation of 41 proposed marine conservation zones. Forty-five per cent of responses to the Defra consultation were as a result of the campaign, and this was given special mention in the subsequent Defra report.”

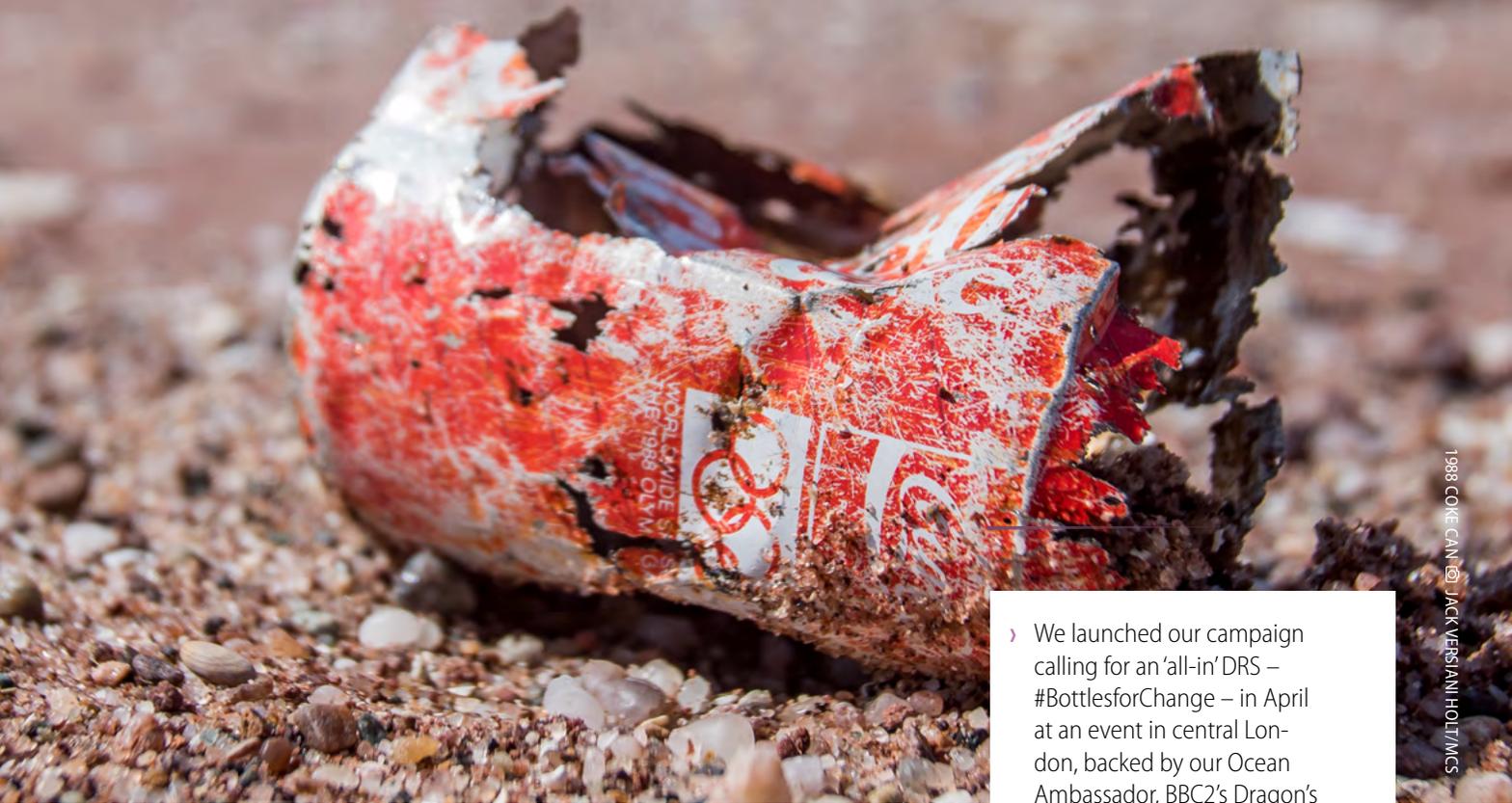
**Dr Peter Richardson**  
*Head of Ocean Recovery*

### CAMPAIGN VITAL STATISTICS MAKE HIGHLY PROTECTED MARINE AREAS HAPPEN

- Start: 16 October 2019 – End: 31 October 2019
- Aim: To facilitate significant and informed public support for the designation of Highly Protected Marine Areas in UK waters through our campaign website.
- 5,150 responses sent to Defra through our website by the close of the consultation.

- › All 41 final proposed marine conservation zones were designated in England on 31 May 2019.
- › Our data on basking sharks helped to support the case for a huge Sea of the Hebrides MPA in Scotland, which was consulted on together with three other sites.
- › After five years of our advocacy work, Wales published its first National Marine Plan in November. We’ll be ensuring that the plan is implemented and used by regulators, developers and other marine users.
- › We ran an influential public campaign – Make Highly Protected Marine Areas Happen – resulting in more than 5,000 responses being sent to Defra’s independent review.
- › We published a key paper with leading ocean scientists in the journal *Marine Policy* calling on government to show more ambition for UK marine conservation.

### 3 IN WITH DEPOSIT RETURN SCHEMES – OUT WITH SINGLE-USE



1988 COKE CAN © JACK VERRIAN/HOLTMCS

“Deposit return schemes (DRS) have been on the agenda again this year, and we’re confident these schemes will be introduced across the whole of the UK, but with some delays due to the pandemic. Scotland will be first, introducing a DRS in July 2022.

The overwhelming response to our #BottlesforChange campaign has shown governments in England, Wales and Northern Ireland how passionate the public is about introducing an ‘all-in’ scheme.”

**Dr Laura Foster**  
Head of Clean Seas

#### CAMPAIGN VITAL STATISTICS #BOTTLESFORCHANGE

- Start: 16 October 2019 – End: 31 October 2019
- Aim: To encourage the public to send a pre-prepared email to Defra, as part of the UK government’s consultation on a deposit return scheme for England, Wales and Northern Ireland, stressing the need for a money-back recycling scheme which accepts, as a minimum, drinks cans and bottles of all sizes and materials.
- Our campaign image – a wave made up of bottles and cans – was plastered on many billboards.
- 25,049 responses emailed via our website against a target of 20,000.

› We launched our campaign calling for an ‘all-in’ DRS – #BottlesforChange – in April at an event in central London, backed by our Ocean Ambassador, BBC2’s *Dragon’s Den* star Deborah Meaden.

› As part of #BottlesforChange, our CEO, Sandy Luk sent an open letter to the CEOs of the UK’s top ten supermarkets urging them to back our vision for an ambitious DRS. Letters were also sent to Defra ministers and Welsh ministers asking them to introduce the strongest possible system and to resist industry pressure.

› England introduced a ban of plastic straws, plastic coffee stirrers and plastic-stemmed cotton buds. These items were all included in the EU Single-use Plastic Directive – a momentous step change for marine litter. A consultation in Wales will potentially look beyond these three items in line with Wales’ commitment to be “the world’s top recycling nation.”

## 4 DEVOLVED NATIONS – A STRATEGIC APPROACH



GANNET OFF GRASSHOLM ISLAND © IAN SHERRIFF/SHUTTERSTOCK

“Marine issues are dealt with differently in each of the devolved nations and our teams have to work with each government to push forward legislation and proposals across varying time scales. Our country teams take the lead and our wider team of experts also lend their collective expertise on protection, pollution and fisheries issues.”

As the UK’s leading marine charity, we are looking for solutions that work across the UK’s seas, while serving the best interests of the individual nations.”

**Dr Chris Tuckett**  
Director of Programmes

### IN WALES

- › The team provided written and oral evidence on microplastics to the Climate Change, Environmental and Rural Affairs Committee, and to the comprehensive ‘Beyond Recycling’ consultation for a circular economy.
- › We were instrumental in influencing the Wales National Marine Plan, ensuring environmental considerations were embedded in its vision, objectives and policies. This led to the development of a new framework strategy and annual action plan for the management of Welsh seas.
- › We arranged a site visit to Skomer MCZ with the Climate Change Environmental and Rural Affairs Committee and a visit to Grassholm with the Welsh government marine conservation team. This resulted in a Welsh government consultation on ‘Brexit and our Seas’, which had not been planned for, despite a ‘Brexit and our Land’ consultation having already launched.

### IN SCOTLAND

- › We provided detailed evidence to the Future of Fisheries Management in Scotland. We have been a leading advocate for fisheries reform in Scotland, including calling for an inshore ‘low impact’ zone where there is a presumption against trawling and dredging.
- › We collaborated with the Scottish Wildlife Trust, running and promoting a campaign for public support for the next four large inshore proposed Scottish MPAs, helping generate 3,373 public responses to the consultation.
- › In response to the Scottish government’s West of Scotland Deep Sea Marine Reserve proposal we said that the boundary should start at 600m instead of 800m, and called for it to extend across the whole of Anton Dohrn Seamount and protect deep sea sharks and other species.
- › Following our campaign with the charity Fidra, using crucial Beachwatch data on the amount of plastic cotton bud sticks found on beaches, the Scottish government brought in a ban on their manufacture and sale.
- › We gave oral evidence to the Scottish parliament’s Rural Economy and Connectivity Committee in November on the win-win-win benefits of an all-inclusive DRS for the environment, society and local authorities if glass were to be included.

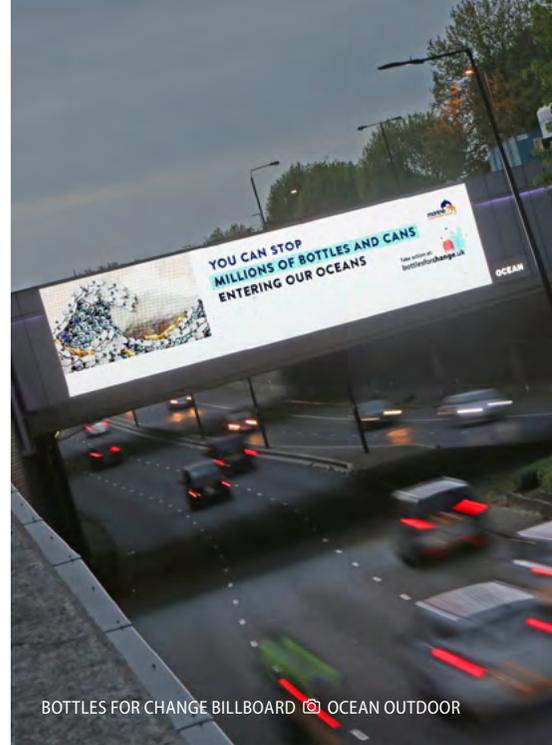
# BEHAVIOUR CHANGE

**In the long term, people need to be well informed, engaged and deeply connected with our seas, and take action to protect marine life, with small daily actions and through big transformative campaigns. This means they need a greater understanding, for example, of the:**

- ▶ Benefits and value of people's connection to the ocean.
- ▶ Connection between human health and wellbeing, and the health of our seas.
- ▶ Need for ecosystem resilience to climate change.
- ▶ Need for and characteristics of responsibly sourced seafood that is more sustainable.
- ▶ Impact of pollutants on the ocean and the need for a zero-waste society (a circular economy) as a solution.

**By 2023, people need to become more informed, engaged and connected with our seas – contributing to good governance – and ready to act to protect marine life. This means that:**

- ▶ More and more people understand the value of clean seas and beaches for recreation, health and wildlife, and the benefits this has for local tourism and the coastal economy.
- ▶ Beach users demand robust and up-to-date information on water quality and use it to make informed choices.
- ▶ People understand the full range of benefits the sea brings to them and support legislation to protect and improve it.
- ▶ The public demands sustainably produced, responsibly sourced seafood from restaurants and shops.
- ▶ More and more people demand that businesses use the sea sustainably, adopt an ecosystem-based approach and help mitigate and build resilience to climate change.
- ▶ People reduce, reuse and recycle, and appropriately dispose of their waste (and they avoid single-use plastic).
- ▶ Local communities are empowered to influence national and local decisions to support ocean recovery and sustainable fisheries management.
- ▶ An increasing proportion of consumers choose to buy only the most sustainable seafood.
- ▶ The national curriculum incorporates learning about the sea and marine conservation.
- ▶ Communities around the UK and UK Overseas Territories celebrate and steward their marine resources, including local marine protected areas.
- ▶ Consumers are better informed, empowered and motivated to demand that businesses supply seafood from the most sustainable sources.
- ▶ People ensure that their personal actions do not impact on coastal water quality.



BOTTLES FOR CHANGE BILLBOARD © OCEAN OUTDOOR



SHRIMP NETTING ON SHERINGHAM BEACH © JENNY LUMB, MUNDESLY PRIMARY



TEACHING ON THE BEACH IN COWDENBEATH © JACK VERSIANI HOLT/MCS



STOP THE PLASTIC TIDE BILLBOARD © OCEAN OUTDOOR



A WORCESTER STUDENT LEARNING ABOUT MICROPLASTICS © MCS



BEACH CLEANERS IN KINNEIL © JACK VERSIANI HOLT/MCS



COOL SEAS CLEAN-UP © ALI NAULLS/MCS



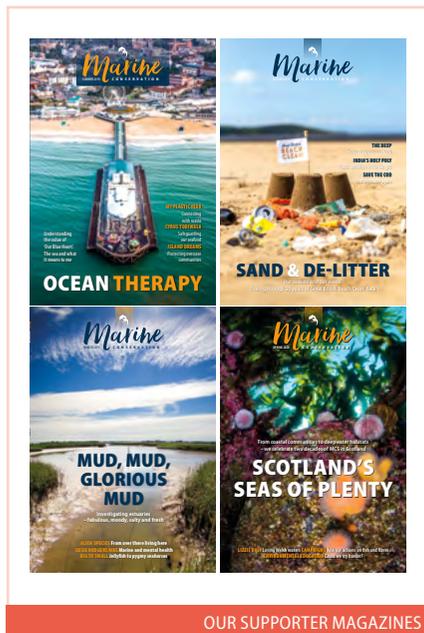
EX-NORFOLK FISHER WILLIE COX TEACHES POTTING © HILARY COX/AGENTS OF CHANGE

# 1 INFORM AND INSPIRE

“Our aim is to inspire as many people as possible to connect and engage with us to help protect our seas. Everyone who supports us, whether they campaign, donate, volunteer or share our stories is helping us make a difference.

This year we have been working hard to keep our profile high and campaigning for change. We welcomed new Ocean Ambassadors on board and continued to receive strong support from existing ones; we expanded our work with social media influencers to reach a new audience and have grown our social media presence. This, combined with our continuing high media reach means we have been able to increase the numbers engaging with our campaigns and activities.”

**Tamsin Betti**  
 Director of Communications  
 and Engagement



OUR SUPPORTER MAGAZINES



SOCIAL MEDIA HIGHLIGHTS

## The Daily Telegraph

Cosmetics a 'danger' to dolphins and seals

## The Guardian

Cuttlefish join marine 'red' avoid list to protect stocks

### IN THE MEDIA

#### MEDIA

- 7,070 items across broadcast, print and online media

#### VALUE

- +49.4%
- £63,629,683 (value of coverage if paid for)

#### REACH

- +75.2%
- 8,076,704,187 – potential audience reached

#### SOCIAL

- Facebook likes = 150,358 (5.9% increase)
- Twitter followers = 50,591 (16% increase)
- Instagram followers = 27,839 (63% increase)

#### GOOD FISH GUIDE

- The Good Fish Guide reached over 470,000 people this year – an increase of over 100,000 on the previous year.

#### BRAND AWARENESS

- Prompted awareness = 32% (previous year = 33%)
- Potential support = 20% (previous year = 19%)
- Trust in MCS = 68% (previous year = 70%)

## 2 THE PLASTIC CHALLENGE



SINGLE-USE PLASTICS @ DEWISS/SHUTTERSTOCK

“Our sixth Plastic Challenge was our biggest and most successful ever. With almost 10,000 people signing up and pledging to cut down on single-use plastics during July, the passion from the public was evident. However, the lack of action from retailers was also apparent. But the cultural conversation around the plastic problem moved on from even this time last year, with government, media and the general public realising that changes are needed.”

**Erin O’Neil**  
Plastic Challenge Lead



PLASTIC CHALLENGE LAUNCH EVENT @ MCS



BEN’S REUSABLE CUP @ BEN GARROD

“I realised early on that food is a big area where single-use plastics feature heavily and this month has been difficult in terms of balancing a busy life with eating foods that don’t include plastic packaging. More focus now needs to be made on alternatives.”

**Prof Ben Garrod**  
Ocean Ambassador and  
Plastic Challenger

### CAMPAIGN VITAL STATISTICS PLASTIC CHALLENGE 2019

- ▶ Plastic challenge sign-ups  
2019 – 9,632 (20% increase)
- ▶ Facebook Plastic Free Living Tip Swap group  
2019: 13,196  
2018: 1,000
- ▶ For the first time we launched the campaign in several locations: at London’s Bulk Market in Hackney; in Wales at Natural Weigh in Crickhowell; and our Scottish launch was at the Eco Larder in Edinburgh.
- ▶ We had the support of our Ocean Ambassadors, Deborah Meaden and Lizzie Daly who all tweeted support and described how they were coping with the challenge. Prof Ben Garrod kept a diary and wrote a blog.

### 3 VOLUNTEERS



- › Ocado Foundation sponsorship for the Great British Beach Clean allowed us to increase our events over the flagship weekend to 500.
- › We've expanded our volunteer base in the North East through community-based education events and a series of regular beach cleans and marine litter surveys.
- › We recruited 1,313 new Beachwatch organisers
- › Our 817 Sea Champions collectively donated 4,823 hours of their time supporting our work.
- › 19,094 volunteers took part in our beach cleans and litter surveys, including 10,896 during the Great British Beach Clean event in September.

“Volunteers continue to be at the core of everything we do. From joining us on beach cleans, either as an organiser or a volunteer, to helping crunch data in our head office or out and about running citizen science projects, delivering education workshops, supporting our campaigns, giving community talks and attending events to help spread our conservation messages across the UK.

We couldn't achieve what we do without our committed and passionate volunteers. This year, funding from the Ocado Foundation has allowed us to once again strengthen our support team in the run up to the Great British Beach Clean to ensure we offer our organisers and beach cleaners all the resources and help they need to make the event a success.

As the financial year came to an end, the impact of the coronavirus pandemic meant we sadly had to temporarily suspend all volunteer engagement activity with potentially far reaching impacts.”

**Justine Millard**  
Head of Volunteer and Community Engagement



GREAT BRITISH BEACH CLEAN AT SAND BAY @ NATASHA EWINS/MCS

## 4 ENGAGING COMMUNITIES – LOCAL ACTION



COMMUNITY WORKSHOP, CROMER © PETER RICHARDSON/AMCS

“Agents of Change is a ‘Marine CoLABoration’ experiment, which we lead at the Marine Conservation Society. It has been embedded within coastal communities since 2017, helping to increase community support for local marine protected areas by addressing issues between fishers, communities and conservation. This was the year in which we saw concrete results and delivered a programme conceived by local people.”

**Alice Tebb**

*Agents of Change Coordinator*



ASTLEY PRIMARY PUPILS LEARNING ABOUT CROMER SHOAL CHALK BEDS MCZ © HILARY COX/AGENTS OF CHANGE

- › Agents of Change received £13,000 of funding to run a unique education programme in Norfolk, focused on the uses of the Cromer Shoal Chalk Beds marine conservation zone including fishing and environment.
- › We supported the Eastern Inshore Fisheries and Conservation Authority (IFCA) in finding new ways of communicating with the local community, from fishers to schoolchildren. Local shops celebrated their nearby MCZ.
- › We ran a workshop for the Eastern IFCA with fishermen and Natural England to begin discussing MCZ management measures.
- › Throughout Sussex, we delivered a development phase for the National Lottery Heritage Fund (NHLF), running an engagement project with local 16 to 25-year-olds. A successful application to NHLF will now support the project part time to the value of £114K over the next three years.
- › In East Sussex, our #Backing-BeachyHeadEast campaign was specifically mentioned in the Defra consultation response.

## 4 ENGAGING COMMUNITIES – CARIBBEAN



HAWKSBILL TURTLE © PETER RICHARDSON/MCS

- › We brought together Caribbean partners as well as key UK government departments and universities to identify and discuss Caribbean marine conservation priorities. These discussions informed UK government Blue Belt programme budgeting for marine protected area support in the UK Overseas Territories including an additional £2 million available for the Caribbean territories.
- › Our Overseas Territories Officer travelled to the British Virgin Islands and Anguilla to meet local partners, continue building relationships with marine protected area managers and start the process of developing proposals for on the ground projects that will improve the resilience of marine resources, and the communities that depend on them, in the face of increasingly significant impacts of climate change.

“This has been a busy year for our work in the UK Overseas Territories. We’re in the second year of a three-year project supporting Territories in the Caribbean to conserve their marine environment. After time spent building relationships with local partners, this year we submitted two funding proposals to Defra’s Darwin Plus initiative for projects that seek to improve the conservation and management of turtles and their key habitats in the British Virgin Islands and Montserrat. We have since found out that both proposals were successful, so in 2020 we will start working with the University of Exeter, along with local government and NGO partners on these ground-breaking projects.”

**Dr Peter Richardson**  
*Head of Ocean Recovery*



ARLINGTON 'ZEKE' PICKERING (BRITISH VIRGIN ISLANDS DEPARTMENT OF AGRICULTURE AND FISHERIES) © AMDEEP SANGHERA/MCS



FINFUN PETERS (NATIONAL PARKS TRUST OF THE VIRGIN ISLANDS) ON PATROL © AMDEEP SANGHERA/MCS



SOUTHERN STINGRAY IN THE TURKS AND CAICOS ISLANDS © PETER RICHARDSON/MCS

## 5 EDUCATION – OCEAN LITERACY



OUTREACH WORK IN SCOTLAND © TARA PROUD/MCS

“ Since 2017, our Education and Volunteer and Community Engagement teams have doubled our face-to-face education reach from 10,553 to 21,288. Helping young people understand their connection to the ocean and encouraging them to make the right choices from the start means we will have a more engaged and aware society of the future.

We engaged with more young people in class and on the beach than ever before and began links with schools in other parts of Europe which we will pick up again after the pandemic.”

**Jenny Griffiths**  
Education Manager



COOL SEAS CLEAN-UP © MCS



MICROPLASTICS UNDER THE MICROSCOPE © MCS

- › We launched the Waitrose funded Cool Seas Clean Up – a new schools, on-beach engagement programme - delivering 26 flagship beach events involving 2,110 pupils.
- › We developed and delivered a series of in lab and on beach programmes for Worcester University students focusing on microplastics.
- › We worked with schools in Wales, Greece, Spain and Finland as part of the EU, Erasmus funded 'Plastics, Plastics, Everywhere' project. We are the marine experts, supporting teachers to gain knowledge in marine litter and teaching marine science, in order to most effectively raise Ocean Literacy in their students.
- › We ran workshops as part of our Hard to Reach education programme on the west coast of Scotland, funded by Crown Estate Scotland, reaching 560 pupils in the Outer Hebrides and Orkney.

# A SUSTAINABLE AND EQUITABLE ECONOMY

**In the long term, we need businesses to apply values associated with our seas (environmental, economic and social) in decision-making, product design, supply and end use including:**

- ▶ The natural capital value of marine ecosystems (financial and non-financial) and the economic benefits of pollution-free and biodiverse seas in supporting recreation, coastal communities and tourism.
- ▶ Designing products so that they do not end up in the sea as waste.
- ▶ Sourcing and procuring seafood in an environmentally responsible way.

**By 2023, we need businesses to recognise the natural capital value of ecosystems provided by the marine environment, and take responsibility by**

- ▶ Businesses, landowners and industry beginning to build the full economic and intrinsic value of the marine environment into their decision-making, activities and reporting.
- ▶ Fish and seafood sustainability being included in educational resources for various sectors including supply, food service and catering, regional authorities and primary producers.
- ▶ Supermarkets and food outlets taking a lead in reducing single-use plastic, whilst also aiming to reduce their carbon footprint.
- ▶ Suppliers improving labelling and marketing of 'unflushable' products and adhering to the UK Water Industry standard for 'flushability'.
- ▶ Drinks manufacturers and retailers adopting deposit return schemes for plastic bottles.
- ▶ Pathways for the improvement of high-risk aquaculture sources being established and supported by the commercial supply chain.
- ▶ Industry increasing buy-in for marine planning, management and conservation measures.
- ▶ Food outlets and other businesses ensuring that their actions do not impact on coastal water quality.
- ▶ Major seafood suppliers removing or improving all high risk/red-rated seafood, and food service providers implementing responsible sourcing policies.
- ▶ Aquaculture industry operating within environmental limits and applying an ecosystem-based approach.





SEWAGE RELATED DEBRIS @ NATASHA EWINS/MCS



DORNOCH ENVIRONMENTAL ENHANCEMENT PROJECT (DEEP)  
@ PHIL WILKINSON



DRINKS CONTAINER LITTER, FIRTH OF FORTH  
@ CATHERINE GEMMELL/MCS

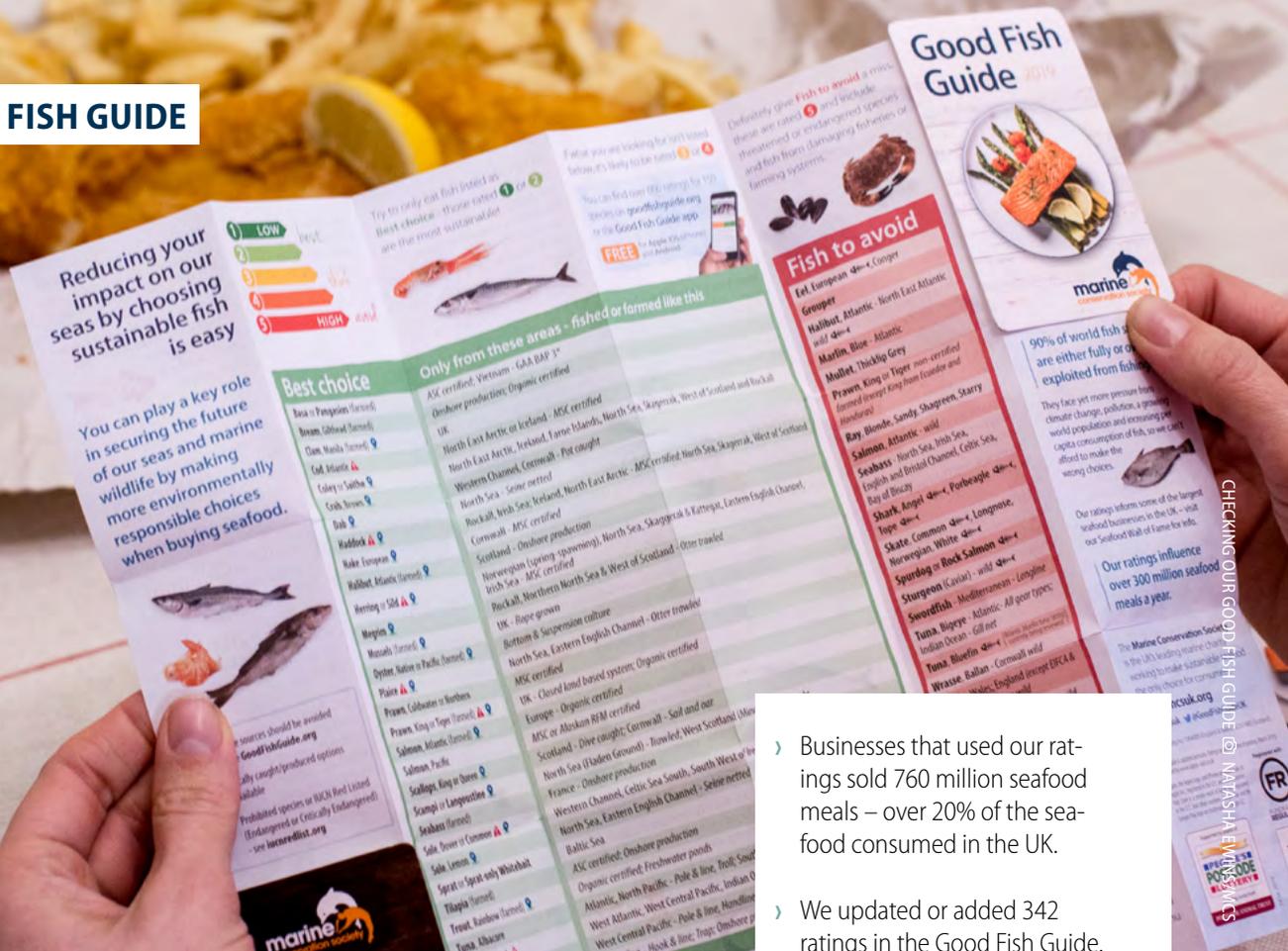


BOTTLE DEPOSIT RETURN @ CATHERINE GEMMELL/MCS



SHOAL OF POLLACK @ PETER BARDSLEY

# 1 GOOD FISH GUIDE



“Our Good Fish Guide continues to influence, with 79% of businesses who use or refer to it having improved the sustainability of their seafood sourcing. It’s also really encouraging to see that the most popular way businesses were using the guide (29%) was to avoid red rated seafood followed by commitments to only source 1–3 rated seafood (24%).”

**Charlotte Coombes**  
Good Fish Guide Manager



WHITSTABLE FISHING BOATS © ZOLTAN TASI

- › Businesses that used our ratings sold 760 million seafood meals – over 20% of the seafood consumed in the UK.
- › We updated or added 342 ratings in the Good Fish Guide.
- › The total number of Good Fish Guide ratings stands at 676 – and we are constantly reviewing which ratings we need to maintain in order to be streamlined and relevant.
- › Thanks to the Moondance Foundation, we have transformational funding to redevelop our Good Fish Guide database, website and app to make it even easier for consumers and businesses to use. The extra funding has also enabled us to take on more capacity to carry out more ratings, in particular local UK ratings, allowing us to promote a wider range of local sustainable seafood options.
- › Following our input, a leading UK supermarket updated its sourcing policy and included commitments to 1–3 rated seafood in our Good Fish Guide. As a result, the retailer de-listed two sources of seafood that didn’t rate well because of concerns over the status and management of these stocks.

## 2 WET WIPES – FLUSHED WITH SUCCESS?

WET WIPES ON HAVLE BEACH © NATASHA EWINS/MCS

“ In May we published the results of our survey of leading retailers to see if they had been embracing the new water industry ‘flushability’ standard. It revealed that own-brand ‘flushable’ wet wipes, bought from 10 leading high street retailers and supermarkets, couldn’t carry the new ‘Fine to Flush’ logo because they were unflushable.

The response from retailers varied – some had no plans to test their wipes against the standard whilst some had started testing which they would complete by the end of 2019. All of them also told us that they either have no plans to stop stocking other brands of wipes that didn’t meet the standard, or hadn’t yet taken that decision. We started to pile on the pressure with exciting results.”

**Dr Laura Foster**  
*Head of Clean Seas*



THE 'FINE TO FLUSH' STANDARD

- › After we produced our ‘Safe to Flush’ report we saw retailers ramp up their testing and Waitrose pass the ‘Fine to Flush’ standard.
- › Our continued pressure on industry has resulted in clear acceptance that any wipes labelled as flushable in the UK need to pass the ‘Fine to Flush’ standard and most retailers are now committed to ensuring their products pass the standard.
- › An advertisement for the Andrex range of Washlet wet wipes, manufactured by Kimberly-Clark carrying a slogan claiming they were ‘flushable’ was banned for misleading consumers. This led to a significant U-turn, with the range going on to receive the accreditation.
- › Our press release on the report received coverage including in the Mail Online, Daily Mail, inews and Water Industry Journal with a combined reach of 79,904,090.

### 3 MARINE PROTECTION AND THE LOCAL ECONOMY

VIEW FROM BEESTON BUMP © CHRIS TAYLOR PHOTO

“Our Agents of Change work on the South East coast strives to make marine conservation relevant to the local economy. By raising their profile, we have shown that local marine conservation zones (MCZs) can have a direct, positive effect on local tourism and businesses, including the local fishing industry. Cromer Shoal Chalk Beds MCZ and the Kingmere MCZ have both been shown to act as a draw to visitors and we have encouraged the local economy to embrace these places as such. The results have been really positive with businesses from local cafes to holiday cottage owners telling their customers of the positive aspects of marine protection.”

**Alice Tebb**  
*Agents of Change Coordinator*

- › Worthing Borough Council tourism department used the Kingmere MCZ to promote the local area and distributed information about it at their own cost in order to encourage local people to be more ocean friendly.
- › The regional tourism industry used the Cromer Shoal Chalk Beds MCZ as part of their advertising of the local heritage. Sykes Cottages used information on the MCZ on their website.
- › We've worked with local fishermen to encourage school visits and talk about fishing. One fisherman talked about local species and chalk vulnerability, as well as plastic pollution.



SEABASS IN CROMER SHOAL CHALK BEDS MCZ © CHRIS TAYLOR PHOTO



LOBSTER IN CROMER SHOAL CHALK BEDS MCZ © CHRIS TAYLOR PHOTO



# THE NEED FOR A ROBUST AND COMPELLING EVIDENCE BASE

**A robust and compelling evidence base is essential. Currently, there is often insufficient data or scientific research on many ocean related issues. This can make it harder to convince and persuade governments, public authorities, businesses and the public to support policy asks, which need to ensure the following are included:**

- ▶ Marine ecosystems are monitored effectively to deliver data showing change in ecosystem health.
- ▶ People are actively engaged in effective and robust marine citizen science, including Seasearch and other programmes, to deliver some of the data required to identify places worthy of protection and/or recovery and to measure marine ecosystem health.
- ▶ Acceptable levels of impact and 'sustainability' are defined and widely supported for both wild capture and farmed seafood production, based on the precautionary approach.
- ▶ Key knowledge gaps on fish stocks and fisheries are identified and filled, and the information is shared and used (for example on stocks, food webs, catch and landing data).
- ▶ Supply chain, entry pathways and decomposition of litter and pollution in our seas are analysed and understood.
- ▶ Impacts of marine litter and pollution on sensitive ecosystems are monitored and litter on our beaches is surveyed and reported to government, business and the public.
- ▶ All exploited stocks are 'data rich' – not only those of economic interest.
- ▶ Climate change, pollution and other impacts on fisheries and aquaculture operations are understood.
- ▶ Key economic and social drivers of impacts on the marine environment are understood.



UNDERWATER SURVEYING © MARK KIRKLAND



OUR BLUE HEART © GREEN TV Y & A





GREAT BRITISH BEACH CLEAN SURVEY AT CRAMOND © JACK VERSIANI HOLT/MCS

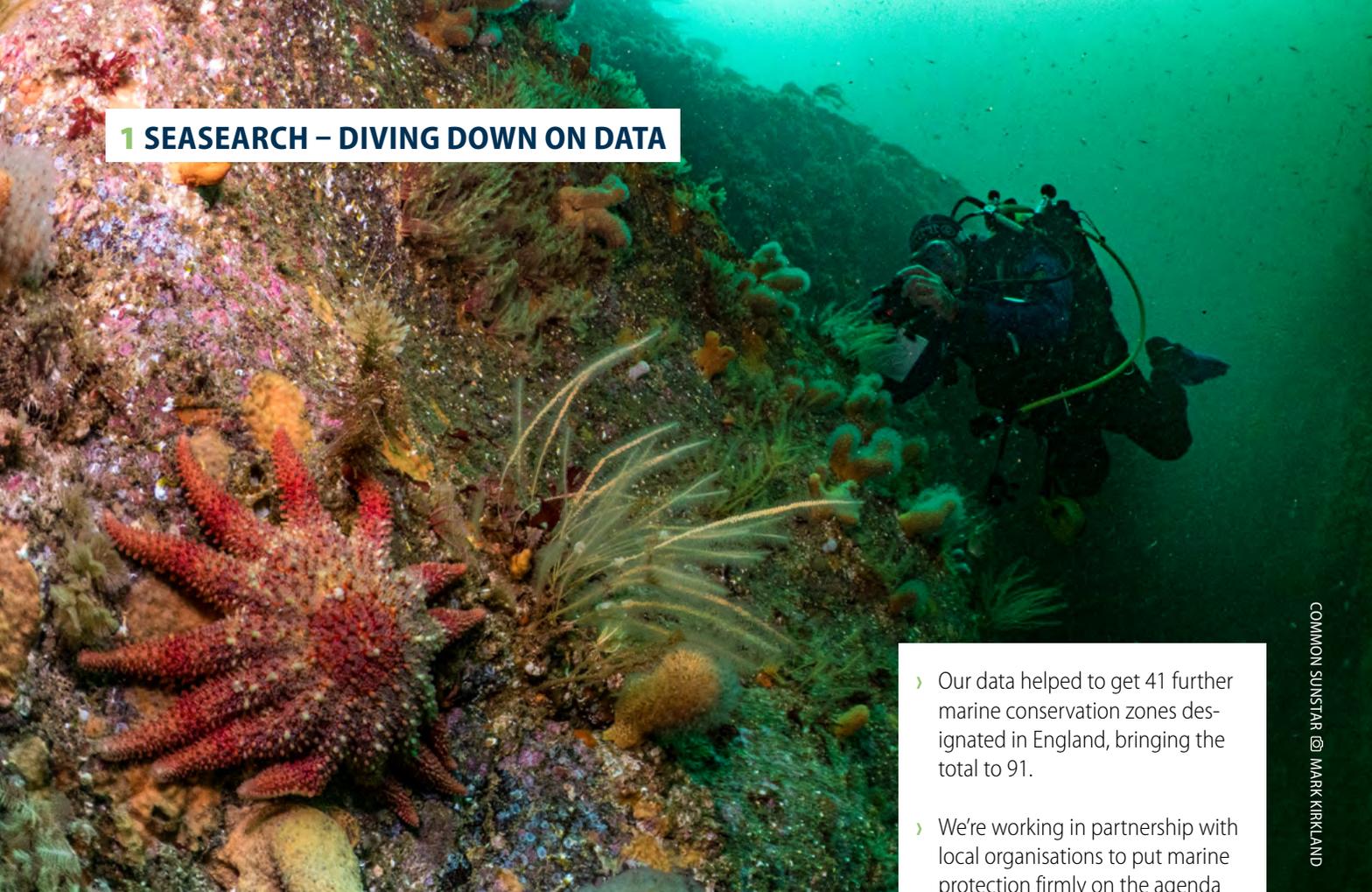


CRAMOND BEACH CLEAN AND SURVEY © LEE LIVE



AQUACULTURE PROGRAMME MANAGER  
DAWN PURCHASE PRESENTING

## 1 SEASEARCH – DIVING DOWN ON DATA



COMMON SUNSTAR © MARK KIRKLAND

“Our volunteer divers and snorkellers continued to give up their valuable time, spending in excess of 100 days underwater this year. Seasearch continues to receive support from Scottish Natural Heritage, Natural Resources Wales and The Prince of Wales’s Charitable Foundation allowing 35 courses to be held involving 313 participants. There was a strong line-up of specialist courses too, showing how keen our volunteers are to undertake more intensive training.

Generally, we are moving from a position of gathering data and evidence to support designation of marine protected areas (MPAs), towards measuring and monitoring the effects of those MPAs. Community support and education is assuming an increasingly important role here.

The effects of the Covid-19 pandemic were apparent in the first quarter of 2020 with an understandable nervousness about attending face-to-face courses, and an inevitable delay as we made the transition to delivering training via an online platform.”

**Dr Charlotte Bolton**  
National Seasearch Coordinator



SEVEN ARMED STARFISH, LAMLASH BAY © ROB SPRAY



LION'S MANE JELLYFISH, LAMLASH BAY © ROB SPRAY

- › Our data helped to get 41 further marine conservation zones designated in England, bringing the total to 91.
- › We're working in partnership with local organisations to put marine protection firmly on the agenda in Guernsey and the wider Channel Islands.
- › Our divers provided more vital evidence to the marine protected area process in Wales.
- › We've developed excellent partnership working with the Coastal Communities Network in Scotland, allowing more challenging expeditions to be carried out, including investigations of the priority maerl habitat in the Summer Isles nature conservation MPA.
- › With the help of funding from dry-suit manufacturer O'Three Ltd, we have been able to produce a new edition of our Marine Life Guide
- › Seasearch Scotland won the Coasts and Waters category of the Nature of Scotland awards.
- › Our Seasearch East Coordinator, Dawn Watson, won the National Biodiversity Network's marine recorder award in 2020 (the fourth consecutive year that we have achieved this).

## 2 CITIZEN SCIENCE AND BEACHWATCH LITTER DATA



GREAT BRITISH BEACH CLEAN AT SAND BAY © NATASHA EWINS/MCS

“The data collected by our volunteers impacted on a number of studies and papers published in the field of marine and coastal litter highlighting how our Beachwatch datasets are the go-to source for many academics and organisations who are working on solutions to the coastal pollution crisis. We have created a solid 25 years’ worth of information on the state of British beaches and this information will have a direct result on how this country deals with coastal pollution in the coming years.”

**Lauren Eyles**  
*Beachwatch Programme Manager*



CAPTURING OUR COAST © NATASHA EWINS/MCS

- › Our Beachwatch data was used by Marine Scotland Science to analyse spatial patterns around Scottish and North Sea Coastlines in order to advise on marine management measures.
- › Health and well-being research, undertaken by Surrey University, which highlighted the positive mental impact that our beach cleans have on the volunteers was presented at the International Conference on Environmental Psychology.
- › Beachwatch data provided guidance for the University of Exeter’s Plastic Poll on the steps needed to maximise the usefulness of marine litter citizen science projects, especially with regards to plastic pollution research.
- › Using evidence from Beachwatch datasets, the University of Exeter was awarded a Queen’s Anniversary Prize for Higher Education for the pivotal role it played in exposing the devastating effect that plastic pollution has on the health of humans and wildlife.
- › Our participation in the marine citizen science data collection ‘Capturing our Coast’ project resulted in the publication of a paper looking at evidence from UK rocky shores of patterns in diversity and distribution of wildlife as predictors for responses to climate change.
- › Alongside Exeter University and Natural England we used data from 25 years of Beachwatch to publish a study showing that beaches in or near the network of marine protected areas around the English coast have the same levels of rubbish caused by humans as beaches in unprotected areas.
- › We received 40 separate requests for our beach litter data including from academics, other charities and NGOs, governments, environmental consultancies and water companies.

### 3 AQUACULTURE – SHAPING THE FUTURE



FARMED SALMON © ULI KUNZ

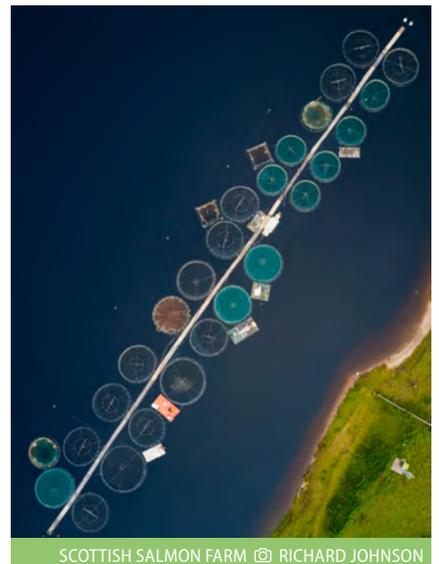
“This year saw significant developments in Scotland with the review of how Scottish farmed salmon is regulated and operates. We are actively working with the Scottish Environment Protection Agency on the implementation of its new regulatory plan to tackle sea lice, chemical use and spatial planning. We continue our work with leading certification bodies, such as GlobalGap and the Aquaculture Stewardship Council, to help define and refine operating standards for fish farms and feed mills, to reflect our key environmental concerns.”

**Dawn Purchase**  
Aquaculture Programme Manager

- › To match increasing global demand for seafood, in 2018 aquaculture increased in volume to 82 million tonnes, producing 52% of the fish consumed. Our scientific work continues to help ensure that the impacts of this industry on the surrounding environment are understood and minimised.
- › We continue to help define and refine standards that underpin certification to ensure there is traceability and identifiable good practice.



THIS IS A CAPTION © PHOTOGRAPHER



SCOTTISH SALMON FARM © RICHARD JOHNSON

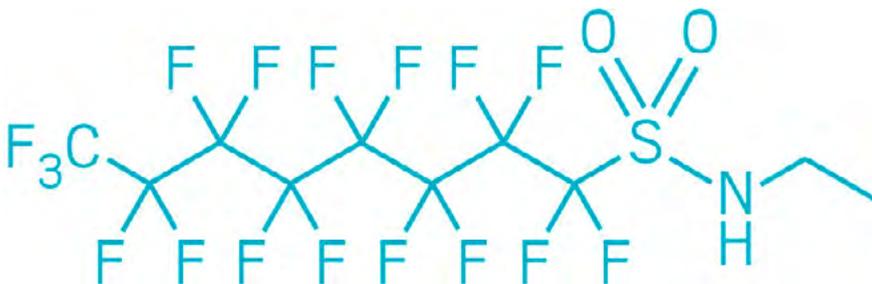
## 4 PFAS – INVISIBLE POLLUTION



BODY CARE PRODUCTS @ SHUTTERSTOCK

“During the year, we conducted new research which identified that popular bathroom and personal essentials including sun cream, skincare products and make up, contain invisible ‘forever chemicals’ which are washing directly down our drains. PFAS (per- and polyfluoroalkyl substances), have a long lasting and detrimental impact on our ocean. They are a chemical group of over 4,000 substances and an estimated 99% of all living creatures have PFAS in their blood. We called to get them removed from all non-essential uses with stricter regulations put in place for their other uses in order to protect the marine environment and its inhabitants from their impact.”

**Dr Francesca Bevan**  
Policy and Advocacy Manager (Chemicals)



CHEMICAL STRUCTURE OF SULFLURAMID (PFOS)

- › We have already begun to establish a new network with ChemTrust called NACE (Network of Aquatic Chemical Experts). This brings together experts in this area to facilitate a knowledge exchange around the state of play of chemical pollution in the environment.
- › This knowledge exchange is also informing our response to Defra’s upcoming chemical strategy call for evidence.
- › PFAS chemicals that have already been investigated, including PFOA and PFOS, have been found to have negative effects, including on blood, kidney, liver and immune function. We began calling on retailers to stop using PFAS in their products to protect the health of the ocean.
- › We called for a ban on ‘forever chemicals’ used in bathroom and cosmetic products, asking retailers to stop using PFAS in their products to protect the public’s health, and the health of the ocean. We will continue to apply pressure to remove PFAS across a range of products.
- › We want clearer labelling of PFAS chemicals in products to allow consumers to make an active choice to avoid them by opting for ‘fluorine free’ products.

# SECURING THE MEANS

**To maximise our impact in the long term, we need to increase our income and our profile, based on a foundation of resilient, sustainable and diverse income streams, a strong reputation amongst funders and supporters, and clear and engaging communications that inspire support and secure funds. To achieve this, we need:**

- ▶ A large percentage of unrestricted income.
- ▶ A compelling membership model that convinces the public to support MCS financially.
- ▶ A substantial individual giving base developed off the back of our high-profile campaigns and appeals.
- ▶ Profile-raising activities that increase both prompted and spontaneous awareness significantly.
- ▶ Strong relationships with partner organisations and funders and a growing reputation as an effective, impactful organisation.
- ▶ High profile businesses, individuals and celebrities that are proud to support MCS.

**By 2023, we will aim to double our fundraising income and membership, significantly increase spontaneous, semi-prompted and prompted awareness of MCS (as measured by nfpSynergy), and increase MCS impact and innovation, including through:**

- ▶ Developing a compelling narrative/story/message that makes the public wish to support MCS.
- ▶ Developing new income-generating products.
- ▶ Converting the growing pipeline of non-financial supporters generated by campaigns into members and donors.
- ▶ Promotions increasingly targeted at key new audience groups.
- ▶ An increased coastal presence through collaboration/partnerships at strategic locations.
- ▶ Building partnerships and collaborations that extend reach and profile.
- ▶ Using our large volunteer network to recruit members at beach cleans and other key events.
- ▶ A growing number of active high profile/celebrity supporters (Ocean Ambassadors).
- ▶ Regular free first year membership offers, converting a high proportion into regular paying members.
- ▶ Regular financial appeals, particularly via digital channels reaching new audiences.
- ▶ Corporate fundraising focus on large strategic partnerships where both parties' visions align.
- ▶ Increasing the number of major gift funders and nurturing them via selected events, individual donor care plans and access to compelling cases for support.
- ▶ Growing our programme of Challenge events to entice community fundraising support.
- ▶ Investing in legacy giving, building the number and quality of enquirers and pledgers.
- ▶ Increasing income from trusts and grants and developing major Heritage Lottery Fund and other lottery applications and overseas grant applications.



OCEAN AMBASSADORS  
SUSIE RODGERS AND FERNANDO MONTAÑO  
© BILLY BARRACLOUGH/MCS



OCEAN AMBASSADOR DEBORAH MEADEN  
ENGAGING WITH SUPPORTERS AT OUT AGM  
© BILLY BARRACLOUGH/MCS



PEOPLE'S POSTCODE LOTTERY TEAM BEACH CLEAN  
AT CRAMOND © MCS



OCEAN AMBASSADOR LIZZIE DALY WITH OUR 'HOW TO LIVE PLASTIC FREE' BOOK



CATHERINE GEMMELL SHARING OUR GREAT BRITISH BEACH CLEAN 2019 RESULTS © MCS

## 1 RECORD BREAKING



© THE BEACH WITH PEOPLE'S POSTCODE LOTTERY

- › Our Trusts & Grants team performed strongly, bringing in £1.2 million over their target, thanks to a combination of building current relationships and exploring new opportunities
- › We had success with two major applications, both Foundations new to supporting the charity. Thanks to Moondance Foundation, our Good Fish Guide will be completely redesigned allowing for a significant expansion in reach and our digital transformation project funded by Fidelity Foundation UK will revolutionise how we interact with our supporters online.
- › We invested in our team to add expertise in statutory funding sources, enabling us to put forward significant multi-year projects to EU Life, Interreg, National Lottery Heritage Fund and others.
- › Our Legacy income continued to grow steadily and provide valuable unrestricted funding.
- › This was the first year we exceeded £1 million from our company supporters, including Bunzl plc, Cargill Global Trading (UK), FatFace Limited, Glenmorangie, Green People, ISS Ltd/EY, M&S Sparks Card, Ocado Foundation, Princess Yachts, Rotork, Silent Night and Waitrose & Partners Bags for Life.
- › We developed, trialled and operationalised our new Ethical Fundraising Policy to further clarify, embed and strengthen the alignment between our mission and our partners.
- › At the close of the financial year, we began the process of reforecasting our income expectations in light of the coronavirus pandemic. We believe our focus on building relationships will put us in as strong a position as possible to continue fighting for healthy seas.

“What a year! Our fundraising and supporter engagement team have exceeded all expectations across the board to deliver a fantastic £5.2m to further our mission to ensure healthy seas and coasts. The focus has been building donor relationships, encouraging a deeper understanding of our projects and impact so we can share our story with people who want to play their part. This will become ever more important as we enter into a challenging period of uncertainty and navigate the likely significant economic impacts of the coronavirus pandemic.”

**Kat Stephenson-Hall**  
Director of Fundraising

### PEOPLE'S POSTCODE LOTTERY

We celebrated five years of partnership with People's Postcode Lottery, with an incredible £2.6 million raised for us by players. Thanks to this support, we have run nearly 5,000 beach cleans since 2015. Beach litter data collected has driven real progress in pollution policy and our Good Fish Guide has improved the sustainability of millions of seafood meals.

*“Our vision is straightforward – we believe the world is better off with strong social organisations and there can be little proper change without them. In trying to deliver our goals we look for leaders and teams who make an impact and seek beneficiaries whose strategies and outcomes are focused, measurable and verifiable. We look for passionate and professional organisations which demonstrate shared visions and collaboration, that find structural solutions and inspire creative approaches to systems change.”*

**Will Humpington**  
Climate Change & Environmental Programmes Advisor, People's Postcode Lottery

## 2 MAJOR GIFT GROWTH



OCEAN ADVENTURE ONBOARD THE JOHANNA LUCRETIA © JOHN HEPBURN

“ This year was another exciting period of growth for our major gifts programme. We were thrilled to welcome new supporters alongside our existing donors, whose generosity, curiosity and passion for our cause is helping us secure the health of our ocean for future generations. The team works closely with our major donors, identifying their key areas of interest, connecting them with our work and reporting on the impact of their gifts.”

**Alison Selby**  
Major Gifts Manager



NORTH YORKSHIRE BEACHWATCH © REX RIXON



CAPTURE OUR COAST SURVEYING © MATT BARNES



EDUCATION OUTREACH © MATT BARNES

- › This year donors have supported youth engagement, campaigning, citizen science programmes and specific geographical areas as well as making unrestricted gifts towards our core costs.
- › Our events programme allows us to meet donors face-to-face. This year's Ocean Adventure took place in Devon on a topsail schooner where guests learnt about life under the keel. In December, we welcomed donors to a pre-AGM VIP reception hosted by our Ocean Ambassador Deborah Meaden.
- › We received a further gift of £100,000 to continue the work of our Volunteer and Community Engagement Manager in North East England. This repeat investment from our donor will enable us to build on the fantastic achievements made along the North East coastline thanks to their incredibly generous support.

### 3 OUR CORPORATE PARTNERS IN ACTION – TEAM BEACH CLEANS



ASOS TEAM BEACH CLEAN @ KATE WHITTON/MCS

“Getting hands on has become an increasingly important part of our engagement process with companies. Seeing the problem of beach litter first hand can begin a new journey for organisations and offer continued evidence for those already making changes within their business.”

**Lauren Eyles**  
Beachwatch Manager



WHALE TEAM BEACH CLEAN @ KATE WHITTON/MCS

- › We ran 45 team beach cleans involving over 1,100 employees, providing income of just under £37,500.
- › Our team beach cleaners gave up over 3,000 hours and took over 40,000 litter items off UK beaches.
- › Amongst the organisations who took part were ASOS, Waitrose, Sky, DHL, Black Rock, BNP Paribas, Savills, and Aviva.



THERMOFISHER TEAM BEACH CLEAN @ KATE WHITTON/MCS

## 4 CONNECTING WITH OUR SUPPORTERS

marine  
conservation society



SUPPORTERS AT OUR 2019 AGM @ BILLY BARRACLOUGH/MCS

“Getting out and connecting with existing and potential supporters is crucial to growing our supporter base and this has been another outstanding year. Attending events has resulted in new members, and our online shop takings increased as we continued to promote new lines.

Our annual conference was incredibly successful with tickets selling out in record time. As the reporting year drew to a close, events were curtailed as the coronavirus impacted all aspects of the business. Next year will undoubtedly be tougher, but we will be kicking on from a solid base.”

**Nicola Greaves**  
Head of Marketing

### PLASTIC-FREE HAMPERS AND ETHICAL CLOTHING



› The marketing team, supported by our volunteers attended high traffic events including the Cheltenham Food & Drink Festival, the Abergavenny Food Festival, RHS Autumn Show at Malvern and the Ocean Film Festival enabling us to reach new audiences.

› Our online shop turned over £49k. There was continued demand for plastic-free goods and gift hampers, as well as the ongoing success of our relationship with ethical clothing company, Rapanui.

› The ‘Our Blue Heart’ Annual Conference and AGM was attended by over 300 guests and supporters. Themed around people’s relationship with the sea, it included a lively panel debate, stories of the incredible challenges people have taken on in support of us, and the headline speaker was our passionate Ocean Ambassador, Deborah Meaden.

› In partnership with Waitrose, we ran a six-month free membership offer, resulting in 441 new members.

## 5 OCEAN AMBASSADORS – PUBLICLY PASSIONATE ABOUT OUR WORK

Lobster © Rob Spray



DANCE FOR THE SEA WITH FERNANDO MONTAÑO @ ROBIN CONWAY

“Born and brought up on the Colombian coast, I’ve always had a great love of the sea but, like so many others, have become increasingly horrified by the ever-growing levels of pollution and especially the problem that our use of plastic is creating when it is dumped in our rivers and oceans. I decided to create my own photographic project, Dance for the Sea, to help highlight the issue. I swam and performed in a pool whilst surrounded by plastic detritus and installations made from recycled plastic waste. I wanted to contrast the freedom that comes with dance and light with the claustrophobic, strangulating and destructive impact of plastic in all its forms once it enters the global water system. I am so honoured to join the Marine Conservation Society family, I’m a very big supporter of the superb work they do.”

**Fernando Montaña**  
Royal Ballet dancer and  
Ocean Ambassador



TOM 'THE BLOWFISH' HIRD AT OUR AGM  
© BILLY BARRACLOUGH/MCS



SUSIE RODGERS – DANCE FOR THE SEA UNDERWATER  
EXHIBITION © ROBIN CONWAY

- › Deborah Meaden attended our 'Bottles for Change' campaign launch in London and wrote the foreword for the paperback version of our book 'How to Live Plastic-Free', whilst Chris Packham also supplied a quote featured on the cover.
- › Doug Allan featured in a new advert to promote membership online.
- › Tom 'The Blowfish' Hird was the compere for our AGM and hosted an auction on our behalf at the Wildlife and Safari Travel Show, Harrogate, raising £1,800.
- › We partnered with Cyrus Todiwala OBE DL at the Abergavenny Food Festival and promoted the Good Fish Guide alongside his tasting workshops.



OCEAN AMBASSADOR CYRUS TODIWALA OBE DL

## 6 OUR OCEAN HEROES – FUNDRAISING FOR OUR SEAS

“All around the country our incredible supporters give up their time and energy to get involved. Many of these take on some incredible challenges to raise vital funds for our work. To each and every one of you we say thank you so much for your support.”

**Sandy Luk**  
CEO



SIMON RICH CHANNEL SWIMMING AT SUNRISE

“For me, swimming is meditation – a place where I can drift away with my thoughts. Swimming the English Channel is a chance to test your forever pace and be with those thoughts. The Marine Conservation Society addresses all the worries I have when I am in or near the ocean, so the partnership made total sense and I’ll stay involved throughout my life.

I raised £36,000 for the charity and was pretty blown away by the figure. Some very generous people put up with my newsletters for 15 months. I’m so grateful for their donations but also the impetus it gave me. I was kindly invited to attend the AGM in December 2019 and the stories of Atlantic rowing really caught my attention. I’d like to think that one day I could do something like that but it’s a whole new kind of crazy and I’m not there yet! Whatever I do though, it will involve the ocean and the Marine Conservation Society.”

**Simon Rich**  
Channel swimmer and our  
Fundraiser of the Year 2019



THE FISH BUS CHALLENGE HIGHLIGHTING OUR ‘STOP THE PLASTIC TIDE’ CAMPAIGN



2.6 CHALLENGERS MARTIM AND LUCAS WITH SOME OF THEIR 26 SEA CREATURE DRAWINGS



MAYER BROWN EUROPEAN CYCLE CHALLENGE



STAND UP PADDLEBOARDING FOR MCS

- › The Fish Bus Challenge saw Tom Dillon and seven fish-costumed riders cycle a pedibus for 12 hours around central London in July to raise £5,365 and increase awareness of our ‘Stop the Plastic Tide’ and ‘Plastic Challenge’ campaigns.
- › A team of 15 students from Guildford High School undertook the Three Peaks Challenge in the middle of their GCSE’s, raising £4,984.
- › Teenagers Rosie and Sophie braved being handcuffed together for 24 hours with the added challenge of attending school, the odd trip to the loo and having a friend with the key trail round behind them in case of emergencies. They raised £411.
- › Derek and Simon paddle-boarded across the English Channel, from Dungeness Point to Boulogne. On their regular paddle boarding journeys, they frequently pick up floating plastic. They raised £1,010 and continue to protect and raise awareness of our precious coastline.
- › Emily Harper raised £511 taking on the XTERRA off-road triathlon World Championships challenge in Hawaii, in memory of Nia Starkey, a keen advocate of our work.
- › One of our youngest supporters, Hannah, challenged herself to 12 wild water swims (one each month) in a loch, river or sea in Scotland as her New Year’s resolution for 2019. She raised £851.
- › Partners and employees from Mayer Brown International LLP’s London, Paris and Brussels offices organised the European Charity Cycle Challenge and cycled 320 miles from Paris to London over four days raising more than £12,000.

# CHALLENGES & OBJECTIVES

LOOKING BACK AND GOING FORWARD



## CHALLENGES IN 2019-20

- › The extended Brexit negotiations were a key challenge for our Programmes team during the year. Neither the Environment Bill nor the Fisheries Bill went through parliament within the proposed timescales, with work often stalling mid-plan and then restarting later in the year. Neither were concluded by year end.
- › Progress on the circular economy approaches were also slower than we'd hoped for, with no clear timetable set on implementing a deposit return scheme in Wales or England. Likewise work on extended producer responsibility (where producers pay for the pollution from their products) stalled.
- › Internally we faced challenges with reduced capacity in some teams for much of the year – most notably in our Clean Seas team. New areas of work and roles to support these have now been developed.
- › Both our customer relationship management (CRM) system and our website – two central systems, vital to our supporter engagement and public communication – held us back. Work to move to a new CRM system is underway and funding is now in place for a complete refresh of our website.
- › In March the coronavirus pandemic hit and we immediately had to replan our organisational priorities for 2020-21, anticipating a funding shortfall of 31% compared to our original projection. Sadly, this immediately meant that we were unable to recruit new roles planned to support capacity shortfalls.

## OBJECTIVES FOR 2020-21

- › The rise in environmental public engagement, action on climate change and nature recovery was superseded by the coronavirus pandemic and a change in global priorities. We will adapt our plans to mitigate the impact on our work – assuming a 31% loss of income. This will mean scrutinising our objectives to ensure we focus on the areas of greatest impact.
- › We will campaign for the environment to be central to the global recovery from the coronavirus. The ocean and its role in climate change mitigation, along with its importance for people's health and well-being, must be pivotal to this.
- › We will keep up the pressure for environmental legislation – including for the Environment Bill to encompass the marine environment and for the Fisheries Bill to prioritise sustainable fisheries and remote monitoring on fishing vessels.
- › We will push for greater ocean recovery – specifically through the implementation of highly protected marine areas and a renewed focus on effective management using 'blue carbon' as a further lever for action.
- › We hope to launch a new website, together with a new brand and strategy refresh in early 2021. The website will link to a new CRM system, to ensure we offer greater engagement opportunities to all of our supporters with improved communication.
- › We are working on how we can improve fairness, inclusion and representation in everything we do and have set up an organisation-wide working group to ensure internal and external concerns are addressed. We plan to report on this in future Annual Impact Reports.

# FINANCIAL REVIEW

“The Covid-19 crisis means we are expecting harder times ahead, but a good financial performance during 2019-20 has put us in a strong position to withstand any financial fallout. We raised £5.2m income, a 36% increase on the previous year. £1.3m of that was donated for two specific projects, which we’ll be working on during the next few years. We spent £2.6m on our marine conservation programmes and we invested £1m in raising income, which has resulted in year-on-year increases in funding. The remaining £0.3m was to be invested in expanding our conservation programmes next year but that expansion is on hold as we weather the pandemic storm.”

**Nicola Spencer**  
Director of Finance and Resources

## INCOME

DONATIONS CONTRIBUTED A SIGNIFICANT £3.2M.



- › £1m from the Moondance Foundation, to fund a three-year project to transform our Good Fish Guide.
- › Grants to fund specific conservation projects stayed constant at £0.3m.
- › Generous donations from People’s Postcode Lottery for our core conservation work, and from Fidelity UK Foundation to transform our website in 2020-21.
- › £0.2m income raised through the organisation of beach cleans was less than in the previous year, as funding from Sky and Waitrose came to an end.
- › Membership subscriptions provided £0.7m, a rise of 24% on the previous year as we continued to benefit from the investment in membership recruitment made last year.
- › The Ocado Foundation sponsored the Great British Beach Clean, representing half of the £0.6m in royalties, sponsorship and other fundraising income.
- › Legacy income decreased back to more usual levels after receiving two large legacies last year.
- › With other sales and investment revenue, our total income was £5.2m.

## EXPENDITURE

WE SPENT £2.6M DURING THE YEAR ON OUR CHARITABLE ACTIVITIES.



- › £0.9m was spent on our programmes aimed at generating individual behaviour change, a 13% decrease compared with the previous year, owing to the ending of beach cleaning activity funded by Sky.
- › £0.8m was spent on promoting good governance, an 18% reduction on the previous year as the Clean Seas team reduced staff numbers throughout the year, and we started to switch the focus of our marine protected areas work from designation of sites to local engagement to enable better management.
- › £0.6m was spent on securing our evidence base through scientific research including the Seasearch programme and our fish ratings work.
- › £0.3m funded our projects promoting a sustainable and equitable economy.

## SUPPORTING OUR INCOME GROWTH

- › We spent £0.3m administering our membership scheme and producing magazines for our expanding membership, but our overall costs of membership halved as we stopped working with the membership recruitment agency used last year. It increased future membership revenue but had significant upfront cost.
- › Our fundraising income has grown significantly year-on-year, and to maintain this, we spent £0.7m administering the growing group of individual donors and fundraisers, companies and other supporters. In total, the cost of raising funds represented 19% of the income raised.

## FUNDS

**AT THE END OF THE YEAR, WE HAD UNRESTRICTED FUNDS OF £1.1M, AN INCREASE OF £0.3M.**

“ We are committed to putting our income and financial reserves to work as soon as possible, whilst holding financial reserves sufficient to maintain our conservation programmes in the event of a shortfall in income, until further funding can be secured. We have a number of funds where the donor restricts the purpose for which the fund can be used.

It is our policy to hold between three and four months' unrestricted operating costs in a designated contingency fund. Currently, this fund holds £0.7m, representing three months' worth of anticipated unrestricted expenditure. We review the level of this fund regularly.

The remaining £0.4m of unrestricted funds are held within our general fund. We had ambitious plans to invest most of the £0.4m to expand the charity's conservation programmes but the global pandemic has put those plans on hold. The £0.4m will now be used to maintain our existing programmes in an environment of uncertain income. The trustees are not planning to use the contingency fund in 2020-21 if possible, so that it remains in place in 2021-22 when income shortfalls may still be likely if the UK experiences a severe recession.”

**Susan Ronaldson**  
Treasurer

## APPROACH TO FUNDRAISING

“Our approach to fundraising is to connect with our supporters, and encourage motivated individuals and companies to raise voluntary funds to support our aims and activities. We ensure that our fundraising is not overly intrusive or persistent, and does not put members of the public under undue pressure to donate because 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.”

**Kat Stephenson-Hall**  
*Director of Fundraising*

- › We comply with UK data protection and are registered with the Fundraising Regulator.
- › We comply with the Fundraising Regulator’s Code of Fundraising Practice.
- › Complaints are monitored by senior management and are reported to trustees and we encourage any supporters with questions or enquiries about our fundraising to contact us at any time.

## INVESTMENTS

Last year, the charity divested its investment portfolio to guarantee sufficient cash levels given the uncertain economic forecast at the time, as Brexit approached. We had planned to reinvest but with the Covid-19 pandemic resulting in further market volatility and uncertain income forecasts, we have not done so. Cash levels were therefore high throughout the year; we review the appropriate levels of cash and risk regularly.

**Nicola Spencer**  
*Director of Finance and Resources*

## RISK MANAGEMENT

“The trustees, through the Finance, Resources and Risk Committee, oversee a formal risk management process, regularly reviewing the risks the charity faces, prioritising them and, where possible, identifying means of mitigating them. We also consider external factors such as the economy and the impact of new regulations. In response to the Covid pandemic, we put together a task force of trustees and members of the Senior Management Team who met weekly during the first few months so we were able to respond quickly to the changing situation.”

**Susan Ronaldson**  
*Treasurer*

- › We ensure there is a sound system of internal control to safeguard the charity’s assets and funds and ensure these assets and funds are used only in furtherance of the charity’s objectives.
- › The systems of internal control are designed to provide reasonable, but not absolute, assurance against material loss or misuse, and include delegation of authority and segregation of duties.
- › Trustees approve a five-year financial plan and an annual budget, then review progress regularly against the annual budget and relevant non-financial performance indicators.

# STRUCTURE, GOVERNANCE AND MANAGEMENT

## **GOVERNING DOCUMENT**

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

## **SUBSIDIARY COMPANIES**

MCS has two wholly owned subsidiary companies, M C S Sales Limited and Marine Biological Consultants Limited. Last year, both companies were dormant. Whilst Marine Biological Consultants remains dormant, M C S Sales restarted trading at the beginning of the year. The purpose of M C S Sales is to raise funds for the charity through fundraising activities such as sponsorship and, during 2020-21, MCS's online shop will also transfer to operate through M C S Sales. All the profits of M C S Sales are donated to MCS 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 MCS's registered office (details at the back of this report).

The 2018-19 report contained the accounts of the parent charity MCS only, as both subsidiaries were dormant. 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 2019-20 the charity promoted interest and learning on the marine environment through its dedicated Cool Seas outreach and education programme and inspired action at the local level through delivery of its Sea Champions volunteer and community engagement programme. The MCS Good Fish Guide website, app and pocket guide have reached many hundreds of thousands of customers interested in sustainability. The flagship event of the clean seas and beaches programme, the annual autumn Great British Beach Clean, attracted 10,896 volunteers.

## **PAY AND REMUNERATION OF KEY MANAGEMENT AND PERSONNEL**

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

## **RECRUITMENT AND APPOINTMENT OF TRUSTEES**

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

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

The Board of Trustees undertakes an annual review of its effectiveness. To ensure the Board is sufficiently skilled to carry out its responsibilities we carry out skills analysis of existing members before seeking

new trustees with the appropriate skills by open advertisement or approaching individuals to suggest they might apply. Business and conservation skills are well represented amongst the trustees.

### **TRUSTEE INDUCTION AND TRAINING**

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

### **COMMITTEES AND SUBSIDIARY BOARDS**

To assist the Board with detailed scrutiny of particular topics and to make recommendations on those topics to the Board, we operate a number of Trustee subcommittees. The committees are as follows:

- › Governance and Nominations committee
- › Finance, Resources and Risk committee
- › Environment committee
- › Income, Impact and Profile committee

Each subsidiary company has its own Board of Directors consisting of some of the charity's trustees and members of the Senior Management Team, which is responsible for the running of the company. The charity's Treasurer is the Chair of each subsidiary Board.

### **TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS**

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

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

- › Select suitable accounting policies and then apply them consistently;

- › Observe the methods and principles in the Charities SORP 2015 (FRS 102);
- › Make judgements and estimates that are reasonable and prudent;
- › State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- › Prepare the financial statements on a 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 has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

**Susan Ronaldson**  
Treasurer

**Amanda Nobbs**  
Chair

14 October 2020

# INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES AND MEMBERS 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 2020 which comprise the Statement of Financial Activities (including income and expenditure account), the Balance Sheet, Cashflow 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 FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- › Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2020, and of the group's incoming resources and application of resources, including its income and expenditure, and of the group's cash flows, for the year then ended;
- › Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards comprising FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', and applicable law); 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 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- › The trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- › The trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## OTHER INFORMATION

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon.

The trustees are responsible for the other information contained within the annual report. 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' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- › The trustees' report has been prepared in accordance with applicable legal requirements.

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

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

- › Adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- › The financial statements are not in agreement with the accounting records and returns; or
- › Certain disclosures of directors' remuneration specified by law are not made; or
- › We have not received all the information and explanations we require for our audit; or
- › The trustees were not entitled to take advantage of the small companies' exemption from the requirement to prepare a directors' report or in preparing the trustees' report.

## RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement set out on page 53, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the 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 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 auditor under section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

## USE OF OUR REPORT

This report, including the opinions, has been prepared for and only for the charitable company's members and trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and the Companies Act 2006 and regulations made under those Acts (regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and Chapter 3 of Part 16 of the Companies Act 2006) and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

**Robert Iestyn Richards** FCA, CTA, FCCA  
(Senior Statutory Auditor)

Date: 13/11/2020

For, and on behalf of, The Richards Sandy Partnership Ltd,  
Statutory Auditors.

Thorneloe House,  
25 Barbourne Road,  
Worcester,  
WR1 1RU

# FINANCIAL STATEMENTS

## MARINE CONSERVATION SOCIETY

### Consolidated statement of financial activities for the year ended 31 March 2020

(incorporating consolidated income and expenditure account)

|  | Note      | Unrestricted Funds (£) | Restricted Funds (£) | Total Funds 2020 (£) | Total Funds 2019 (£) |
|--|-----------|------------------------|----------------------|----------------------|----------------------|
| <b>INCOME AND EXPENDITURE</b>  |           |                        |                      |                      |                      |
| <b>Income from</b>   |           |                        |                      |                      |                      |
| Donations and legacies   | 1         | 2,862,246              | 1,755,152            | 4,617,398            | 2,727,843            |
| Charitable activities  | 2         | 221,871                | 311,486              | 533,357              | 1,027,376            |
| Other trading activities   | 3         | 60,790                 | -                    | 60,790               | 51,724               |
| Investments  | 4         | 7,472                  | -                    | 7,472                | 26,577               |
| <b>Total income</b>  |           | <b>3,152,379</b>       | <b>2,066,638</b>     | <b>5,219,017</b>     | <b>3,833,520</b>     |
| <b>Expenditure on</b>  |           |                        |                      |                      |                      |
| Raising funds:   |           |                        |                      |                      |                      |
| Recruiting and servicing members   | 5         | 318,453                | -                    | 318,453              | 646,144              |
| Fundraising, trading and investments   | 6         | 676,227                | -                    | 676,227              | 578,495              |
| Charitable activities:   |           |                        |                      |                      |                      |
| Good governance  | 7         | 638,153                | 188,808              | 826,961              | 1,003,948            |
| Individual behaviour change  | 7         | 677,240                | 265,338              | 942,578              | 1,079,860            |
| Sustainable and equitable economy  | 7         | 219,218                | 72,862               | 292,080              | 275,114              |
| Evidence base  | 7         | 371,747                | 182,999              | 554,746              | 549,315              |
| <b>Total expenditure</b>   |           | <b>2,901,038</b>       | <b>710,007</b>       | <b>3,611,045</b>     | <b>4,132,876</b>     |
| <b>Net income/(expenditure) and net movement in funds for the year before other recognised gains and transfers</b> |           |                        |                      |                      |                      |
|  |           | <b>251,341</b>         | <b>1,356,631</b>     | <b>1,607,972</b>     | <b>(299,356)</b>     |
| Net gains on investment assets   | 15        | -                      | -                    | -                    | 16,881               |
| <b>Net income/(expenditure)</b>  |           | <b>251,341</b>         | <b>1,356,631</b>     | <b>1,607,972</b>     | <b>(282,475)</b>     |
| Transfers between funds  | 20        | 6,707                  | (6,707)              | -                    | -                    |
| <b>Net movement of funds</b>   |           | <b>258,048</b>         | <b>1,349,924</b>     | <b>1,607,972</b>     | <b>(282,475)</b>     |
| Funds at the start of the year   | 20        | 857,026                | 323,974              | 1,181,000            | 1,463,475            |
| <b>Funds at the end of the year</b>  | <b>20</b> | <b>1,115,074</b>       | <b>1,673,898</b>     | <b>2,788,972</b>     | <b>1,181,000</b>     |

The statement of financial activities included in the financial statements for the year ended 31 March 2019 related to the results of the Marine Conservation Society as an individual charitable company and not of the group's consolidated financial results. 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

### Statement of financial position as at 31 March 2020

|  | Note   | The group               |                         | The charity             |                         |
|--|--------|-------------------------|-------------------------|-------------------------|-------------------------|
|  |        | Total Funds<br>2020 (£) | Total Funds<br>2019 (£) | Total Funds<br>2020 (£) | Total Funds<br>2019 (£) |
| <b>Fixed assets</b>                          |        |                         |                         |                         |                         |
| Tangible fixed assets                        | 14     | 12,483                  | 18,167                  | 12,483                  | 18,167                  |
| Investments                                  | 15, 16 | -                       | -                       | 200                     | 200                     |
|  |        | <b>12,483</b>           | <b>18,167</b>           | <b>12,683</b>           | <b>18,367</b>           |
| <b>Current assets</b>                        |        |                         |                         |                         |                         |
| Stock  | 17     | 19,209                  | 20,063                  | 19,209                  | 20,063                  |
| Debtors                                      | 18     | 477,979                 | 509,319                 | 892,047                 | 509,285                 |
| Cash at bank and in hand                     |        | 2,909,830               | 1,322,022               | 2,439,745               | 1,322,022               |
|  |        | <b>3,407,018</b>        | <b>1,851,404</b>        | <b>3,351,001</b>        | <b>1,851,370</b>        |
| <b>Liabilities</b>                           |        |                         |                         |                         |                         |
| Creditors falling due within one year        | 19     | (605,944)               | (668,858)               | (576,353)               | (668,673)               |
| <b>Net current assets</b>                    |        | <b>2,801,074</b>        | <b>1,182,546</b>        | <b>2,774,648</b>        | <b>1,182,697</b>        |
| <b>Total assets less current liabilities</b> |        | <b>2,813,557</b>        | <b>1,200,713</b>        | <b>2,787,331</b>        | <b>1,201,064</b>        |
| Provisions for liabilities                   | 23     | (24,585)                | (19,713)                | (24,585)                | (19,713)                |
| <b>Net assets</b>                            |        | <b>2,788,972</b>        | <b>1,181,000</b>        | <b>2,762,746</b>        | <b>1,181,351</b>        |
| <b>Funds</b>                                 |        |                         |                         |                         |                         |
| Restricted funds                             | 20     | 1,673,898               | 323,974                 | 1,673,898               | 323,974                 |
| Unrestricted funds:                          |        |                         |                         |                         |                         |
| Designated funds (contingency fund)          | 20     | 709,000                 | 784,679                 | 709,000                 | 784,679                 |
| General fund                                 | 20     | 406,074                 | 72,347                  | 379,848                 | 72,698                  |
| <b>Total funds</b>                           |        | <b>2,788,972</b>        | <b>1,181,000</b>        | <b>2,762,746</b>        | <b>1,181,351</b>        |

Company Number: 2550966

The trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 44 of the Charities and Trustee Investment (Scotland) Act 2005. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 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 14 October 2020 and signed on its behalf by:

**Susan Ronaldson**  
Treasurer

**Amanda Nobbs**  
Chair

## MARINE CONSERVATION SOCIETY

### Consolidated statement of cash flows for the year ended 31 March 2020

|  | Note | Total Funds<br>2020 (£) | Total Funds<br>2019 (£) |
|--|------|-------------------------|-------------------------|
| <b>Cash flows from operating activities</b>      |      |                         |                         |
| Net cash provided by/(used in) operations        |      | 1,589,391               | (285,780)               |
| <b>Investing activities</b>                      |      |                         |                         |
| Purchase of tangible fixed assets                | 14   | (1,583)                 | (17,744)                |
| Purchase of listed investments                   | 15   | -                       | (265,580)               |
| Proceeds from sale of investments                | 15   | -                       | 1,021,145               |
|  |      | <b>(1,583)</b>          | <b>737,821</b>          |
| <b>Net increase in cash and cash equivalents</b> |      | <b>1,587,808</b>        | <b>452,041</b>          |
| Cash and cash equivalents at beginning of year   |      | 1,322,022               | 869,981                 |
| <b>Cash and cash equivalents at end of year</b>  |      | <b>2,909,830</b>        | <b>1,322,022</b>        |

### Notes to the consolidated statement of cashflows

#### RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

|   | 2020 (£)         | 2019 (£)         |
|---|------------------|------------------|
| <b>Net income / (expenditure) per statement of financial activities</b> | <b>1,607,972</b> | <b>(299,356)</b> |
| <b>Adjustments for:</b>   |                  |                  |
| Depreciation of tangible fixed assets                                   | 7,267            | 6,908            |
| Decrease/(increase) in stock  | 854              | (12,572)         |
| Decrease/(increase) in debtors  | 31,340           | (213,663)        |
| (Decrease)/increase in creditors  | (62,914)         | 221,729          |
| Increase in provision for liabilities                                   | 4,872            | 11,174           |
| <b>Net cash provided by / (used in) operations</b>                      | <b>1,589,391</b> | <b>(285,780)</b> |
| <b>Analysis of cash and cash equivalents</b>                            |                  |                  |
| Cash at bank and cash in hand   | 2,909,830        | 1,322,022        |
| <b>Total cash and cash equivalents</b>                                  | <b>2,909,830</b> | <b>1,322,022</b> |

#### ANALYSIS OF CHANGES IN NET DEBT

|                               | As at 1 April<br>2019 (£) | Cash flows in<br>year (£) | As at 31 March<br>2020 (£) |
|-------------------------------|---------------------------|---------------------------|----------------------------|
| Cash at bank and cash in hand | 1,322,022                 | 1,587,808                 | 2,909,830                  |

# 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 are included on a line-by-line basis in the Consolidated Balance Sheet in accordance with FRS 102. Further details of the subsidiaries are given in note 16. Accounting policies detailed in this note apply throughout the group and any surplus or deficit arising on intercompany transactions are eliminated in the Consolidated Statement of Financial Activities.

## INCOMING RESOURCES

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

### › Membership subscriptions

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

### › Donations and grants

Donations from individuals and income from lotteries are recognised upon receipt. Income from donations and grants, including capital grants, is included in incoming resources when it is receivable, except as follows:

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

### › Legacies

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

### › Donated facilities and professional services

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

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

### › Commercial trading activities

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

## RESOURCES EXPENDED

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

### › **Costs of generating and servicing membership subscriptions**

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

### › **Costs of raising donations and legacies**

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

### › **Commercial trading costs**

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

### › **Expenditure on charitable activities**

These represent costs incurred in activities aimed at achieving the charity's four strategic outcomes of good governance, individual behaviour change, a sustainable and equitable economy and evidence base. The costs include the salary costs of those working directly on these activities, other direct costs such as equipment and travel costs and a share of support costs. Where an activity is aimed at achieving more than one outcome, the costs are allocated out between the relevant outcomes.

### › **Support costs (including governance)**

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

### › **Termination costs**

Termination and redundancy costs are recognised when the charity is committed to terminating the employment of an employee. A termination benefit is charged to the Statement of Financial Activities immediately on recognition. The liability is recognised as the best estimate at the reporting date.

## 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

Listed investments are valued in the statement of financial position at fair value. The Statement of Financial Activities does not distinguish between the valuation adjustments relating to sales and those relating to continued holdings as they are together treated as changes in the value of the investment portfolio throughout the year.

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.

Foreign currency transactions are initially recognised by applying to the foreign currency amount the spot exchange rate between the functional currency and the foreign currency at the date of the transaction. Monetary assets and liabilities denominated in a foreign currency at the balance sheet date are translated using the closing rate.

## DEBTORS AND CASH

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

## CREDITORS

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

## PROVISIONS

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

## OPERATING LEASES

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

## PENSIONS

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

## TAX

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

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

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

However, in 2018-19 a small amount of trading income was received by the charity in excess of the allowable limit set by HMRC and corporation tax relating to 2018-19 was paid in 2019-20, as set out in Note 13.

## 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 20).

## FOREIGN CURRENCIES

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

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Foreign currency balances are translated at the rate of exchange prevailing at the balance sheet date. Foreign exchange gains and losses incurred in respect of monetary assets are shown within expenditure. Foreign exchange gains and losses incurred 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.

The main assumptions in these accounts relate to the estimation of the £136k value of legacies that are included within accrued income. The charity has received notification of the legacies, the shares of the estates that have been bequeathed and the current estimate of the estates. Management believes that the property and equity values included within the estates may be lower than these estimates when the estates are finally settled, and so has included a conservative value for these legacies within the financial statements.

There were no other significant judgements made by management in the preparation of these financial statements.

# NOTES TO THE FINANCIAL STATEMENTS

## 1 INCOME FROM DONATIONS AND LEGACIES

|   | Unrestricted Funds (£) | Restricted Funds (£) | Total Funds 2020 (£) | Total Funds 2019 (£) |
|---|------------------------|----------------------|----------------------|----------------------|
| Membership subscriptions and adoptions              | 735,775                | -                    | 735,755              | 591,970              |
| Legacies  | 68,903                 | -                    | 68,903               | 302,575              |
| Donations – trusts and companies                    | 997,838                | 1,730,768            | 2,728,606            | 973,372              |
| Donations – individuals                             | 493,519                | 16,050               | 509,569              | 523,483              |
| Royalties, sponsorship and other fundraising income | 566,211                | 8,334                | 574,545              | 336,443              |
|   | <b>2,862,246</b>       | <b>1,755,152</b>     | <b>4,617,398</b>     | <b>2,727,843</b>     |
| For the year ended 31 March 2019                    | 2,383,530              | 344,313              |                      | 2,727,843            |

Donations from trusts and companies include £41,140 (2019: £8,380) of donated services or goods. Not included are donated services in the form of digital out-of-home advertising space from Ocean Outdoor. These donated services have not been included in the financial statements as we are unable to measure reliably the value of the services received in the year. We are very grateful for this generous support, which has allowed MCS to extend its reach and profile throughout the UK.

## 2 INCOME FROM CHARITABLE ACTIVITIES

|                                  | Unrestricted Funds (£) | Restricted Funds (£) | Total Funds 2020 (£) | Total Funds 2019 (£) |
|----------------------------------|------------------------|----------------------|----------------------|----------------------|
| Grants                           | -                      | 311,457              | 311,457              | 321,296              |
| Beach cleans                     | 191,000                | -                    | 191,000              | 614,964              |
| Education and sales              | 30,871                 | 29                   | 30,900               | 91,116               |
|                                  | <b>221,871</b>         | <b>311,486</b>       | <b>533,357</b>       | <b>1,027,376</b>     |
| For the year ended 31 March 2019 | 715,937                | 311,439              |                      | 1,027,376            |

## 3 INCOME FROM OTHER TRADING ACTIVITIES

|             | Total Funds 2020 (£) | Total Funds 2019 (£) |
|-------------|----------------------|----------------------|
| Online shop | 49,271               | 49,489               |
| Other sales | 11,519               | 2,235                |
|             | <b>60,790</b>        | <b>51,724</b>        |

All income from other trading activities is unrestricted.

## 4 INCOME FROM INVESTMENTS

|                                | Total Funds 2020 (£) | Total Funds 2019 (£) |
|--------------------------------|----------------------|----------------------|
| Bank interest received         | 7,472                | 2,385                |
| Income from listed investments | -                    | 24,192               |
|                                | <b>7,472</b>         | <b>26,577</b>        |

All income from investments is unrestricted.

**5 EXPENDITURE ON RAISING FUNDS:  
RECRUITING AND SERVICING OF MEMBERS**

|   | Direct staff costs (£) | Other direct costs (£) | Support costs (£) | Total 2020 (£) | Total 2019 (£) |
|---|------------------------|------------------------|-------------------|----------------|----------------|
| Use of agency to recruit new members                | -                      | -                      | -                 | -              | 304,936        |
| Other costs of generating and servicing memberships | 157,874                | 117,192                | 43,387            | 318,453        | 341,208        |
|   | <b>157,874</b>         | <b>117,192</b>         | <b>43,387</b>     | <b>318,453</b> | <b>646,144</b> |
| For the year ended 31 March 2019                    | 152,902                | 434,501                | 58,741            |                | 646,144        |

The profile of marine conservation issues has risen significantly in the last couple of years, generating an increase in the number of members and other supporters. To maximise the opportunity from this increase in profile, we worked with an agency during 2018-19 to attend events across the UK and recruit 2,297 more supporters than we would otherwise have been able to do. Whilst a relatively high upfront cost, this will generate higher membership income for a number of years to come. However, given the high upfront cost, it was not possible for us to continue this method of engaging new supporters in 2019-20.

**6 EXPENDITURE ON RAISING FUNDS:  
FUNDRAISING, TRADING AND INVESTMENTS**

|   | Direct staff costs (£) | Other direct costs (£) | Support costs (£) | Total 2020 (£) | Total 2019 (£) |
|---|------------------------|------------------------|-------------------|----------------|----------------|
| Costs of raising donations and legacies | 355,751                | 143,230                | 134,871           | 633,852        | 537,621        |
| Commercial trading costs                | 15,454                 | 24,967                 | 1,954             | 42,375         | 36,176         |
| Investment management fees              | -                      | -                      | -                 | -              | 4,698          |
|   | <b>371,205</b>         | <b>168,197</b>         | <b>136,825</b>    | <b>676,227</b> | <b>578,495</b> |
| For the year ended 31 March 2019        | 315,352                | 158,123                | 105,020           | -              | 578,495        |

**7 EXPENDITURE ON CHARITABLE ACTIVITIES**

|                                   | Direct staff costs (£) | Other direct costs (£) | Support costs (£) | Total 2020 (£)   | Total 2019 (£)   |
|-----------------------------------|------------------------|------------------------|-------------------|------------------|------------------|
| Good governance                   | 505,398                | 140,077                | 181,486           | 826,961          | 1,003,948        |
| Individual behaviour change       | 571,265                | 162,813                | 208,500           | 942,578          | 1,079,860        |
| Sustainable and equitable economy | 177,715                | 51,182                 | 63,183            | 292,080          | 275,114          |
| Evidence base                     | 320,865                | 144,603                | 89,278            | 554,746          | 549,315          |
|                                   | <b>1,575,243</b>       | <b>498,675</b>         | <b>542,447</b>    | <b>2,616,365</b> | <b>2,908,237</b> |
| For the year ended 31 March 2019  | 1,759,346              | 650,863                | 498,028           |                  | 2,908,237        |

## 8 SUPPORT COSTS

|  | Property costs (£) | Admin costs (£) | Governance costs (£) | Unrecovered VAT (£) | Total 2020 (£) | Total 2019 (£) |
|--|--------------------|-----------------|----------------------|---------------------|----------------|----------------|
| Costs of generating and servicing membership subscriptions | 7,542              | 28,240          | 4,710                | 2,895               | 43,387         | 58,741         |
| Costs of raising donations and legacies                    | 21,059             | 90,672          | 15,153               | 7,987               | 134,871        | 102,921        |
| Commercial trading costs                                   | 409                | 1,290           | 255                  | -                   | 1,954          | 2,099          |
| Good governance  | 31,706             | 118,096         | 19,802               | 11,822              | 181,486        | 174,213        |
| Individual behaviour change                                | 36,457             | 135,793         | 22,769               | 13,481              | 208,500        | 195,872        |
| Sustainable and equitable economy                          | 11,038             | 41,114          | 6,894                | 4,137               | 63,183         | 41,148         |
| Evidence base  | 15,595             | 58,087          | 9,740                | 5,856               | 89,278         | 89,673         |
|  | <b>123,806</b>     | <b>473,292</b>  | <b>79,323</b>        | <b>46,238</b>       | <b>722,659</b> | <b>664,667</b> |
| <b>Analysed between:</b>                                   |                    |                 |                      |                     |                |                |
| Raising funds  | 29,010             | 120,202         | 20,118               | 10,882              | 180,212        | 163,761        |
| Charitable activities                                      | 94,796             | 353,090         | 59,205               | 35,356              | 542,447        | 500,906        |
|  | <b>123,806</b>     | <b>473,292</b>  | <b>79,323</b>        | <b>46,238</b>       | <b>722,659</b> | <b>664,667</b> |

Support costs are allocated to activities based on the FTE staff numbers working on those activities. Property costs include rent, rates and utility costs for all our offices. Admin costs include the staff costs of the Finance, Human Resources and IT teams plus other admin costs such as 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. We are not able to recover all the VAT incurred on our expenditure. £38k of support costs were donated to MCS in the form of discounted human resources software and pro bono legal advice. These donated costs are included within the figures above; such donations help to keep the use of our funds on admin and governance to a minimum.

## 9 NET INCOMING RESOURCES FOR THE YEAR *This is stated after charging:*

|                               | Total 2020 (£) | Total 2019 (£) |
|-------------------------------|----------------|----------------|
| Depreciation                  | 7,267          | 6,908          |
| Auditor's remuneration:       |                |                |
| audit fees                    | 8,426          | 6,300          |
| other services                | 384            | 43             |
| Equipment rental              | 1,760          | 1,710          |
| Trustees' liability insurance | 858            | 858            |
| Property rental               | 92,420         | 77,950         |
| Foreign exchange rate gains   | 3,402          | 2,878          |

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<br>2020 (£) | Total<br>2019 (£) |
|---|-------------------|-------------------|
| Salaries and wages                          | 2,113,974         | 2,152,063         |
| Employer's national insurance contributions | 205,991           | 208,644           |
| Pension costs                               | 121,104           | 121,657           |
| Redundancy and settlement payments          | -                 | 30,614            |
|   | <b>2,441,069</b>  | <b>2,512,978</b>  |

One employee received emoluments in the band £70,000 to £80,000 (2019: one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £4,604 (2019: £4,604). One employee received emoluments in the band £60,000 to £70,000 (2019: nil). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £3,618 (2019: £nil).

During the year key management received a combined total remuneration of £323,319 (2019: £332,163).

Eight trustees claimed expenses during the year for travel and subsistence, amounting to £2,774 (2019: £2,520). No trustee received remuneration during the year (2019: nil).

## 11 STAFF NUMBERS

|  | 2020<br>(average number) | 2019<br>(average number) |
|--|--------------------------|--------------------------|
| Conservation programmes                            | 44                       | 46                       |
| Fundraising and servicing membership subscriptions | 17                       | 19                       |
| Administration and support                         | 10                       | 8                        |
|  | <b>71</b>                | <b>73</b>                |

## 12

### PENSION COSTS

The charity operates a defined contribution scheme for members of staff. The assets of the scheme are held separately from those of the charity, being invested with insurance companies. Pension costs charged in the Statement of Financial Activities represent the contributions payable by the charity in the year. There was £15,477 (2019: £12,414) 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 usually exempt from corporation tax as all its income is charitable and is applied for charitable purposes. However, in 2018-19 a small amount of trading income was received by the charity in excess of the allowable limit set by HMRC, and £7,631 corporation tax was payable. This tax is included within the support costs of the accounts. From April 2019, the group's tax liability is minimised by ensuring that 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 note 16.

#### 14 TANGIBLE FIXED ASSETS (GROUP AND CHARITY)

|                         | Fixtures & fittings (£) | Computers & equipment (£) | Total (£)      |
|-------------------------|-------------------------|---------------------------|----------------|
| <b>Cost</b>             |                         |                           |                |
| At 1 April 2019         | 36,804                  | 102,174                   | 138,978        |
| Additions at cost       | -                       | 1,583                     | 1,583          |
| Disposals               | (7,054)                 | (8,543)                   | (15,597)       |
| <b>At 31 March 2020</b> | <b>29,750</b>           | <b>95,214</b>             | <b>124,964</b> |
| <b>Depreciation</b>     |                         |                           |                |
| At 1 April 2019         | 34,856                  | 85,955                    | 120,811        |
| Charge for the year     | 1,291                   | 5,976                     | 7,267          |
| Disposals               | (7,054)                 | (8,543)                   | (15,597)       |
| <b>At 31 March 2020</b> | <b>29,093</b>           | <b>83,388</b>             | <b>112,481</b> |
| <b>Net Book Value</b>   |                         |                           |                |
| <b>At 31 March 2020</b> | <b>657</b>              | <b>11,826</b>             | <b>12,483</b>  |
| At 31 March 2019        | 1,948                   | 16,219                    | 18,167         |

#### 15 LISTED INVESTMENTS (GROUP AND CHARITY)

|   | 2020 (£) | 2019 (£)    |
|---|----------|-------------|
| <b>Market value</b>                           |          |             |
| At the start of the year                      | -        | 738,684     |
| Purchases during the year                     | -        | 265,580     |
| Sales during the year                         | -        | (1,021,145) |
| Realised gain                                 | -        | 16,881      |
| <b>Market value at the end of the year</b>    | -        | -           |
| <b>Historical cost at the end of the year</b> | -        | -           |

The charity divested its investments towards the end of 2018-19 to reduce exposure of the charity to risk associated with economic uncertainty.

#### 16 INVESTMENTS IN SUBSIDIARIES (CHARITY ONLY)

|  | 2020 (£)   | 2019 (£)   |
|--|------------|------------|
| M C S Sales Limited (company number 1766795)                   | 100        | 100        |
| Marine Biological Consultants Limited (company number 1777391) | 100        | 100        |
|  | <b>200</b> | <b>200</b> |

Investments in subsidiaries held by the charity represent the whole of the issued share capital of each of the companies above. Both companies are registered in England and Wales, with the registered office of Overross House, Ross Park, Ross-On-Wye, Herefordshire, United Kingdom, HR9 7US. The companies were established to carry out trades which were not in themselves charitable (and which could not, therefore, be conducted by the charity) but where all the profits were gifted to the charity, providing an additional income source to fund marine conservation. Marine Biological Consultants Limited is not trading and is dormant. M C S Sales Limited was not trading during 2018-19 but it began trading again from 1 April 2019. M C S Sales Limited conducts corporate fundraising including sponsorship to raise money for MCS. A summary of the results of M C S Sales Limited is shown below and full accounts are filed with Companies House each year.

## M C S SALES LIMITED

| Year ended<br>31 March 2020 (£) | Year ended<br>31 March 2019 (£) |
|---------------------------------|---------------------------------|
|---------------------------------|---------------------------------|

| <b>Statement of comprehensive income</b>                           |                |           |
|--|----------------|-----------|
| Turnover   | 440,955        | -         |
| Cost of sales  | (99,745)       | -         |
| Gross profit   | 341,210        | -         |
| Administrative costs   | (13,938)       | -         |
| Operative profit   | 327,272        | -         |
| Tax on operating profit  | -              | -         |
| <b>Total comprehensive income for the year</b>                     | <b>327,272</b> | <b>-</b>  |
| <b>Gift aid donation to parent charity accrued in current year</b> | <b>300,699</b> | <b>-</b>  |
| <b>The assets and liabilities of the company were</b>              |                |           |
| Current assets   | 539,546        | 34        |
| Current liabilities  | (512,939)      | -         |
| <b>Total net assets</b>  | <b>26,607</b>  | <b>34</b> |
| Share capital  | 100            | 100       |
| Retained profit (to be donated to parent charity in 2020-21)       | 26,507         | (66)      |

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

## 17 STOCKS (GROUP AND CHARITY)

|                                       | 2020<br>(£)   | 2019<br>(£)   |
|---------------------------------------|---------------|---------------|
| Stocks held for resale in online shop | 19,209        | 20,063        |
|                                       | <b>19,209</b> | <b>20,063</b> |

## 18 DEBTORS

|                                | The group      |                | The charity    |                |
|--------------------------------|----------------|----------------|----------------|----------------|
|                                | 2020<br>(£)    | 2019<br>(£)    | 2020<br>(£)    | 2019<br>(£)    |
| Trade debtors                  | 136,394        | 117,951        | 66,933         | 117,951        |
| Amounts owed by subsidiary     | -              | -              | 483,533        | -              |
| Prepayments and accrued Income | 339,292        | 391,334        | 339,288        | 391,334        |
| Other debtors                  | 2,293          | 34             | 2,293          | -              |
|                                | <b>477,979</b> | <b>509,319</b> | <b>892,047</b> | <b>509,285</b> |

## 19 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|  | The group      |                | The charity    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2020<br>(£)    | 2019<br>(£)    | 2020<br>(£)    | 2019<br>(£)    |
| Trade creditors  | 143,316        | 142,660        | 143,315        | 142,660        |
| Tax and social security                                      | 85,297         | 65,307         | 68,559         | 65,307         |
| Accruals   | 64,503         | 90,284         | 62,503         | 90,284         |
| Deferred income  | 295,044        | 352,886        | 284,377        | 352,886        |
| Other creditors  | 17,784         | 17,721         | 17,599         | 17,536         |
|  | <b>605,944</b> | <b>668,858</b> | <b>576,353</b> | <b>668,673</b> |
| <b>Deferred income</b>                                       |                |                |                |                |
| As at 1 April  | 352,886        | 249,941        | 352,886        | 249,941        |
| Release of income into the statement of financial activities | (352,866)      | (249,941)      | (352,866)      | (249,941)      |
| Current year of receipts deferred                            | 295,044        | 352,886        | 284,337        | 352,886        |
| <b>As at 31 March</b>  | <b>295,044</b> | <b>352,886</b> | <b>284,377</b> | <b>352,886</b> |

## 20 STATEMENT OF GROUP FUNDS

|                                | At 1 April<br>2019 (£) | Income<br>(£)    | Expenditure<br>(£) | Transfers<br>(£) | Gains/losses<br>(£) | At 31 March<br>2020 (£) |
|--------------------------------|------------------------|------------------|--------------------|------------------|---------------------|-------------------------|
| <b>Unrestricted funds</b>      |                        |                  |                    |                  |                     |                         |
| General reserves               | 72,347                 | 3,152,379        | (2,901,038)        | 82,386           | -                   | 406,074                 |
| Designated funds               | 784,679                | -                | -                  | (75,679)         | -                   | 709,000                 |
|                                | 857,026                | 3,152,379        | (2,901,038)        | 6,707            | -                   | 1,115,074               |
| <b>Restricted funds</b>        |                        |                  |                    |                  |                     |                         |
| General conservation           | -                      | 104,998          | (87,979)           | -                | -                   | 17,019                  |
| Clean seas programme           | 8,046                  | -                | -                  | -                | -                   | 8,046                   |
| Fisheries programme            |                        |                  |                    |                  |                     |                         |
| Good Fish Guide Transformation | -                      | 1,000,000        | (34,034)           | -                | -                   | 965,966                 |
| Other fisheries funds          | 9,410                  | 27,296           | (30,068)           | -                | -                   | 6,638                   |
| Ocean recovery programme:      |                        |                  |                    |                  |                     |                         |
| Agents of Change               | -                      | 44,783           | (38,471)           | -                | -                   | 6,312                   |
| Marine CoLAB                   | 21,917                 | 83,270           | (86,887)           | -                | -                   | 18,300                  |
| ReMEDIES                       | -                      | 9,312            | (10,223)           | -                | -                   | (911)                   |
| Seagrass                       | -                      | 20,000           | (2,129)            | -                | -                   | 17,871                  |
| Wildcoast Sussex               | -                      | 17,385           | (17,385)           | -                | -                   | -                       |
| National Seasearch             | 2,319                  | 102,084          | (84,033)           | -                | -                   | 20,370                  |
| UK Overseas Territories        | -                      | 56,441           | (50,282)           | -                | -                   | 6,159                   |
| Other ocean recovery funds     | 32,234                 | 58,584           | (51,788)           | -                | -                   | 39,030                  |
| Engagement programme:          |                        |                  |                    |                  |                     |                         |
| Sea Champions Bridlington      | 76,573                 | 100,050          | (59,420)           | -                | -                   | 117,203                 |
| Northumbrian Engagement        | 46,900                 | 76,000           | (53,401)           | -                | -                   | 69,499                  |
| Education                      | 91,100                 | 36,881           | (71,177)           | -                | -                   | 56,804                  |
| Other engagement funds         | 35,475                 | 24,184           | (17,730)           | (6,707)          | -                   | 35,222                  |
| Scotland Programme             | -                      | 15,000           | (15,000)           | -                | -                   | -                       |
| Website Transformation         | -                      | 290,370          | -                  | -                | -                   | 290,370                 |
|                                | 323,974                | 2,066,638        | (710,007)          | (6,707)          | -                   | 1,673,898               |
| <b>Total funds</b>             | <b>1,181,000</b>       | <b>5,219,017</b> | <b>(3,611,045)</b> | <b>-</b>         | <b>-</b>            | <b>2,788,972</b>        |

## GENERAL FUNDS

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

## DESIGNATED FUNDS

The designated reserves are those funds set aside by trustees as a contingency in the event of future income shortfalls. The trustees aim to maintain this fund at a level that will support a minimum of three months' unrestricted expenditure, based on future plans.

## RESTRICTED FUNDS

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

## GENERAL CONSERVATION

These funds benefit all our conservation work and includes Esmee Fairbairn Foundation funding for the work of the Chief Executive and funding from the Waterloo Foundation to develop our policy and advocacy work on the implications of Brexit on marine conservation.

## CLEAN SEAS PROGRAMME

Funds within this programme support our work to reduce pollution from sewage, plastics and other contaminants, working predominantly to influence individual behaviour through campaigns such as Wet Wipes Turn Nasty.

## FISHERIES PROGRAMME

Funds within this programme support our work to promote the development of sustainable wild-capture and farmed seafood production. Projects include Good Fish Guide funding from The Prince of Wales's Charitable Fund. In 2018-19 it also included scientific research funded by Monterey Bay Aquarium. Included within this programme is the Good Fish Guide Transformation fund, a three-year project funded by a £1 million donation from The Moondance Foundation.

## OCEAN RECOVERY PROGRAMME

Achieving good governance is the primary focus of funds within this programme, promoting the laws and policies designed to protect our seas. Included within this programme are the following funds:

- › **Agents of Change** – The Calouste Gulbenkian Foundation is funding a staff post to work towards improving community understanding and support for local marine protected areas. An initiative from the Marine CoLAB, the project aims to address the fact that the public know little about MPAs in the UK, or the benefits they bring.
- › **Marine CoLAB** – Funded by the Calouste Gulbenkian Foundation, the Marine CoLABoration (CoLAB) group provides time and resources for the marine conservation sector to build on what works, learn from other sectors and parts of the world, and develop tools and approaches with the potential to increase the scale and pace of beneficial change. This funding enables MCS to provide a Marine CoLAB coordinator and other staff resources for the group.
- › **ReMEDIES** – This project, funded by LIFE and in partnership with Natural England and others, aims to reduce the negative impacts of recreational activities on the marine environment in Natura 2000 sites (Special Areas of Conservation (SACs)) where pressure from recreational boating is greatest and having the most impact.
- › **Seagrass** – Working with Princess Yachts and the Ocean Conservation Trust, Advanced Mooring Systems are being installed into seagrass beds to enable regrowth of seagrass at the base of the mooring chains, making beds denser and blades longer.
- › **Wildcoast Sussex** – In partnership with Sussex Wildlife Trust and others, and funded by the National Lottery Heritage Fund, this project (previously called Sussex by the Sea) aims to positively influence human behaviours that are contributing to the decline of marine life off the Sussex coast.
- › **National Seasearch** - This is a scientific partnership programme with a number of agencies and organisations to involve volunteer recreational divers in the survey of marine species and habitats – part of our work to provide an evidence base. This programme includes funding from NatureScot, Natural Resources Wales, The Crown Estate and Natural England.
- › **UK Overseas Territories** – The John Ellerman Foundation is funding the development of a new programme in the UK Overseas Territories, including overseeing turtle work, which has also attracted funding from the People's Trust for Endangered Species.
- › **Other ocean recovery funds** – these include funds from Rampion, the Miles Blackwell Trust Fund, and others for various campaigns for specific MPAs.

## ENGAGEMENT PROGRAMME

These funds are supporting a range of projects aiming to influence individual behaviour:

- › **Sea Champions Bridlington** – A generous donor has funded a multi-year project to deliver marine conservation engagement with volunteers, communities and businesses in Bridlington and across the wider Yorkshire area.
- › **Northumbrian Engagement** – Funds allowing us to increase our volunteer and community engagement in Northumbria to deliver more beach cleans and educate young people about their local marine environment.
- › **Education** – Funds supporting our Cool Seas education programme to increase the participation of young people in marine conservation and improving ocean literacy through education workshops, Cool Seas Investigator and other curriculum-linked resources and the creation of Ocean Schools.
- › **Other engagement funds** – These include community engagement projects around the UK, including Blue Heart, funded by the Calouste Gulbenkian Foundation. This Community Voice Method project took a storytelling approach to bring to life the relationship between people in the UK and the ocean.

## SCOTLAND PROGRAMME

These funds support activities in Scotland. In 2018-19 all activities within our Scottish programme were supported by our unrestricted funds. Seasearch in Scotland is included within national Seasearch funds, not under the Scottish programme.

## WEBSITE TRANSFORMATION

Fidelity UK Foundation is funding a digital transformation, including the building of a new website. The funds were received in the year and the project starts April 2020.

## WALES PROGRAMME

This programme is not listed in these notes because all our activities in Wales are currently supported by our unrestricted funds apart from Seasearch in Wales, which is included within National Seasearch funds, not under the Wales programme.

## TRANSFERS BETWEEN FUNDS

Transfers were made in 2018-19 from general conservation or unrestricted funds where there was a shortfall in restricted funds or as part of an agreement with a funder that MCS will contribute unrestricted funds towards the project. In 2019-20 a transfer has been made from a restricted fund to general reserves where the project has been successfully completed and the remaining funds could be utilised more generally.

**20 COMPARATIVE STATEMENT OF GROUP FUNDS  
FOR THE YEAR ENDED 31 MARCH 2019**

|                            | <b>At 1 April</b><br>(£) | <b>Income</b><br>(£) | <b>Expenditure</b><br>(£) | <b>Transfers</b><br>(£) | <b>Gains/losses</b><br>(£) | <b>At 31 March</b><br>(£) |
|----------------------------|--------------------------|----------------------|---------------------------|-------------------------|----------------------------|---------------------------|
| <b>Unrestricted funds</b>  |                          |                      |                           |                         |                            |                           |
| General reserves           | 329,128                  | 3,177,768            | (3,430,170)               | (21,260)                | 16,881                     | 72,347                    |
| Designated funds           | 784,679                  | -                    | -                         | -                       | -                          | 784,679                   |
|                            | <b>1,113,807</b>         | <b>3,177,768</b>     | <b>(3,430,170)</b>        | <b>(21,260)</b>         | <b>16,881</b>              | <b>857,026</b>            |
| <b>Restricted funds</b>    |                          |                      |                           |                         |                            |                           |
| General conservation       | 5,031                    | 41,410               | (44,918)                  | (1,523)                 | -                          | -                         |
| Clean seas programme       | 34,073                   | 3,690                | (29,717)                  | -                       | -                          | 8,046                     |
| Fisheries programme        | 31,588                   | 78,580               | (100,865)                 | 107                     | -                          | 9,410                     |
| Ocean recovery programme:  |                          |                      |                           |                         |                            |                           |
| MPA fund                   | 129,235                  | -                    | (118,924)                 | -                       | -                          | 10,311                    |
| Agents of Change           | 39,456                   | 25,000               | (65,945)                  | 1,489                   | -                          | -                         |
| Marine CoLAB               | 67,153                   | 18,750               | (63,986)                  | -                       | -                          | 21,917                    |
| National Seasearch         | 5,608                    | 54,448               | (57,737)                  | -                       | -                          | 2,319                     |
| Other ocean recovery funds | 35,536                   | 63,421               | (77,034)                  | -                       | -                          | 21,923                    |
| Engagement programme:      |                          |                      |                           |                         |                            |                           |
| Sea Champions Bridlington  | -                        | 100,000              | (23,427)                  | -                       | -                          | 76,573                    |
| Northumbrian Engagement    | -                        | 46,900               | -                         | -                       | -                          | 46,900                    |
| Education                  | -                        | 91,100               | -                         | -                       | -                          | 91,100                    |
| Blue Heart                 | -                        | 80,000               | (84,954)                  | 11,204                  | -                          | 6,250                     |
| Other engagement funds     | 1,988                    | 52,453               | (35,199)                  | 9,983                   | -                          | 29,225                    |
|                            | <b>349,668</b>           | <b>655,752</b>       | <b>(702,706)</b>          | <b>21,260</b>           | <b>-</b>                   | <b>323,974</b>            |
| <b>Total funds</b>         | <b>1,463,475</b>         | <b>3,833,520</b>     | <b>(4,132,876)</b>        | <b>-</b>                | <b>16,881</b>              | <b>1,181,000</b>          |

## 21 ANALYSIS OF NET ASSETS BETWEEN FUNDS

|                       | Restricted funds (£) | Designated funds (£) | General funds (£) | Total funds 2020 (£) | Total funds 2019 (£) |
|-----------------------|----------------------|----------------------|-------------------|----------------------|----------------------|
| <b>2020</b>           |                      |                      |                   |                      |                      |
| Tangible fixed assets | -                    | -                    | 12,483            | 12,483               | 18,167               |
| Investments           | -                    | -                    | -                 | -                    | -                    |
| Net current assets    | 1,673,898            | 709,000              | 393,591           | 2,776,489            | 1,162,833            |
|                       | <b>1,673,898</b>     | <b>709,000</b>       | <b>406,074</b>    | <b>2,788,972</b>     | <b>1,181,000</b>     |
| <b>2019</b>           |                      |                      |                   |                      |                      |
| Tangible fixed assets | -                    | -                    | 18,167            |                      | 18,167               |
| Investments           | -                    | -                    | -                 |                      | -                    |
| Net current assets    | 323,974              | 784,679              | 54,180            |                      | 1,162,833            |
|                       | <b>323,974</b>       | <b>784,679</b>       | <b>72,347</b>     |                      | <b>1,181,000</b>     |

## 22 OPERATING LEASE COMMITMENTS

As at 31 March 2020 the charity had total commitments under non-cancellable operating leases as below:

|   | 2020 (£)       | 2019 (£)       |
|---|----------------|----------------|
| <b>Land and buildings</b>                 |                |                |
| Leases expiring within one year           | 81,460         | 60,990         |
| Leases expiring within two and five years | 40,574         | 40,783         |
|   | <b>122,034</b> | <b>101,773</b> |

## 23 PROVISION FOR LIABILITIES (GROUP AND CHARITY)

|                               | 2020 (£)      | 2019 (£)      |
|-------------------------------|---------------|---------------|
| At the beginning of the year  | 19,713        | 8,539         |
| Addition for dilapidations    | 4,872         | 11,174        |
| <b>At the end of the year</b> | <b>24,585</b> | <b>19,713</b> |

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

## 24 FINANCIAL PERFORMANCE OF THE CHARITY

The consolidated statement of financial activities includes the results of the sponsorship and other corporate fundraising conducted by M C S Sales Limited since April 2019. The summary financial performance of the charity alone is:

|   | 2020<br>(£)        | 2019<br>(£)        |
|---|--------------------|--------------------|
| Income                                    | <b>4,783,061</b>   | <b>3,833,520</b>   |
| Gift aid donation from subsidiary company | 300,699            | -                  |
|   | <b>5,083,760</b>   | <b>3,833,520</b>   |
| Expenditure                               | <b>(3,502,366)</b> | <b>(4,132,876)</b> |
| Gain on investments / other gains         | -                  | 16,881             |
| <b>Net income/(expenditure)</b>           | <b>1,581,394</b>   | <b>(282,475)</b>   |
| Total funds brought forward               | 1,181,351          | 1,463,826          |
| <b>Total funds carried forward</b>        | <b>2,762,745</b>   | <b>1,181,351</b>   |
| Represented by:                           |                    |                    |
| Restricted funds                          | 1,673,898          | 323,974            |
| Unrestricted funds                        | 1,088,847          | 857,377            |

The charity's results for 2018-19 above do not include any Gift Aid donations from the subsidiary companies because trading by M C S Sales Limited began in April 2019.

## 25 RELATED PARTY TRANSACTIONS

During the year, a restricted grant of £51,000 (2019: £51,000) was received from the John Ellerman Foundation, a charity of which Hugh Raven (MCS Chair until December 2019) is a trustee. This year's grant was to fund a conservation officer to work in the UK Overseas Territories.

M C S Sales Limited received £12,000 (2019: nil) sponsorship from Rakuten EMEA, for which Mark Haviland, an MCS trustee, is EVP Global Development & Sustainability.

## WE WOULD LIKE TO THANK ALL THE INDIVIDUALS AND ORGANISATIONS WHO MADE OUR WORK THIS YEAR POSSIBLE.

### Charitable and company trusts and foundations giving grants of £1,000 or more:

|   |  |   |
|---|--|---|
| Alan Greenaway Foundation                               | The Golden Bottle Trust                      | The National Lottery Heritage Fund          |
| Anson Charitable Trust                                  | Henry C Hoare Charitable Trust               | Natural Resources Wales                     |
| Arcadia Endangered Landscapes Programme (Summit to Sea) | The Inchcape Foundation                      | OSPAR Commission                            |
| Belvedere Trust   | J & JR Wilson Trust                          | The Panton Trust                            |
| The Blair Foundation                                    | John Ellerman Foundation                     | The Peacock Charitable Trust                |
| The Calleva Foundation                                  | John Swire 1989 Charitable Trust             | People's Trust for Endangered Species       |
| Calouste Gulbenkian Foundation                          | Joseph Strong Frazer Trust                   | The Percy Hedley 1990 Charitable Trust      |
| Cecil Pilkington Charitable Trust                       | Keep Wales Tidy                              | The Peter Courtauld Charitable Trust        |
| Community Foundation Tyne & Wear and Northumberland     | The Lady Hind Trust                          | Pig Shed Trust                              |
| Crown Estate Scotland                                   | Lady Yuen Peng McNeice Charitable Foundation | Postcode Animal Trust                       |
| David Uri Memorial Trust                                | Langdale Trust                               | The Prince of Wales's Charitable Foundation |
| The Derek & Clare Stevens Trust                         | Louis Nicholas Residuary Charitable Trust    | The Rainford Trust                          |
| The Diana Edgson Wright Trust                           | Martin Stanley Charitable Trust              | The Roger Vere Foundation                   |
| The Dulverton Trust                                     | The Mary Heap Charitable Trust               | Scottish Natural Heritage                   |
| EU LIFE Recreation ReMEDIES                             | Midcounties Co-operative                     | Seafarers UK                                |
| The Edgar E Lawley Foundation                           | The Millichope Foundation                    | Seas At Risk                                |
| Environmental Funders Network                           | Miss K M Harbinson's Charitable Trust        | Seven Pillars of Wisdom Trust               |
| The Ernest Kleinwort Charitable Trust                   | Misses Barrie Charitable Trust               | The Simon Gibson Charitable Trust           |
| Esmee Fairbairn Foundation                              | Mitchell Trust                               | Society of the Holy Child Jesus             |
| European Maritime and Fisheries Fund (EMFF)             | Montague-Panton Animal Welfare Trust         | The Spear Charitable Trust                  |
| The Fidelity UK Foundation                              | Moondance Foundation                         | The Tyneholme Trust                         |
|   | Mrs Maud Van Norden's Charitable Foundation  | The Waterloo Foundation                     |
|   |  | Zoological Society of London                |

### Organisations and companies contributing £1,000 or more towards our income and charitable objectives:

|                                     |                                       |                                    |
|-------------------------------------|---------------------------------------|------------------------------------|
| Abel & Cole                         | Green People Ltd                      | Rakuten                            |
| Adnams Brewery                      | Haddenham Healthcare                  | Rapesco                            |
| Advent of Change                    | The Happy Prawn Co.                   | Riz Boardshorts                    |
| Aquasign Ltd                        | Hastings Borough Council              | Roja Parfums                       |
| Aviva                               | Haven Holidays                        | Rotork Plc                         |
| Batoko Ltd                          | Helping Hands Environmental           | Rudding Estate                     |
| Baylis & Harding                    | Hey Habito Ltd                        | Salcombe Distilling Co             |
| Bird & Blend Tea Co                 | ISS Facility Services working with EY | Silentnight Group Ltd              |
| Blue Marine Travel                  | John Fowler Holidays                  | Sinclair & Saffron                 |
| Broadcaster Audience Research Board | Joules Ltd                            | Skechers USA Ltd                   |
| Bunzl plc                           | LSP Leadership                        | Smart Solutions                    |
| CH&Co Group                         | M&C Saatchi Mobile                    | Smidge                             |
| Cargill Global Trading (UK)         | Marine Superstore                     | Sodexo Group                       |
| Carousel Calendars                  | Marks & Spencer plc                   | St Hilda Sea Adventures            |
| Catarina Santana                    | Matrix Platinum Ltd                   | Stem the Tide Ltd                  |
| Charles Bentley & Son               | Mint Velvet                           | Summit Outdoors & Leisure Plc      |
| Cityscape Recruitment Ltd           | NSSL Global Ltd                       | Supergroup (Superdry)              |
| Clarity Environmental               | Norfolk Coast AONB                    | Tatas Natural Earth Day            |
| DLA Piper LLP                       | O'Three                               | Teemill Trading (Rapanui)          |
| Dechra Veterinary Products          | Ocado Foundation                      | Tesco (Bags for Help - Groundwork) |
| Dirty Velvet                        | Ogilvie Promotions Ltd                | Thomas Miller & Co Ltd             |
| Earth Conscious                     | Ohh Deer Ltd                          | Thomson Bros                       |
| Eastern IFCA                        | Optical Express                       | Timeline TV                        |
| Edgeo Ltd                           | Original Cottages                     | Travel Chapter, The                |
| Excel Networking Solutions          | PAUA Trading                          | Waitrose & Partners                |
| FRF Toyota (South Wales) Ltd        | Paper Round                           | Westgate Group                     |
| FatFace Ltd                         | Payara Services Ltd                   | Wild Nature Press Ltd              |
| Fidelity International              | Polar Routes                          | Wolseley                           |
| GLL - Kentish Town Sports Centre    | Princess Yachts Ltd                   | Worthing Borough Council           |
| The Glenmorangie Company Ltd        | PwC                                   | Wrendale Designs                   |
| GlobalWakecup                       | RTI Advanced                          |                                    |

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

The AMB Charitable Trust  
Mr & Mrs Dewar Gibb  
Mr & Mrs Flockhart  
P Galek  
A Haimes  
X Menguy

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

### **Legacies & In Memoriam Donations:**

Mavis Benson  
Dr C Black  
Norma Brandt  
Colin Butcher  
Matthew J Clark  
Nigel Davies  
Tim Davies  
Kevin Gauntlett  
Mike Harris  
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Katie May Hilton  
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Andrew Lawson  
Prof David Nichols  
Francis Pearson  
Olive Rouse  
Caitlin Swan  
Sheila Tollman  
Andrew Williams  
Viola Ann Winn

### **Patrons, Supporters, Members and Groups:**

Ocean Ambassadors:  
Doug Allan  
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Prof Ben Garrod  
Tom 'The Blowfish' Hird  
Miranda Krestovnikoff  
Deborah Meaden  
Chris Packham CBE  
Simon Reeve  
Susie Rodgers MBE  
Cyrus Todiwala OBE DL  
Iolo Williams

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 firms for their pro bono support during the last year:

Avis  
Glenmorangie  
Hurtigruten  
IBM  
iHASCO  
LSP Leadership Ltd  
Mayer Brown International LLP  
Ocean Outdoor UK Ltd  
Richard Symonds

# **ACKNOWLEDGEMENT**

**OF FINANCIAL AND OTHER SUPPORT**

# REFERENCE

## & ADMINISTRATIVE INFORMATION

### CHARITY NAME

Marine Conservation Society

### CHARITY REGISTRATION NUMBER

1004005 (England & Wales)  
SC037480 (Scotland)

### COMPANY REGISTRATION NUMBER

02550966

### REGISTERED OFFICE AND OPERATIONAL ADDRESS

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

### LONDON OPERATIONAL ADDRESS

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

### SCOTTISH OPERATIONAL ADDRESS

Suite 7, CBC House,  
24 Canning Street,  
Edinburgh, EH3 8EG

### PRESIDENT

HRH The Prince of Wales KG, KT, GCB

### HONORARY VICE PRESIDENTS

Professor David Bellamy OBE, PhD,  
FLS, FIBiol  
(deceased 11 December 2019)

Professor David Nichols  
(deceased 1 January 2020)

### TRUSTEES

The trustees listed below were trustees for the whole of the year ended 31 March 2020 and until the date of this report unless stated otherwise:

Hugh Raven  
*Chair*  
(resigned 4 December 2019)

Alexander Wilson  
*Interim Chair*  
(from 4 December 2019 until 18 March 2020)  
*Trustee*  
(for the whole period)

Amanda Nobbs  
*Chair*  
(appointed 18 March 2020)

Tara Aldwin, ACA  
*Treasurer*  
(resigned 4 December 2019)

Susan Ronaldson  
*Treasurer*  
(appointed Treasurer on 4 December 2019)  
*Trustee*  
(for the whole period)

Emily Cunningham  
(appointed 4 December 2019)

Stephen Gray

Jonathan Hall  
(appointed 20 September 2019)

Mark Haviland  
*Vice Chair*

Professor David Kipling

Joyce Lorigan  
(appointed 4 December 2019)

James Marsden

Leigh Morris  
Will Oulton  
(appointed 20 September 2019)

Seth Richardson  
(appointed 20 September 2019)

Giles Robertson  
(resigned 4 December 2019)

Stefano Tiratelli  
(appointed 20 September 2019)

### SENIOR MANAGEMENT TEAM

The members of the Senior Management Team were in post for the whole of the year ended 31 March 2020 and until the date of this report unless stated otherwise:

Sandy Luk  
*Chief Executive*

Tamsin Betti  
*Director of Communications  
& Engagement*  
(from 9 September 2019)

Mike Crossley  
*Director of Fundraising & Marketing*  
(until 30 June 2020)

Nicola Spencer  
*Director of Finance & Resources*

Kat Stephenson-Hall  
*Director of Fundraising*  
(from 1 July 2020)

Chris Tuckett  
*Director of Programmes*

### PRINCIPAL PROFESSIONAL ADVISORS

#### AUDITORS

The Richards Sandy Partnership,  
Thorneloe House,  
25 Barbourne Road,  
Worcester, WR1 1RU

#### BANKERS

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

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