Objectives and activities

The Objects of the Company (the "Objects") are to undertake and promote for the benefit of the public the conservation, protection, improvement and ecologically sustainable management of the marine and freshwater environment including associated land, shoreline and structures.

Ecologically sustainable management means using, conserving and enhancing the community’s resources so that ecological processes, on which life depends, are maintained, and the total quality of life, now and in the future, can be increased.

Who we are

Every day, our ocean suffers – from overfishing, pollution and a lack of protection. But every day is another chance for us to make a change. MCS believes too much is being taken out, and too much is being put into our seas. The MCS team works to reduce the threats to our ocean and build an optimistic future. Our scientists, campaigners, volunteers, advocates, data experts, fundraisers, divers and researchers are all united by the common cause of creating a sustainable future for our seas.

Our vision

Seas full of life – seas and coasts where nature flourishes and people thrive.

Our mission

To drive political, cultural and social change for healthy seas and coasts that support abundant marine wildlife, sustainable livelihoods and enjoyment for all.

Why MCS

Key to our success is a proven track record in engaging people; every year we engage over 1 million people in our campaigns and projects. By embracing the connection between people, their livelihoods and life in the ocean we can help communities value having a healthy ocean, whether they live and work by the coast or on the water or are occasional visitors. Our approach is underpinned by a strong theme of evidence-based policy work, campaigning and advocating solutions backed by science.

The Society has a record of sustained achievement and deserves the wholehearted, passionate support of everyone who cares about our marine environment. Our special bond with our coastline and the sea, developed and nurtured over many generations, deserves nothing less.”

HRH The Prince of Wales
MCS President
TRUSTEES’ REPORT
A message from our chair

In writing this, I’m enjoying reflecting on a year of both continuity and change. It’s the first annual report since I took the Board chair, and I’m grateful to both Trustees and our executive team for their welcome and being such a great help to the new boy.

At Board level, my arrival apart, we’ve had continuity. Martin Spray, my predecessor, left a great group of Trustees. In the executive team, there has been greater change. Sam Fanshawe did more than probably anyone else to create today’s MCS. In 2016 she moved on – with our warmest possible thanks. We took great trouble recruiting to fill her very considerable shoes, and were delighted to welcome Sandy Luk. Sandy was known already to many of us for her outstanding work at ClientEarth.

Plastic bag use drastically declined. We promoted the retail bag levy as a story about the sea, and were delighted to see so much coverage from life-jacketed reporters on boats around our coast. Single-use plastic bottles must be next. There are glimmerings of hope across the UK, and we’re hard at it with others in promoting the deposit return system that we know works elsewhere.

I was delighted that my first AGM as chair was in Scotland, and I was able to meet so many enthusiastic members and enjoy strengthening our links with both the People’s Postcode Lottery and our hosts for the day, the Royal Zoological Society of Scotland.

We’re excited about the year ahead. With a strengthened staff team and more visibility in the capital cities of the UK, we look forward to influencing governments at the UK and devolved levels and getting the right outcomes from our changing relationship with the EU.

We are a membership organisation. Without members and supporters, we would achieve so much less. Thank you for your interest in MCS.

Hugh Raven
Chair, MCS

2016 was a year of surprises. We made no secret of our view that the European Union had introduced good environmental legislation and was at the root of improved marine protection and recovering fish stocks. When the referendum result was in, we welcomed the opportunity to influence the policies that will control the use and enjoyment of our seas.

Much good was achieved. Marine Protected Areas continue to expand, with some useful management plans that we shall work hard to ensure are enforced. Plastic pollution at last got serious attention.
A message from our chief executive

I am excited and proud to step into the role of leading MCS this year, and have been inspired by the achievements, deep expertise and passion of the team here. Strengthened by our hugely committed volunteers and members, we are a tenacious team whose determination, optimism and courage means MCS protects the marine environment with minds and hearts!

I’m thrilled to be able to bring my many years’ experience of making complex issues accessible and relevant to help connect people and the ocean, and this year continue progress towards our vision of seas full of life – where nature flourishes and people thrive.

The ocean is one vast, beautiful ecosystem, which supports an astounding diversity of life. That’s why, at MCS, we believe a healthy ocean is vital to all of us – no matter where we live.

The ocean means different things to different people – we may live by it and love walking along or playing in it; we may rely on it for our income, or we may be uplifted every time we see it, smell it or remember family time shared there. But the scale of the threats facing our ocean right now is such that action, collaboration and change are needed urgently.

At MCS we believe that people can change their relationship with the ocean. This new relationship would mean we do not pollute it, we cherish the wildlife that lives in it and we enjoy bountiful seafood that the ocean can afford.

This year, our projects and influential collaborations with partners have meant that a number of marine protected areas are no longer ‘paper parks’ and now have management measures in place. Nearly 1 million people used our Good Fish Guide during the year, and our Good Fish Guide mobile app won Gold at the London Design Awards.

This was also a pivotal year in our fight against plastic pollution getting into the ocean. Behaviour change that we instigated using beach clean survey data is having a direct impact on the litter we see on our beaches now, giving a safer home to wildlife for decades to come.

Our volunteers were key to all of this, as were all our dedicated staff, members, supporters, partners and funders. Having this support gives us confidence, independence and space to allow us to be nimble and innovative in achieving the ambitious change we seek to look after our seas.

I would like to say a personal thank you to all our supporters, and I look forward to meeting more of you in the future.

Sandy Luk
Chief Executive, MCS
I love the work that the Marine Conservation Society does and I’m proud to support them. They are behind so many great initiatives that focus on finding solutions to the problems faced by our very precious, but fragile marine environment - from cleaning up our beaches to advising on the most sustainable fish to eat and protecting our amazing wildlife.”

Chris Packham
TV presenter, naturalist and MCS Ocean Ambassador
Impact, achievements and performance against our objectives for 2016-17 and our plans for the future.

This year we have increased our charity’s capacity, developed our approach to impact measurement and extended our reach. We now have new fisheries staff and support staff for our communications and fundraising teams. Strategic partnerships and good relationships with our funders have given us the freedom, confidence and agility to try new approaches and take up opportunities to speed up the pace of change.

Our overarching strategy

What we stand for

Science and people – our staff, volunteers, supporters and partners – are at the heart of everything we do. We act because everyone relies on the ocean to survive, from the air we breathe to the food we eat. By helping people to discover, value and enjoy being connected to our seas, we can all make better decisions today, which will ensure seas full of life for future generations.

Why we need to act

Our seas are under threat – from pollution, overfishing and a lack of protection. We are taking too much out, for example fish and oil – often using intensive or destructive techniques. And we are putting too much in – waste, pollution and damaging development.

What we need to achieve

Stop taking too much out of our seas:

- MCS will work to ensure sustainable use of the seas by minimising harm when we harvest resources, for example through fishing and oil extraction.

Stop putting too much into our seas:

- MCS will work to prevent and clean up marine litter and pollution, and to minimise damage from development and climate change.

Our goals

Responsible fisheries and aquaculture

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

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 and cleaning it up.

Ocean recovery

- We will ensure our seas are better protected, improve marine management, secure more well-managed marine protected areas, recover, nurture and protect marine species and habitats and track ocean recovery through research partnerships and citizen science.
Where we work

To ensure we have the most impact, and that we connect with people and strategically engage in projects in pursuit of our goals, we have bases in Ross-on-Wye, Edinburgh and London, and are present elsewhere in the UK, including Wales, the South-East and the South-West of England.

We plan to further increase our coastal presence and extend our reach in Scotland, Wales and Northern Ireland. We also engage in policy development, educational projects and international work in the EU and beyond.

Our international work focuses on marine conservation primarily in the North-East Atlantic and the UK Overseas Territories to help us achieve our goals and to provide learning and best practice that we can use across our programmes.

How we achieve our goals

- We use science to understand our seas.
- We find creative solutions.
- We build partnerships.
- We inspire, campaign and educate.
- We advocate for policy changes.
- We are persistent in pursuing our long-term goals.
- We connect with and empower people to take action and participate in our campaigns.
- We run a national volunteer programme to spread our message in local communities.
- We work with people and organisations to encourage behaviour change.
- We encourage understanding of the value of a healthy ocean.
- We provide open-access, accurate data through our innovative citizen science programmes.

To read our 2-page summary and 2015-2020 strategy, Our Seas Our Future, in full, please go to:

www.mcsuk.org/who-we-are/our-vision
We engaged people...

- **796,000** people took part in our campaigns and **572,000** people got involved in our projects.

- Almost **once a week**, governments, councils and their agencies changed their position to meet our advice.

- **262** companies and organisations changed their policies to meet our guidance.

- Our staff has increased from **56** to **62**.

- We were in the media over **20** times a day, including **3,697** broadcast appearances.

- Our Twitter followers rose to over **24,000** and Facebook page likes to over **100,000**.
...in fighting for **cleaner beaches**...

- Volunteers gave over **1,269 days** of their time
- We picked up **568,000 pieces of litter**
- **90%** of UK bathing water is now Good or Excellent

...more **sustainable seafood**...

- We improved the sustainability of the seafood of over **300 million meals** this year
- We rated **10 new fish stocks** and farms, bringing the number of Good Fish Guide ratings to over **650**

...and **protection of wildlife**

- **62,081 km²** of our seas were protected in MPAs this year, bringing the total area designated to **23%** of our UK seas; an area **9x** the size of Wales
- **301 Seasearch divers** spent over **8 weeks underwater**
- Our official diver recorded species sightings now number over **500,000**
OUR STORIES OF CHANGE
PROTECTING MARINE LIFE

2020 OBJECTIVE
Establish an ecologically coherent UK network of well-managed Marine Protected Areas
This year our priorities were:

1. Lobbying governments to create a full and coherent network of marine protected areas (MPAs) in UK waters

2. Working with people to pave the way for successfully designating and managing marine protected areas

3. Developing and expanding our Seasearch volunteer diver programme
Lobbying governments to create a full and coherent network of marine protected areas (MPAs) in UK waters

We secured protection for our seas allowing marine life to recover and thrive

Our seas are hugely under-protected, with few sites enjoying the level of protection that nature reserves and parks benefit from on land. In recognition of the urgent need to address this, and thanks to funding from the Miles Blackwell Trust, we increased the capacity of the team working on this important campaign, making a real difference with some big wins to help marine wildlife recover:

Our campaign opposing dredging in the Fal and Helford Special Area of Conservation resulted in a delay, perhaps even a cancellation, of further developments there.

A petition from MCS, WDC, Client Earth and others led to the Inner Hebrides and Minches being proposed for better protection for harbour porpoise, the biggest area of its kind in the EU.

Keynote speaker Roseanna Cunningham MSP announced The Fair Isle Demonstration and Research MPA, Scotland’s first ever designation of this kind, at our Annual Conference in Edinburgh. We supported the consultation on protecting this special place, which records a greater diversity of bird species per unit area than anywhere else in Britain and Ireland.

The government designated four new MPAs in Northern Ireland to protect clams in Belfast Lough, the habitat of rare black guillemots on Rathlin Island, seagrass meadows off the coast of Waterfoot in Co Antrim, and a type of soft coral in Carlingford Lough.

The Scottish Environment Link formed the Marine Task Force Aquaculture Subgroup. MCS is chairing the group and defined its objectives. As a result, for the first time, there is a coordinated approach to look at aquaculture and marine planning and MPAs in Scotland.

MCS involvement in the Clyde Marine Planning Partnership resulted in their agreeing to adopt our recommendations on management of the scallop fishery and using MCS Beachwatch data in the Clyde regional environmental status assessment.

MCS has heavily influenced progress and implementation of the new Environment (Wales) Act, advising on what action should be taken to reduce pressure on Wales’s marine natural resources.

There were many challenges, too. Despite our campaigning, scallop dredging is set to return to parts of Cardigan Bay, home to the UK’s biggest pod of dolphins, so we are active on the Cardigan Bay Scallop Task and Finish Group to ensure a good outcome for this special place.

Following the well-received Community Voice Method project in Sussex, the Southern Inshore Fisheries and Conservation Authority signed off the Beachy Head West and Kingmere Marine Conservation Zones’ management bylaws, but we will be challenging the decision to allow dredging for aggregates to be allowed in the Kingmere site.

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2 Working with people to pave the way for successfully designating and managing marine protected areas

We forged ahead with fresh ideas to make ocean recovery a reality

Our groundbreaking Community Voice Method (CVM) projects continue to bring communities together to manage our protected sites. Following the positive results of the CVM project in Suffolk, Norfolk and Lincolnshire this year (see case study) we embarked on an exciting new partnership to deliver the MCS-led Agents of Change project. The main outcomes will come next financial year, when we will work with key community members in Norfolk and Sussex to change local conversations around MPAs so that they are championed and celebrated.

Our success in achieving better protection around the UK has been shared elsewhere. The toolkit we developed with our partner, ClientEarth, to help implement the EU Habitats Directive to protect marine wildlife has been shared with NGOs in Croatia, France, Portugal and Poland.

We have forged a strong partnership with Marine Conservation Society, and the project has helped identify the many shared values relating to our coast and seas. Ultimately, it has helped us to think more holistically about fisheries management to give us the best chance of achieving a safeguarded marine environment and thriving fishing communities.

Julian Gregory Chief Officer at Eastern Inshore Fisheries and Conservation Authority (IFCA)

We have started work to make sure that sound EU laws will pass into UK legislation post-Brexit, and have re-gained commitments from government on many marine conservation issues. We updated and shared our Marine Charter, calling for the swift designation of a well-managed network of MPAs in UK seas, to which 170 MPs have committed.

Case Study Common Ground

MCS led the Common Ground project, a pioneering collaboration with the Eastern Inshore Fisheries and Conservation Authority (IFCA) funded by the Calouste Gulbenkian Foundation. Common Ground reached deep into coastal communities in Suffolk, Norfolk and Lincolnshire, using CVM to film a short documentary about sea users’ values, opinions and views on their inshore seas and how they are managed. The film identified a range of common values that different sea users held dear.

This common ground helped people from different backgrounds talk about the management of our seas, in many cases for the first time, leading to new conversations and relationships between the IFCA and sea users who had not previously taken part in their consultations. This project directly informed the IFCA’s working priorities, and has led to our new Agents of Change project in Norfolk and Sussex. You can view the Common Ground film here - https://vimeo.com/191148781
Developing and expanding our Seasearch volunteer diver programme

We worked with Seasearch volunteers to increase shared knowledge of marine life and ensure its protection

The Seasearch project continued its successful programme, training and guiding a team of Regional Coordinators and Tutors to deliver training to volunteer divers throughout the UK. To date, 750 qualified Seasearch volunteer divers have undertaken 17,000 survey dives, gathering 505,000 species records and 59,000 habitat records. This year alone, our volunteers clocked up an impressive total of eight weeks underwater, with 68% of the dive surveys carried out in MPAs, resulting in vital and novel species and habitat data from these special places. This data has proved instrumental in providing evidence of where protection is needed, how sites are recovering, and where protection measures aren’t being applied.

This year, our outgoing Seasearch coordinator, Chris Wood was recognised through the NBN David Robertson Award for marine and coastal wildlife for the success and high regard held for the Seasearch programme. Against a backdrop of knowing more about the surface of the moon than our own planet's seabed, the award highlighted Seasearch’s valuable contribution to the UK’s marine dataset and our knowledge of marine life. It also praised the way the programme has enhanced the conservation of the UK’s marine biodiversity through the increased identification and recording skills of hundreds of volunteer divers.

Case Study
Species Champions

The Species Champion concept continued to gather momentum this year. Pioneered in Scotland, there are now similar projects in Wales, Northern Ireland and England. As members of Scottish Environment LINK and Welsh Environment Link, MCS works on this by ensuring political representation for marine species by pairing them up with a Member of the Scottish Parliament (MSP) or an Assembly Member (AM) in Wales. In Scotland we work with five Species Champions, for the basking shark, leatherback turtle, flameshell, spiny lobster and northern sea fan. In Wales we work with three, for the honeycomb worm, native oyster and grey seal.

Here are three examples of the impact the Species Champion project had this year

Protecting marine life | Annual impact report and accounts 2016 - 2017
Protecting marine life in 2017 and beyond

Our oceans are losing their biodiversity at an alarming rate – over the last century we’ve lost 90% of the biggest fish, sharks and whale species. In 2017 we are refreshing our 10-year goals to ensure healthy and wealthy seas, now and forever. We will be striving for better management of our seas across the four UK nations, as part of a sustainable and equitable marine economy, with conservation actions based on sound science.

1 Species Champion for the basking shark, Stuart McMillan MSP, tabled a motion highlighting the importance of the data gathered by MCS and others on basking sharks in the proposed Sea of Hebrides MPA. This not only raised awareness of the MCS basking shark sightings scheme but also highlighted the need to progress the proposed MPA to public consultation.

2 Species Champion for the flame shell, Maree Todd MSP, asked a question on the damage to a flame shell bed in Loch Carron, which along with Seasearch evidence and analysis by Marine Scotland, led to the emergency designation of the Loch Carron MPA.

3 Four of our Species Champions supported an important motion on deposit return in Holyrood with Species Champion for the leatherback turtle, Brian Whittle MSP, giving us the signature that led to a parliamentary majority supporting the motion. This was an important step towards the recent milestone of the Scottish Government commissioning system design research into what a deposit return system for Scotland could look like.

We will prioritise completion of the network of well-managed UK MPAs, and lobby for better marine protection, whatever Brexit may bring.

We will continue to roll out the ‘Community Voice Method’ and ‘Agents of Change’ projects to enable communities around the UK to celebrate and steward their marine resources, including local MPAs.

Through Seasearch and our academic collaborations we will continue to collect seabed data used to designate and monitor the MPA network. We will also work to ensure that MPAs in UK Overseas Territories are well managed.

In Scotland, through our leadership of the Save Scottish Seas coalition, we will champion a world-first Sea of the Hebrides MPA for basking sharks and management measures for remaining inshore MPAs and SACs.

In Wales we will influence the development of the first marine national plan, and work with the Assembly Members (AMs), Welsh Government and Natural Resources Wales to encourage effective management of MPAs in Wales.

The laws that govern management of the marine environment are enabling more effective protection of these precious ecosystems. We will work to ensure that this level of protection remains beyond Brexit and that these laws are implemented and enforced effectively to secure the marine environment and its resources for generations to come.
To achieve recovery of depleted fisheries, minimise impacts of wild capture and fish farming whilst increasing the availability of responsibly caught or farmed seafood.

This year our priorities were:

1. Developing our Good Fish Guide to support consumers in making responsible choices

2. Highlighting where retailers, restaurants, suppliers, fishers and fish farms are doing the right thing

3. Influencing governments to reduce fishing mortality to sustainable levels
1 Developing our Good Fish Guide to support consumers in making responsible choices

We helped improve the sustainability of over 300 million seafood meals this year

Thanks to support from the players of People’s Postcode Lottery, we were able to research the impact and influence of the Good Fish Guide. It became clear how much people rely on its freely available ratings to choose seafood responsibly, and we were able to demonstrate that we improve the sustainability of over 300 million meals each year.

The way people use our ratings is important to us: of the businesses surveyed, 45% told us our ratings were central to their purchasing decisions and were embedded into sourcing policies. A further 36% had made changes to the way they bought fish as a result of using the guide.

Our consumer reach is impressive too. We distributed almost half a million pocket guides this year. Our revamped Good Fish Guide app was downloaded almost 10,000 times and received a Gold Award from the London Design Awards for its quick interactivity and usability.

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Case Study
Seeing (no) red

Seven new companies committed to sourcing no red rated seafood (rated 5 on the Good Fish Guide) this year.

MCS developed a seafood Wall of Fame to recognise and help keep in touch with businesses that use our ratings. You can see them here: www.mcsuk.org/responsible-seafood/rating-users

We use the MCS Good Fish Guide ratings, they are an integral part of our decision making when buying fish and seafood and are written into our sourcing policies. We serve millions of own brand fish and seafood meals per year to all sectors of the foodservice market and all of it is rated 1, 2 or 3 by MCS (Green or Yellow rated).

Andrew Crawford
Brakes Fish & Seafood Category Manager
2 Highlighting where retailers, restaurants, suppliers, fishers and fish farms are doing the right thing

We provided free ratings advice to help make responsibly sourced seafood a reality

Government Buying Standards, used by central government, schools and hospitals, require that all seafood is demonstrably sustainable. At the very least this means that no MCS ‘red list’ farmed or wild caught seafood or endangered species are used. This is a vital first step in improving the sustainability of about one third of seafood supplied to this sector, worth an estimated £17 million.

Through continuing to work closely with our partners, Monterey Bay Aquarium, MCS developed 10 new ratings in 2017, in addition to maintaining over 650 existing ratings. We also became founding members of the Global Seafood Ratings Alliance to improve the effectiveness and efficiency of seafood rating organisations, and increase the standing and leverage of these organisations.

Our ratings also underpin campaigns and projects delivered by other organisations, including Cornwall Wildlife Trust, Fish2fork, Soil Association, the Sustainable Restaurant Association and Sustainable Fish City - considerably increasing the reach and impact of our ratings. A third of all UK schools avoid red rated seafood through the Food for Life Served Here Award (Soil Association).

Case Study
Restaurant revolution

Fish2fork and MCS influenced the sourcing policies and practices of six of eleven high street restaurant chains that were recently assessed, with most of these removing or committing to remove red rated seafood.

We have found the most common red rated seafood in restaurants to be uncertified king and tiger prawns, whose farming methods are associated with significant environmental impact. Over the years, MCS has successfully encouraged UK businesses to switch to certified farmed warm water prawns as they have a much lower environmental impact.
Influencing governments to reduce fishing mortality to sustainable levels

We supported the implementation of changed legislation, including the commitment to sustainable fishing levels, which is showing positive results for North Sea cod and scampi fisheries

MCS played a vital role in influencing the development and implementation of fisheries and aquaculture legislation in 2016/17, including post-Brexit legislation. We met frequently with domestic governments, and actively participated on regional Advisory Councils, which provide advice to the European Commission and Member States. Some important parts of the EU Common Fisheries Policy that we advocated were implemented this year, including further phasing-in of the discard ban and reductions in fishing mortality to achieve sustainable fishing levels for more stocks.

As a result, we’ve seen continued improvements in North Sea cod and important nephrops (scampi) fisheries. Our proactive leadership on aquaculture policy has also led to MCS (through Seas at Risk) joining the new Aquaculture Advisory Council.

MCS led on coordinating Scottish LINK’s high-level vision for inshore fisheries to influence development of the Scottish Government’s Inshore Fisheries Bill. MCS has also been closely engaged with Marine Scotland’s post-EU referendum team helping shape their policy and stakeholder engagement in relation to Brexit, both on fisheries and wider marine issues.

Case Study

Aquaculture standards

Over half the seafood we eat in the UK is farmed! MCS was the only NGO invited to present at the Global Aquaculture Alliance 25-year anniversary seminar at the Brussels International Seafood Show. Advocating certified seafood to the supply chain in Europe is one key way MCS has encouraged improvements in the way farmed seafood is produced. Global Aquaculture Alliance standards ensured that nearly a million tonnes of seafood are produced responsibly. MCS was instrumental in achieving that number and ensuring robust standards.
Sustainable fisheries and aquaculture in 2017 and beyond

Our oceans are losing their biodiversity at an alarming rate – over the last century we’ve lost 90% of the biggest fish, sharks and whale species. In 2017 we are refreshing our 10-year goals to ensure healthy and wealthy seas, now and forever. We will be striving for better management of our seas across the four UK nations, as part of a sustainable and equitable marine economy, with conservation actions based on sound science.

- We will pursue effective ecosystem-based management of UK fisheries and aquaculture, whereby impacts on species and habitats do not exceed acceptable levels.
- We will develop our work on seafood ratings so that the UK supply chain only buys responsibly sourced seafood and society values the role of ‘fish’ beyond being a commodity.
- We will work to address key knowledge gaps on the impact of wild capture and farmed seafood production and to improve the evidence base used by decision makers.
- In Scotland, we will keep the pressure up through Save Scottish Seas to secure an Inshore Fishing Bill that delivers modern and environmentally friendly fisheries management and to ensure the outcomes from the Brexit negotiations are suitably tailored to meet the need in Scotland, ecologically and politically.
- In Wales, working with our partners, we will continue to push for all damaging fishing activities to be well-managed within Welsh MPAs.

There are many challenges to overcome to achieve these goals, including Brexit, political will, the economy and lack of awareness amongst businesses and consumers. There are also real opportunities and encouraging signs, including the potential for ambitious sustainable fisheries management rules in the UK following Brexit; increased collaboration between organisations and businesses; efforts to improve our knowledge base; and strong support from many businesses and consumers to only buy sustainable seafood.

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We helped secure a restriction on fishing for wild seabass to save them from commercial extinction

This year we trialled a new targeted campaign approach for our fisheries work focusing on wild seabass – with great success. Our ‘Give Wild Bass a Break’ campaign called urgently for greater restriction on catches for sea bass, which is red rated in our Good Fish Guide. Focused advocacy, alongside 3,976 campaign actions that included letters to MPs, helped us and our partners achieve an expected 37% reduction in UK commercial catches in 2017.
OUR STORIES OF CHANGE
CLEAN SEAS & BEACHES

2020 OBJECTIVE

To reduce litter and bathing water pollution at UK beaches

This year our priorities were:

1. Working at a national and European level to ensure action is taken on marine litter and water quality

2. Changing attitudes and habits on single-use plastic use and disposal

3. Working with thousands of volunteers to run beach cleans and surveys nationwide
Working at a national and European level to ensure action is taken on marine litter and water quality

We have achieved part of our 2020 strategic target on bathing water quality: 90% of UK beaches are now achieving Good or Excellent water quality, making our seas safer to swim in.

MCS has campaigned for better quality bathing waters, and improvements to sewage treatment since 1988, when we published our first ever Good Beach Guide. The Guide started off as the Golden List of Beaches, published by the Wakefield family, to raise awareness of the dangers of swimming at beaches contaminated by sewage. After years of campaigning and the introduction of the first piece of legislation to monitor the quality of bathing waters in the UK, the Wakefields passed on to MCS the task of ensuring that beach users were aware of which beaches met bathing water standards.

For more than 30 years MCS has carried on this work, collecting information about the quality of bathing waters UK wide and ensuring that up-to-date information is made widely available to everyone through our Good Beach Guide. By highlighting where beaches were too dirty for people to swim, we also put pressure on governments and environmental regulators for better legislation to protect water quality at the coast and we ensured that water companies invested in better sewage treatment.

This year we are proud to report that – for the first time – over 90% of UK beaches monitored for water quality are achieving Good or Excellent water quality standards.
2 Changing attitudes and habits on single-use plastic use and disposal

We recorded fewer single-use bags on beaches, providing a safer home for wildlife

MCS began campaigning for the systematic reduction of single-use carrier bags available in shops back in 2008. England was the final UK country to introduce a levy – in 2015. Before checkout charges were introduced, statistics from waste reduction body ‘WRAP’ revealed the number of single-use bags used had grown to 8.5 billion by 2014. Since the charge, official figures from Wales and Scotland show that single-bag usage plummeted by 80%, and in England, since the levy was introduced in 2015, leading supermarkets have reported a dramatic reduction in the use of single-use plastic bags.

In 2015 our volunteers found an average of 11 plastic bags per 100 meters cleaned; in 2016 this had dropped to just 7. Government figures estimate that the charge in England will see an extra £73m a year going to good causes, alongside the £60m saved in litter clean-up costs.

In just one year, the number of plastic bags on UK beaches has dropped by 40%, to the lowest number reported in over a decade. This can only be as a result of the 5p charge, now in place in all the home nations. We campaigned strongly for the charge, and thanks to our fantastic volunteers who collect beach litter data, we can see it is having a positive impact – cleaner beaches, one item at a time!

Lauren Eyles
MCS Beachwatch Manager

Case Study
Microplastics

We continued our campaign on microbeads and, in 2016, joined together with other charity partners (Greenpeace, Fauna and Flora International and the Environmental Investigation Agency) in the Beat the Microbead campaign. We secured a landmark commitment from Government to ban microplastics in personal care products. We handed a petition of more than 300,000 signatures in to Downing Street calling for a ban on microbeads. Defra then consulted on a microbead ban in personal care products: our coalition secured a widening of the consultation beyond personal care products to include household cleaning products and pellet loss during plastics manufacture. Ministers have committed to implementing a UK-wide, legally binding ban on microbeads as a result. We will continue to fight to ensure this commitment is strong enough to make a difference. Dr Thérèse Coffey, The Parliamentary Under-Secretary of State for Environment, Food and Rural Affairs, confirmed: “Our expectation is that we will ban the manufacture of microbeads from the start of 2018 and ban the sale of products containing them from July 2018.”
Working with thousands of volunteers to run beach cleans and surveys nationwide

We removed over a quarter of a million items of litter from UK beaches during the Great British Beach Clean, making them safer for wildlife and for people

The September 2016 Great British Beach Clean saw just short of 6,000 volunteers clean 364 beaches around the UK and record the litter they found. It included the highest ever level of engagement in Scotland, reaching a record 121 beaches, with 1,698 volunteers participating. Nationally, there was an increase of 37% compared to the previous year, with Sea Champions delivering 51% of the total cleans. For the first time in the project’s 20-year history, we delivered the results less than two months after the event itself thanks to new systems we developed.

Our 2016 results have revealed a mixed picture when it comes to beach litter. Our Great British Beach Clean volunteers picked up 268,384 individual pieces by hand, recording each one into a category. The number of bags found almost halved, but there was an astonishing rise in the amount of balloon related litter – up over 50% on 2015, and we also found more drinks containers, caps and lids, up more than 4% on the previous year.

With the University of Surrey and Plymouth, we ran a ‘before and after’ survey with our volunteers to better understand the impact of taking part in a beach clean. We found that people both expect and experience positive outcomes of volunteering. Specifically, they felt they made a difference, the clean-ups were enjoyable and meaningful, and they felt the data they collect is important. Respondents also felt more informed about marine litter after attending an MCS beach clean event, which means our organisers are doing a great job communicating this issue to their volunteers. Protecting wildlife was the biggest motivation for respondents getting involved in a beach clean, followed by supporting the local community and making a difference.

Case Study
#WetWipesTurnNasty

With pro-bono support from design agency Daughter, bolstered by players of the People’s Postcode Lottery and water company funding, we ran a very streamlined, high impact campaign. We created an inflatable wet wipe monster, Wallace, for events, trialled new types of campaign communications and took retailers down sewers to get face-to-face with the issue. A key purpose of the campaign was to reach people with a difficult message, and we did this. We engaged 100,000 people on social media, achieved a 13.9 million media reach and 23% public awareness of the campaign.

Laura Foster
MCS Head of Pollution

MCS launched the ‘Wet Wipes Turn Nasty’ campaign in June to highlight this seriously gross issue; our volunteers recorded a seven-fold increase in wet wipes on beaches in a decade. Eight water companies backed the campaign. Wet wipes are one of the great convenience products of the 21st century, with more than 70% of people using some form of single-use wipes. However, instead of ending up in the bin when they’re finished with, many end up down the loo, and ultimately in the sea. And worse, even the ones labelled as ‘flushable’ may contain plastic.
Our teams worked with high street UK retailers, who all are now reviewing the flushability and labelling of their own-brand flushable wipes, and have said they will go on to remove plastic from wipes labelled as flushable. This is critical, as over 30% of people we surveyed tended not to read disposal information, and 20% had flushed wet wipes, even if they were not labelled as flushable.

We will keep the pressure on until retailers commit to meet the requirements set out by water companies. Water companies are now clearly and loudly saying that the manufacturers’ standard for flushability does not comply with water industry standards, thanks in large part to MCS acting as a cohesive force to unite water companies to speak with one voice. In an unprecedented step, 15 countries and over 200 organisations supported an international water industry position statement on what should and should not be flushed.

Clean seas and beaches in 2017 and beyond

We live in an ultra-connected world – whether it be through the internet and social media or through the clothes and food we buy, our choices impact our planet. Changes that supporters have helped us to bring about have altered the ways people behave, such as bringing their own bags when they go shopping. In 2017 we are refreshing our 10-year goals to ensure pollution free seas and a society that works to achieve them.

- We are going to look for the best ways to change society’s norms relating to the design and use of plastic items, advocating a cradle-to-cradle approach.
- We will focus attention on the underlying systems which dictate how we produce, buy, use and dispose of products and packaging, advocating innovative or proven solutions such as drinks container deposit return systems which we believe will lead to cleaner seas and beaches.
- We will be researching solutions to some of the bigger picture pollution-related questions around climate change and ocean acidification, sustainability, and connecting people and with the sea, because reducing pollution in our seas means changing our behaviours on land.
- In Scotland we will pursue the promising indications from Scottish Government of a trial of a deposit return system for plastic bottles.
- In Wales we will liaise with Welsh Government and AMs on the review of the Waste Strategy and continue to promote a deposit return system and compostable fast-food waste.

Against a backdrop of convenience-driven consumerism and a challenging political, social and economic climate, some of the changes may not be straight-forward, but with the help of our supporters and partners, we hope to be able to drive change to give future generations clean, healthy seas.
OUR STORIES OF CHANGE
ENGAGING OUR AUDIENCES

2020 OBJECTIVE
To increase public understanding, appreciation and enjoyment of UK seas and active involvement in their conservation

This year our priorities were:

1. Supporting and growing our UK-wide network of volunteers

2. Running projects and surveys that provide people with new learning opportunities

3. Involving children through our formal and informal learning programme
Supporting and growing our UK-wide network of volunteers

We continued to develop our volunteer programme and helped people contribute their time to marine conservation

From our research, we know we have helped our volunteers increase their confidence in communicating about the marine environment, with over half of our volunteers developing new, useful, practical skills since working with us, and two thirds improving their employability.

Since the programme was launched in 2012 with funding from Marks & Spencer, Sea Champion volunteers have contributed over 23,000 hours to marine conservation, including taking part in over 1,020 beach cleans, gathering over 7,000 pledges for a network of marine conservation zones, and raising awareness at over 530 events and talks.

This year, Sea Champion volunteers contributed over 5,300 hours to marine conservation; taking part in over 225 beach cleans and raising awareness of marine conservation issues at over 74 events and talks, with 52 education visits, engaging with 8,222 people.

MCS was recognised as an example of best practice at a Scottish Natural Heritage Sharing Good Practice Event on volunteering for our highly engaging approach. This year we received funding from the innovation foundation NESTA and the Cabinet Office to work with the Behavioural Insights Team on a pioneering research project exploring how to attract and retain new volunteers and supporters aged over 50. The project began in March 2017. We will be reporting on this in next year’s review.

“Seeing the benefits of collaborative working is really rewarding, and I would pick out in particular MCS working with Wembury Marine Centre on Bioblitz training, and a project I have set up with local primary schools for my sailing club. And, of course, I mustn’t forget receiving the MCS Award for 2016 at their conference in Edinburgh.”

John Hepburn
MCS Sea Champion, Cornwall
Running projects and surveys that provide people with new learning opportunities

We have developed the range and depth of our citizen science projects, helping people understand and value our seas

This year we continued to put people power at the heart of a number of new projects. This saw us collaborate with other like-minded organisations to raise the profile of citizen science through Seasearch, Capturing our Coast (including the intriguingly titled ‘Spermwatch’, all about lugworms!) funded by the Heritage Lottery Fund and the Big Seaweed Search.

Case Study
Big Seaweed Search

We teamed up with the Natural History Museum to get people out on our shores to help us discover how and why seaweeds are changing in distribution and abundance around UK coasts.

“This is a great way to find out more about our beautiful UK seaweeds, and to help researchers track how they are faring in changing environmental conditions. And anyone can join in. At last, seaweeds will get the attention they deserve.”

Miranda Krestovnikoff
TV presenter & Big Seaweed Search diver

Case Study
Ocean literacy

To ensure that our Cool Seas education programme has the intended impact of raising ocean literacy levels, we continuously gather insights, this year through an online teacher survey and a series of focus groups with primary and secondary students. The key learning from this research was that there is a huge opportunity for MCS in this area right now. Teachers want to teach about the ocean and learners are hungry for ocean knowledge.

Experiences and knowledge of the ocean varied a lot among young people, but there were some noticeable knowledge gaps, for example 50% were unable to name the ocean driven water cycle as the source of fresh water, and the majority thought the blue whale was a fish. When we reflected on the results of the teacher survey, the reasons for this became clear. While over 80% of participating teachers felt it was vital that children learn about the ocean, almost half said they did not feel confident teaching about it.

Our research confirmed that access to quality learning and experiences is central to shaping how students value the ocean, which will in turn shape their behaviours in later life. While we may not be able to get every child to the beach to feel the sand between their toes, we can and will work to transform ocean learning in schools.
Involving children through our formal and informal learning programme

We have reached over 12,000 young people through our programme

Working with our Sea Champions network, we have trained over 60 education volunteers to deliver our Cool Seas workshops to inspire the next generation of marine conservationists. Our Sea Champions have visited 146 schools, universities and Brownie/Scout groups, delivering sessions to over 12,000 young people from primary school to university level. Through the award-winning Cool Seas website, we provide access to 24 learning outlines, which are fully searchable and curriculum-linked.

Our Cool Seas Project continued to develop, with the following highlights:

- We were invited to be a keynote speaker at the UN Schools Conference in Westminster.
- We won The First Sea Lord’s Digital Media Award for the MCS website, with a specific mention of our educational resources and the way we engage children and volunteers.
- We tested attending Kidtropolis, a family focused event, which allowed us to reach their audience of over 15,000 and talk to them about our amazing oceans. A competition we ran to name the wet wipe monsters was well received.
- We created a new Ocean Literacy animation ‘What did your ocean ever do for us?’ which received excellent feedback on social media.

Case Study
Cool Seas Investigator (CSI) development

We started two new CSI projects this year: CSI Litter Challenge supported by Plastics 2020, and CSI Special Places supported by Ernest Cook. CSI Litter Challenge was our first MCS education project to use webinars to reach into schools, and the schools joined a competition to create a communication campaign to reduce littering. The winning campaign will be rolled out in the 17/18 academic year.
Engaging our audiences in 2017 and beyond

Volunteers are the foundation, lifeblood and future of MCS. They help increase our understanding of the marine world through collecting data, and then help make waves where things need to change – from stopping balloon releases to protecting special places at sea. They are our passionate advocates on the ground and the voice of our seas locally. Together we can achieve our mission. We know that raising awareness and involving people in hands-on activities strengthens the public’s appreciation and connection to the sea. We want to increase the quality of engagement we offer as well as grow our volunteer networks and develop our citizen science programmes. We will continue to inspire, involve and empower people to take positive action for our seas.

We will continue with our popular national Sea Champions volunteer programme, involving our volunteers across the organisation and putting them at the heart of what we do. We will proactively seek funding to expand the programme and fill geographical gaps where we know people want to get more actively involved with us.

We will invest in our Beachwatch team to grow engagement with our year-round beach cleaning and litter survey work, involving new audiences including schools. This includes growing our national flagship Great British Beach Clean weekend, ensuring it remains the UK’s largest volunteer-led beach clean and survey event.

We will streamline and improve the volunteer experience and create better online platforms to personalise the journey and signpost people to further engagement opportunities.

We will expand our army of marine citizen scientists and further build our portfolio of citizen science initiatives and develop them further with academic partners who can utilize our volunteer-generated marine data.

We will explore new and improved ways of engaging with our volunteers so we can continue to increase our volunteer numbers and the change they are able to make.

We have ambitious plans to grow engagement with people, and in a world where time is precious, we want to make sure the time people spend volunteering with us has real meaning and value. We want to make sure we get better at letting our volunteers know how much their time means to us, and how it helps further the mission of the charity to make a difference to marine conservation.

Case Study

Turtle education in TCI

We engaged 230 children in marine conservation workshops in schools in the Turks and Caicos Islands, marrying the arts and conservation to engage school pupils in an innovative way which was received well.
IMPACT, INFLUENCE & STAKEHOLDER ENGAGEMENT

OUR STORIES OF CHANGE
To increase MCS understanding of and influence on key public, business and political audiences and stakeholders

This year our priorities were:

1. Developing comprehensive impact measurement and reporting

2. Working with key academic partners to publish the latest science to support understanding of marine conservation

3. Delivering clear stakeholder maps and plans for all MCS strategic conservation aims
1 Developing comprehensive impact measurement and reporting

We developed and strengthened our approach to impact measurement, which means we better understand and communicate the difference we make thanks to our supporters.

This year, MCS has strengthened our approach to impact measurement with dedicated funding from the People’s Postcode Lottery. This has been the catalyst for some exciting changes. We ran theory of change workshops for each of our core programmes, selecting impact focused key performance indicators and defining a method to quantify our influence on the changes achieved. We conducted market research to establish a baseline of public behaviour related to wet wipe use, worked with academics to better understand the impact that taking part in our Great British Beach Clean has on volunteers and carried out a survey to understand the difference our Good Fish Guide makes to businesses.
Working with key academic partners to publish the latest science to support understanding of marine conservation

We furthered our shared understanding of marine conservation issues

The Calouste Gulbenkian Foundation has committed to funding the Marine CoLABoration for a further two years, and in recognition of the role MCS has played within the Lab, MCS manages a post to support the project and to further our research on the values based approach. MCS continued to work in partnership with leading academic institutions across the UK and specialists in their field to advance our understanding of marine conservation. Our team were co-authors in the following highlighted peer-reviewed publications:

Forming shared values in conservation management: An interpretive-deliberative-democratic approach to including community voices* in Ecosystem Services, describing the Sussex CVM project.
www.sciencedirect.com/science/article/pii/S2212041616303564

Marine anthropogenic litter on British beaches: A 10-year nationwide assessment using citizen science data in Science of the Total Environment, looking at the Beachwatch programme and the data it’s gathered.
www.sciencedirect.com/science/article/pii/S0048969716325918

Dialectics of nature: The emergence of policy on the management of commercial fisheries in English European Marine Sites in Marine Policy, describing the Revised Approach to MPA management.
www.sciencedirect.com/science/article/pii/S0308597X16306819


Ecological regime shift drives declining growth rates of sea turtles throughout the West Atlantic by Bjorndal et al (2017) in Global Change Biology, using MCS TCI Turtle Project data, with MCS co-authors, looking at how anthropogenic factors are slowing growth rates in green turtles in the West Atlantic.

Other publications:
Looking beyond the surface in Biosphere Magazine, an article written by MCS looking at the challenges of communicating about marine conservation and how MCS has addressed this in Semporna.
www.issuu.com/biosphere-expeditions/docs/magazine_17_a4

Marine Conservation Society in Marina magazine, an introductory article to the work of MCS as Marina’s chosen charity of 2017.
Underwater Britain, a series of articles in Coast Magazine looking at UK marine wildlife and promoting MCS.
3 Delivering clear stakeholder maps and plans for all MCS strategic conservation aims

We completed stakeholder identification for each of our strategic aims

Completing this work supported our continued drive to apply best practice in effective engagement in a range of projects. Strengthening this approach within the organisation is, for example, evidenced in the success of projects engaging communities around MPAs, successful co-development of education projects with industry and the ongoing success of the Marine Litter Action Network as a conduit for communication and knowledge exchange.

Impact, influence and stakeholder engagement in 2017 and beyond

As part of the strategy review process, we are considering how to ensure continuity and consistency in our work around impact, evidence and engagement. We are, for example, exploring the pros and cons of embedding this work within core conservation aims or aligning it with the enabling work of the newly established Engagement and Communications Directorate. The work will continue as planned in the meantime, for example, we are creating a toolkit to help further enhance our impact practice, and in the coming year will create a single organisational theory of change. We will also continue to develop our understanding of our stakeholders by conducting both organisational and project focused stakeholder analysis and mapping.
Impact, influence and stakeholder engagement in 2017 and beyond

As part of the strategy review process, we are considering how to ensure continuity and consistency in our work around impact, evidence and engagement. We are, for example, exploring the pros and cons of embedding this work within core conservation aims or aligning it with the enabling work of the newly established Engagement and Communications Directorate. The work will continue as planned in the meantime, for example, we are creating a toolkit to help further enhance our impact practice, and in the coming year will create a single organisational theory of change. We will also continue to develop our understanding of our stakeholders by conducting both organisational and project focused stakeholder analysis and mapping.
To establish sustainable income streams, which will provide regular annual income of at least £2 million from both restricted and unrestricted sources.

This year our priorities were:

1. Developing our relationships with business partners and Trusts and Foundations, alongside development of our new Major Gift programme.

2. Building awareness of our charity brand through innovative partnerships, promotion and communication.

3. Growing our membership and adoption schemes, and developing our range of online shop products to appeal to a wider audience and increase income.
Developing our relationships with business partners and Trusts and Foundations, alongside development of our new Major Gift programme

We exceeded our total income target, enabling the whole MCS team to continue its innovative and groundbreaking work protecting our seas for future generations

MCS receives very little government funding, and every penny we spend working towards our vision of seas full of life is raised through voluntary donations and fundraising, hence the reason fundraising is a vital cog in the MCS wheel. This year, thanks to funding from the Tubney Charitable Trust, we continued to build our capacity and to work in an open and collaborative style, sharing information and experience with colleagues to further develop our approach. We put donors and supporters first in our management of activities and resources, and continue to support and recognise the achievements of our hugely committed fundraising team. By raising funds through a range of avenues we enabled the conservation teams to build capacity in order to achieve the conservation goals we are working towards through income generation, membership growth and brand and stakeholder awareness. This year:

- We exceeded our income generation targets for Commercial Participation, unrestricted Trusts and Grants funding (with over 20% of our rolling programme letters resulting in a donation), restricted Trusts and Grants income, Legacy and In Memoriam and Individual and Community Fundraising.

- We developed exciting new ways to partner with businesses and build long-term relationships with mutual benefits, such as engaging company employees through volunteer activities.

- We significantly developed our partnership with Waitrose, securing £500,000 from their carrier bag levy income to launch an exciting new project in 2017-18.

- We developed our new Major Gift programme, further developing key relationships and securing our first donations.

Case Study
DEEP in partnership with Glenmorangie

The Dornoch Environmental Enhancement Project (DEEP) is a groundbreaking initiative to restore Native European oysters to the Dornoch Firth. MCS remained very active within the DEEP partnership with Glenmorangie and Heriot Watt University, working together on a project that will benefit nature, business and the community. The project’s vision is to restore long-lost oyster reefs to the Firth, to enhance biodiversity and also act in tandem with Glenmorangie’s new £6 million anaerobic digestion (AD) plant, which will purify the by-products created through the distillation process – an environmental first for a distillery. MCS contributed to an exciting DEEP project video previewed at the MCS Conference in Edinburgh in October 2016, and we employed a seasonal MCS Information Officer at the Glenmorangie distillery in Tain. The AD plant is set to be opened in May 2017, and the result of the survivability trials for the native oyster will be shared.
Building awareness of our charity brand through innovative partnerships, promotion and communication

We’ve brought the marine world to life for a large audience of TV viewers, radio listeners and magazine and newspaper readers

We’ve unashamedly grabbed the headlines of news media across all formats to ensure that the marine environment gets the attention it deserves from decision-makers. The volume of media items we featured in during the financial year is a staggering 8,288, with an Equivalent Advertising Value of more than £15 million and a reach of over 375 million readers, listeners and viewers.

Our expert staff have given interviews for programmes as varied as the Today programme, Victoria Derbyshire, Sky News, BBC Breakfast and Rip-Off Britain. Sky Ocean Rescue, the brainchild of senior Sky News staff who were appalled by the level of plastic being found on UK beaches and in seas around the world, was launched in January 2017. The campaign’s first documentary featured enthusiastic MCS staff and volunteers, and stories on microbeads and plastic bags featuring MCS contributions have been shown by Sky News.

Our digital channels – website, social media, mobile apps, blogs and emails – have been a massive asset to us, and a real growth area this year. Campaign goals, and steps along the way, have been assisted by our voice in media, social media action, and our e-activist supporters, all making it possible for our staff to make a difference where it matters. At a local level, this has helped prevent many balloon releases from going ahead, helped put a pause on dredging plans in sensitive areas, and prompted wild bottle sightings in local areas to help show the need for bottle deposit return systems.

On a national scale, we have drawn attention to a diverse array of topics such as wet wipes, the need for better protection for harbour porpoise, and the perilous state of sea bass stocks.

Our communications have been used to celebrate many successes. News of progress in lowering numbers of single-use plastic bags found on beaches was picked up widely by media, as was our contribution to awareness of the microplastic problem, which resulted in a government consultation. Our views on matters of important policy such as Brexit, and exposing loopholes in microbead proposals have also been widely reported.

Case Study
People’s Postcode Lottery

Funding from players of People’s Postcode Lottery continues to have a direct impact on our charity’s capacity, approach to innovation and our reach. Because they give us unrestricted, long term funding, we have the freedom, confidence and agility to try new approaches and take up opportunities to speed the pace of change. This year, their support has helped us to get many thousands more volunteers out on local beaches cleaning up litter and finding out where the material comes from so that it can be stopped at source. And our sustainable seafood advice will be seen far and wide, with new advice guides and mobile phone apps made for shoppers to take to the supermarket or fish and chip shop, giving them the power to choose the most sustainable seafood.
Growing our membership and adoption schemes, and developing our range of online shop products to appeal to a wider audience and increase income

We continued to enhance and grow our membership scheme, adoption products and online shop to appeal to a wider audience

This year has seen a steady growth in regular supporter numbers which now stands at 6,685, including 661 subscribers to our Adopt-a-Turtle and Adopt-a-Seahorse schemes. It is so heartening that we continue to attract new supporters who are as passionate about marine wildlife as we are and who choose to show their support through MCS membership.

Thanks to a number of improvements made to the MCS website membership pages last year, including the introduction of new incentives, our average membership sign-up value was £5.63 per month, £2.13 above the minimum. We attracted over 1,000 new members via the website during the year and we continue to look at ways that we can enhance and improve the online experience for all our members and supporters.

The support of every single member means that we can do even more for our marine environment. They are very much the backbone of the organisation and with their help we have been able to achieve so much. Thank you for supporting MCS.

Case Study
Out and about
This year the MCS Marketing Team attended 38 events, shows and talks around the country including the BBC Good Food Show, the Dive Show, Eisteddfod, Norfolk Bird Fair, Larmer Tree Festival and many more, usually with the invaluable support of our volunteers and other staff members. We were also one of the charity partners with the Ocean Film Festival UK Tour which helped broaden our reach to new audiences.

Case Study
Ocean Ambassadors
We launched a brand new scheme called Ocean Ambassadors. Our Ambassadors are all people who are in the public eye and who are all passionate about wanting to help protect our seas, shores and marine wildlife. Six Ocean Ambassadors were recruited this year – Chris Packham, Ben Garrod, Simon Reeve, Miranda Krestovnikoff, Lizzie Daly and Doug Allan.
Securing the means in 2017 and beyond

For over a decade, the team has increased income year on year through support from businesses, trusts and grants, legacies, individual and community fundraisers, members and events. This increase has been underpinned by significant growth in media reach and continued relationships with high profile individuals and organisations such as Waitrose, Haven Holidays, Debenhams, Glenmorangie and People’s Postcode Lottery. We will continue to develop these valued relationships and engagement with people through the media. In 2017 we are refreshing our 10-year goals to ensure that we continue to grow our income, and generate the funds needed to be able to deliver our refreshed conservation strategy.

- We will establish sustainable income streams which will provide regular annual income of at least £3 million from both restricted and unrestricted sources.
- We will continue to develop our Trust and Grants programme, focussing on packaging our work for larger statutory funding bodies in the UK (e.g. Big Lottery Fund, Heritage Lottery Fund), combined with an increased focus on partnerships with businesses and a continued focus on presenting funding projects to high value donors.
- Alongside our continual need to grow our financial support is the need to increase the MCS brand profile; excellent brand recognition leads to a wider potential supporter base - a vital growth area for us.
- We will deliver enhancements to our membership recruitment approach, based on learning gained from the membership review and supporter survey.
- We will improve our online shop platform and develop the range of products on offer to our supporters.

Maintaining the relationships we value so much with our varied network of supporters is key to our ongoing success in fundraising, and over the next 10 years, whilst many things will change, this will remain constant. People matter to us, and finding innovative ways to connect their interests with our ground-breaking projects which are making a difference, will be at the heart of our strategy.
During the year the Charity raised £2,460,369 (2016 - £2,888,594) from the general public, government agencies, corporate and charitable trust donations and corporate sponsorship to carry out our programmes of work. We spent £3,237,058 (2016 - £2,648,791) in the current year.

Income and expenditure

As shown in the restricted funds column in the Statement of Financial Activities note 15, £829,343 (2016 - £1,472,065) of income was restricted for specific projects and the expenditure on those projects was £2,560,154 (2016 – £1,976,645). The legacy income from the Tubney Charitable Trust has been exhausted during the year and has contributed significantly to developing the core activities of MCS.

£1,631,026 (2016 - £1,415,989) was raised with no restrictions through fundraising activities and donations.

Unrestricted charitable expenditure of £840,529 (2016 – £807,598) was used to maintain restricted conservation programmes in the year across a range of projects as detailed in note 15 to the financial statements.

Investment policy

MCS held the majority of investments in low risk interest-bearing cash deposits where possible, having regard to the liquidity requirements of the Charity with the aim of achieving a better return than inflation.

The average rate of return achieved in the year was 0.9% (2016 – 0.9%) and is due to the low base rate during the year.

In 2011 MCS Trustees invested £500,000 in a long term charity investment account with HSBC in order to make best use of the investment opportunities for the charity reserve. At 31 March 2017 the market value of this fund was £768,546 (2016 - £638,725).

MCS instructions to those managing the funds were that there is a preference, although not absolute, to avoid investments in companies whose principal activities are in conflict with the aims and objectives of MCS. MCS will endeavour to maintain cohesion between its ethical considerations for its investments and all other activities at MCS.

Reserves policy

The reserves are required to meet the working capital requirements of the charity and to allow continued funding of a project in the event of grant funding not being immediately available, until further funding can be secured.

The Trustees aim to hold general reserves sufficient to cover four months’ operating costs or three months of payroll in order to allow for timing of cash-flows. Budgeted expenditure for 2017/18 is circa £3m and Trustees believe that a charity reserve of £1 million is sufficient to support the current scale of activities.

As at 31st March 2017, the total amount of reserves held was £1,885,526. Trustees have chosen to designate a proportion of the general reserve (£424,050) in order to ensure that the costs of providing programme activities in 2017/18 are adequately provided for during the year. The remaining general reserves (£931,879) are held marginally below the reserves policy. This policy excludes those reserves represented by tangible fixed assets and the specific restricted funds (£529,597) on the balance sheet.
**RISK MANAGEMENT**

The Trustees are responsible for ensuring that the Charity has a sound system of internal control to safeguard its assets and funds and for ensuring these assets and funds are used only in furtherance of the Charity’s objectives as defined in the Articles of Association.

The Charity has operated its risk management through the Finance & General Purposes Committee. The Committee establishes and reviews systems of internal control to effectively manage reasonable risk, rather than eliminate risk altogether.

The Trustees exercise their responsibilities through Board meetings and review the major risks that the Charity faces when preparing and updating the strategic plan. The Charity has developed systems to monitor and control these risks to mitigate any impact that the risks may have in the future. A risk register has been established that is reviewed regularly and at least annually.

The investment policy is to hold the majority of its investments in low risk interest-bearing cash deposits, with some additional long-term, managed investment in balanced return funds.

The Trustees exercise a careful control of costs by setting an annual budget and periodically reviewing progress against it. A key element in the management of financial risk is the setting of a reserves policy and its regular review by Trustees. The Committee also reviews the impact of new regulations such as the General Data Protection Regulation (GDPR) and any changes in how fundraising is regulated.

**ORGANISATIONAL DEVELOPMENT**

Under new leadership, MCS started to review its current management, operations and 10-year strategic goals in order to identify organisational needs and gaps. Though this process is still on-going, we have already made a number of organisational changes:

- **Restructure**
  In order to create more balanced and manageable teams and to reflect the key importance of our public engagement, communications and educational work, we have introduced a new Engagement & Communications Directorate with teams previously part of the Conservation (now Programmes) and Fundraising, Marketing & Communications (now Fundraising & Marketing) Directorates.

- **Brief overarching strategy**
  To enable us to easily communicate our key strategic aims and what we stand for, we produced a two page overarching strategy. This is the start of strategy refresh that will see clear 10 year goals for our programmes, engagement and communications and an activity and project review to ensure that everything we do contributes in the most effective possible way to reaching our objectives.

- **To enable us to continue and strengthen our impact over the next 10 years, we plan to produce an organisational theory of change in the next year and further work on our programme, operational and organisational strategy and planning. We also plan to improve our reach and ability to communicate by relaunching our website and continuing to improve our supporter magazine.**

  We expect this process to drive the change we want to make and to increase MCS’s profile by ensuring that we have clear goals, and innovative and successful projects that have a high impact and help to ensure our seas are better protected and better managed.
Structure, Governance & Management

Governing document

The charity is a charitable company limited by guarantee, incorporated on 23rd October 1990 and registered as a charity on 1st February 1984. It is governed by Articles of Association, having been amended following approval by the members at an EGM on 21st April 2010. In the event of the company being wound up each member is required to contribute an amount not exceeding £1.

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.

MCS exists to protect and champion for the public benefit, the marine and coastal environment. We promote the protection for 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, and these are sometimes called ‘marine ecosystem services’.

The United Nations’ Millennium Ecosystem Assessment recognised three types of ecosystem services called provisioning, regulating and cultural. Each of these is relevant to the marine environment.

- **Provisioning** refers to society’s needs for the seas to supply both the wild caught and farmed fish that are an important part of our diet.

- **Regulating** is important for climate – the Gulf Stream warms the United Kingdom and on a global scale the oceans have taken in roughly 50% of the manmade carbon dioxide that has been absorbed overall.

- **Culturally** the UK seas and coasts are well known for recreation, ecotourism and appreciation of natural heritage. When the marine ecosystem is healthy it supplies more of these benefits.

MCS works not only to increase the extent of these benefits, but also to promote them to the public. During 2016/17 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.

In fisheries, the MCS consumer-focused campaign has reached many hundreds of thousands of customers interested in sustainability through mediums such as the Good Fish Guide website, app and pocket guide. The flagship event of the clean seas and beaches programme, the annual Autumn Great British Beach Clean, attracted a record number of volunteers. The Good Beach Guide website continued to be the information site of choice for thousands of beach goers concerned about the quality of the water around the UK coast.
**Pay and remuneration of key management and personnel**

MCS operates a salaries and benefits policy which applies equally to all employees of the charity. Tests are made for bias, fairness and equality and a moderation process is undertaken to ensure a consistent approach to performance ratings. Remuneration awards are recommended by the Finance and General Purposes Committee to the Board for approval at their July meeting.

**Recruitment and appointment of Trustees**

The management of the Society is vested in the Trustees who are elected by the membership and act in a voluntary capacity. Qualifying third party indemnity provision is in place for the benefit of all Trustees who are directors of the company.

In compliance with the Articles of Association, Mr Stephen Gray, Prof David Kipling, Mr James Marsden, Mr Leigh Morris and Mr Alex Wilson will be stepping down in 2017/18 by rotation as they have reached the anniversary of their last election. They will be eligible to offer themselves for re-election at the forthcoming Annual General Meeting.

Business and conservation skills are well represented amongst the Trustees. In an effort to maintain this broad mix of skills, Trustees are requested to provide a list of their skills and in the event of particular skills being lost to retirements, new Trustees are sought by open advertisement or individuals are approached to offer themselves for election.

MCS Board of Trustees undertakes an annual review of its effectiveness and if skills gaps have been identified, new Trustees are sought to fill these gaps. There were 10 Trustees in post as at 31st March 2017 with a wide cross-functional skill base.

To reduce the burden on the entire Board for matters that could be addressed by an effective quorum of Trustees, the charity has operated three principal Committees in 2016/17: the Finance & General Purposes Committee, Fundraising & Marketing Committee and Conservation Committee.

**Trustee induction and training**

Prior to appointment, new Trustees attend a familiarisation day at the Charity's office to introduce themselves to the work of the Charity and the staff and in addition attend a Board meeting as an observer.

An induction pack has been prepared drawing information from various Charity Commission publications and this is distributed together with the Articles of Association and the latest financial statements.

A Trustee Handbook is provided to each Trustee which provides current good practice guidelines in order to give guidance to Trustees on how they can contribute most effectively to the governance of MCS. All Trustees are required to sign up to a Trustees’ Code of Conduct.

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

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS102);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company’s auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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

This Trustees’ report and strategic impact report have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees:

Tara Aldwin
Treasurer

Hugh Raven
Chairman

31st August 2017
Independent Auditor's Report

to the Trustees and Members of
Marine Conservation Society

We have audited the financial statements of Marine Conservation Society for the year ended 31 March 2017 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and FRS102, the Financial Reporting Standard applicable in the UK and Republic of Ireland.

This report is made exclusively to the members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charity’s Trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended). Our audit work has been undertaken so that we might state to the members the Board and their Trustees those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity, its members as a body and its Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and auditor

As explained more fully in the Trustees’ Responsibilities Statement set out on page 29, 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.

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 regulations made under those Acts.
Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company’s affairs as at 31 March 2017 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with FRS102, The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustees’ Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

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

- the charitable company has not kept proper and adequate accounting periods 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 Trustees’ 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 prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees’ Annual Report and take advantage of the small companies’ exemption from the requirement to prepare a strategic report.

Rob Richards FCA, CTA, FCCA
(Senior Statutory Auditor)

For and on behalf of The Richards Sandy Partnership Limited, Statutory Auditors
Thorneloe House
25 Barbourne Road
Worcester
WR1 1RU

Date: 3rd October 2017

The Richards Sandy Partnership Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.
FINANCIAL STATEMENTS
### Income and endowments from:

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations and legacies</td>
<td>1,563,073</td>
<td>239,314</td>
<td>1,802,387</td>
<td>2,381,045</td>
<td>Note 1</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>5,723</td>
<td>590,029</td>
<td>595,752</td>
<td>456,595</td>
<td>Note 2</td>
</tr>
<tr>
<td>Other trading activities</td>
<td>9,256</td>
<td>-</td>
<td>9,256</td>
<td>7,298</td>
<td>Note 3</td>
</tr>
<tr>
<td>Investments before management fees</td>
<td>52,974</td>
<td>-</td>
<td>52,974</td>
<td>43,656</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,631,026</strong></td>
<td><strong>829,343</strong></td>
<td><strong>2,460,369</strong></td>
<td><strong>2,888,594</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Expenditure on:

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raising funds</td>
<td>358,731</td>
<td>291,535</td>
<td>650,266</td>
<td>535,340</td>
<td>Note 4a</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>318,173</td>
<td>2,268,619</td>
<td>2,586,792</td>
<td>2,113,452</td>
<td>Note 4b</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>676,904</strong></td>
<td><strong>2,560,154</strong></td>
<td><strong>3,237,058</strong></td>
<td><strong>2,648,792</strong></td>
<td></td>
</tr>
<tr>
<td>Net gains / (losses) on investments</td>
<td>95,142</td>
<td>-</td>
<td>95,142</td>
<td>(28,060)</td>
<td>Note 11</td>
</tr>
<tr>
<td>Net income / (expenditure)</td>
<td>1,049,264</td>
<td>(1,730,811)</td>
<td>(681,547)</td>
<td>211,742</td>
<td></td>
</tr>
<tr>
<td>Transfers between funds</td>
<td>(840,529)</td>
<td>840,529</td>
<td>-</td>
<td>-</td>
<td>Note 15</td>
</tr>
</tbody>
</table>

### Other recognised gains / (losses):

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other gains / (losses)</td>
<td>4,438</td>
<td>-</td>
<td>4,438</td>
<td>(350)</td>
</tr>
<tr>
<td><strong>Net movement of funds</strong></td>
<td><strong>213,173</strong></td>
<td><strong>(890,282)</strong></td>
<td><strong>(677,109)</strong></td>
<td><strong>211,392</strong></td>
</tr>
</tbody>
</table>

### Reconciliation of funds:

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total funds brought forward</td>
<td>1,142,756</td>
<td>1,419,879</td>
<td>2,562,635</td>
<td>2,351,243</td>
</tr>
<tr>
<td>Total funds carried forward</td>
<td>1,355,929</td>
<td>529,597</td>
<td>1,885,526</td>
<td>2,562,635</td>
</tr>
</tbody>
</table>

The statement of financial activities includes all gains and losses recognised in the year.

All incoming resources and resources expended derive from continuing activities.
## Statement of Financial Position

### Total Funds 2017 (£) | Prior Year Funds 2016 (£) | Further details
--- | --- | ---
**Total Funds** | | |
**Fixed assets:** | | |
Tangible assets | 13,337 | 16,593 | Note 10
Investments | 768,746 | 638,925 | Note 11
Total fixed assets | 782,083 | 655,518 | |
**Current assets:** | | |
Debtors | 294,133 | 258,941 | Note 12
Cash at bank and in hand | 1,006,069 | 1,829,925 | |
Total current assets | 1,300,202 | 2,088,866 | |
**Liabilities:** | | |
Creditors: amounts falling due within one year | (192,759) | (179,749) | Note 13
Net current assets | 1,107,443 | 1,909,117 | |
Total assets less current liabilities | 1,889,526 | 2,564,635 | |
Provisions for liabilities | (4,000) | (2,000) | Note 18
Net assets | 1,885,526 | 2,562,635 | |
**The funds of the charity:** | | |
Unrestricted funds - includes revaluation reserve of £69,547 (2016: £32,642) | 931,879 | 1,142,756 | Note 15
Designated funds | 424,050 | - | Note 15
Restricted funds | 529,597 | 1,419,879 | Note 15
Total Charity Funds | 1,885,526 | 2,562,635 | |

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

Approved by the Board of Trustees on 31st August 2017 and signed on its behalf by:

**Tara Aldwin**
Treasurer

**Hugh Raven**
Chairman

Company Number: 2550966
Marine Conservation Society Statement of Cashflows
as at 31st March 2017

<table>
<thead>
<tr>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash flows from operating activities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash (absorbed by) / generated from operations</td>
<td>(782,318)</td>
<td>179,418</td>
</tr>
<tr>
<td><strong>Investing Activities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase of tangible fixed assets</td>
<td>(6,859)</td>
<td>(1,289)</td>
</tr>
<tr>
<td>Purchase of listed investments</td>
<td>(301,097)</td>
<td>(225,969)</td>
</tr>
<tr>
<td>Proceeds from sale of investments</td>
<td>266,418</td>
<td>206,685</td>
</tr>
<tr>
<td><strong>Net cash generated from Investing Activities</strong></td>
<td>(41,538)</td>
<td>(20,573)</td>
</tr>
<tr>
<td><strong>Net cash used in financing activities</strong></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td><strong>Net (decrease) / increase in cash and cash equivalents</strong></td>
<td>(823,856)</td>
<td>158,845</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at beginning of year</strong></td>
<td>1,829,925</td>
<td>1,671,080</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at end of year</strong></td>
<td>1,006,069</td>
<td>1,829,925</td>
</tr>
</tbody>
</table>
Principal accounting policies

A Basis of preparation

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 2006 and applicable UK accounting standards. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

These financial statements for the year ended 31st March 2017 are the first financial statements that comply with FRS 102. The date of transition is 1 April 2015. The transition to FRS 102 has resulted in some changes in accounting policies to those used previously. The prior year financial statements were restated in the current year to represent the adoption of FRS 102.

B Incoming resources

Income is recognised in the period in which the charitable company is entitled to receipt, there is certainty of receipt and the amount can be measured reliably. Income is deferred only 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 income and other donations from individuals and income from lotteries is recognised upon receipt. Any Life membership subscriptions are accounted for in the year in which they are received.

I Commercial Trading Activities

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

II Donations and Grants

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.

C 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.

D Fundraising costs of voluntary income

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.

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 a members’ magazine.
Principal accounting policies cont...

E  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:

- Motor vehicles: 25% on cost
- Fixtures and fittings: 15% to 20% on cost
- Computer equipment: 33.3% on cost
- Telephone equipment: 25% on cost

F  Investments
Listed investments are valued in the Balance Sheet at market value. The realised gain/loss in the year is the difference between the amount at which the investment was valued at the beginning of the year, or cost if purchased during the year, and sale proceeds. The net gain/loss on revaluation and disposal of investments is shown in the Statement of Financial Activities.

G  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.

H  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.

I  Provisions
Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

J  Foreign currency
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.

K  Going concern
The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.
L  Tax

The Charity is 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.

M  Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

N  Stocks

Stocks are valued at the lower of cost or net realisable value.

O  Irrecoverable VAT

Irrecoverable VAT is written off against the costs to which it relates.

P  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 15).
### 1 Income from donations and legacies

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriptions and fees receivable</td>
<td>348,497</td>
<td>-</td>
<td>348,497</td>
<td>376,929</td>
</tr>
<tr>
<td>Legacies</td>
<td>91,017</td>
<td>-</td>
<td>91,017</td>
<td>855,724</td>
</tr>
<tr>
<td>Donations - trusts and companies</td>
<td>596,951</td>
<td>210,945</td>
<td>807,896</td>
<td>511,226</td>
</tr>
<tr>
<td>Donations - individuals</td>
<td>114,035</td>
<td>905</td>
<td>114,940</td>
<td>106,475</td>
</tr>
<tr>
<td>Royalties, appeals and other fundraising income</td>
<td>412,573</td>
<td>27,464</td>
<td>440,037</td>
<td>530,694</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,563,073</td>
<td>239,314</td>
<td>1,802,387</td>
<td>2,381,048</td>
</tr>
</tbody>
</table>

### 2 Income from other trading activities

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational and promotional income</td>
<td>5,723</td>
<td>60,409</td>
<td>66,132</td>
<td>39,820</td>
</tr>
<tr>
<td>Grant Income</td>
<td>0</td>
<td>529,620</td>
<td>529,620</td>
<td>416,775</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,723</td>
<td>590,029</td>
<td>595,752</td>
<td>456,595</td>
</tr>
</tbody>
</table>

### 3 Income from charitable activities

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial trading</strong></td>
<td>9,256</td>
<td>7,298</td>
</tr>
</tbody>
</table>

### 4a Expenditure on raising funds

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising costs of voluntary Income</td>
<td>252,672</td>
<td>112,257</td>
<td>364,929</td>
<td>337,534</td>
<td>Note 4ai</td>
</tr>
<tr>
<td>Commercial trading costs</td>
<td>4,311</td>
<td>-</td>
<td>4,311</td>
<td>10,937</td>
<td>Note 4aii</td>
</tr>
<tr>
<td>Costs of generating and servicing membership subscriptions</td>
<td>91,202</td>
<td>179,278</td>
<td>270,480</td>
<td>254,949</td>
<td>Note 4aiii</td>
</tr>
<tr>
<td>Investment management fees</td>
<td>10,546</td>
<td>-</td>
<td>10,546</td>
<td>7,757</td>
<td>Note 11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>358,731</td>
<td>291,535</td>
<td>650,266</td>
<td>611,177</td>
<td></td>
</tr>
</tbody>
</table>

Comparatives have been restated owing to a reallocation of staff costs from operational activities to fundraising.
4ai Fundraising costs of voluntary income

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff costs</td>
<td>236,213</td>
<td>214,359</td>
</tr>
<tr>
<td>Expenses and travel</td>
<td>8,816</td>
<td>6,364</td>
</tr>
<tr>
<td>Other direct costs</td>
<td>59,361</td>
<td>53,860</td>
</tr>
<tr>
<td>Infrastructure costs</td>
<td>22,540</td>
<td>24,809</td>
</tr>
<tr>
<td>Support costs</td>
<td>32,149</td>
<td>32,693</td>
</tr>
<tr>
<td>Legal and professional</td>
<td>813</td>
<td>1,701</td>
</tr>
<tr>
<td>Unrecovered VAT</td>
<td>3,722</td>
<td>2,398</td>
</tr>
<tr>
<td>Depreciation</td>
<td>1,315</td>
<td>1,350</td>
</tr>
<tr>
<td>Total</td>
<td>364,929</td>
<td>337,534</td>
</tr>
</tbody>
</table>

Other direct costs include the continued engagement of a consultant to assist in the development of a major donor fundraising programme. Infrastructure and support costs includes staff and premises overheads.

4a(ii) Commercial trading costs

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other direct costs</td>
<td>4,311</td>
<td>10,937</td>
</tr>
</tbody>
</table>

4a(iii) Costs of generating and servicing membership subscriptions

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff costs</td>
<td>147,209</td>
<td>141,168</td>
</tr>
<tr>
<td>Expenses and travel</td>
<td>10,620</td>
<td>-</td>
</tr>
<tr>
<td>Other direct costs</td>
<td>65,309</td>
<td>64,550</td>
</tr>
<tr>
<td>Infrastructure costs</td>
<td>17,607</td>
<td>18,487</td>
</tr>
<tr>
<td>Support costs</td>
<td>25,095</td>
<td>26,554</td>
</tr>
<tr>
<td>Legal and professional</td>
<td>651</td>
<td>1,308</td>
</tr>
<tr>
<td>Unrecovered VAT</td>
<td>2,978</td>
<td>1,844</td>
</tr>
<tr>
<td>Depreciation</td>
<td>1,011</td>
<td>1,039</td>
</tr>
<tr>
<td>Total</td>
<td>270,480</td>
<td>254,950</td>
</tr>
</tbody>
</table>
### 4b Expenditure on charitable activities

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds (£)</th>
<th>Restricted Funds (£)</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 restated (£)</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational and promotional costs</td>
<td>216,207</td>
<td>-</td>
<td>216,207</td>
<td>196,499</td>
<td>Note 4bi</td>
</tr>
<tr>
<td>Operational programme costs</td>
<td>101,966</td>
<td>2,268,619</td>
<td>2,370,585</td>
<td>1,841,115</td>
<td>Note 4bii</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>318,173</td>
<td>2,268,619</td>
<td>2,586,792</td>
<td>2,037,614</td>
<td></td>
</tr>
</tbody>
</table>

#### 4bi Educational and promotional costs

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff costs</td>
<td>127,233</td>
<td>114,410</td>
</tr>
<tr>
<td>Expenses and travel</td>
<td>1,955</td>
<td>1,605</td>
</tr>
<tr>
<td>Other direct costs</td>
<td>53,161</td>
<td>51,584</td>
</tr>
<tr>
<td>Infrastructure costs</td>
<td>12,598</td>
<td>11,385</td>
</tr>
<tr>
<td>Support costs</td>
<td>17,931</td>
<td>15,001</td>
</tr>
<tr>
<td>Legal and professional</td>
<td>488</td>
<td>785</td>
</tr>
<tr>
<td>Unrecovered VAT</td>
<td>2,234</td>
<td>1,106</td>
</tr>
<tr>
<td>Depreciation</td>
<td>607</td>
<td>623</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>216,207</td>
<td>196,499</td>
</tr>
</tbody>
</table>

#### 4bii Operational programme costs

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff costs</td>
<td>1,386,043</td>
<td>1,134,527</td>
</tr>
<tr>
<td>Expenses and travel</td>
<td>104,516</td>
<td>87,133</td>
</tr>
<tr>
<td>Other direct costs</td>
<td>497,992</td>
<td>279,097</td>
</tr>
<tr>
<td>Infrastructure costs</td>
<td>140,806</td>
<td>134,016</td>
</tr>
<tr>
<td>Support costs</td>
<td>199,576</td>
<td>176,582</td>
</tr>
<tr>
<td>Legal and professional</td>
<td>6,182</td>
<td>9,292</td>
</tr>
<tr>
<td>Unrecovered VAT</td>
<td>28,290</td>
<td>13,093</td>
</tr>
<tr>
<td>Depreciation</td>
<td>7,180</td>
<td>7,375</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,370,585</td>
<td>1,841,115</td>
</tr>
</tbody>
</table>
5 Net incoming resources for the year

This is stated after charging:

<table>
<thead>
<tr>
<th>Description</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>10,112</td>
<td>10,387</td>
</tr>
<tr>
<td>Auditor’s remuneration</td>
<td>4,900</td>
<td>6,500</td>
</tr>
<tr>
<td>Equipment rental</td>
<td>876</td>
<td>855</td>
</tr>
<tr>
<td>Trustees’ Liability insurance</td>
<td>986</td>
<td>1,326</td>
</tr>
<tr>
<td>Property rental</td>
<td>44,377</td>
<td>44,490</td>
</tr>
<tr>
<td>Property rental included in restricted funds expenditure</td>
<td>7,520</td>
<td>7,520</td>
</tr>
</tbody>
</table>

6 Staff costs and Trustees’ remuneration

<table>
<thead>
<tr>
<th>Description</th>
<th>Total Funds 2017 (£)</th>
<th>Prior Period Total Funds 2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries &amp; wages (gross)</td>
<td>1,876,979</td>
<td>1,600,261</td>
</tr>
<tr>
<td>National Insurance contributions (employer’s only)</td>
<td>181,944</td>
<td>157,029</td>
</tr>
<tr>
<td>Other pension costs</td>
<td>104,108</td>
<td>90,292</td>
</tr>
<tr>
<td>Total</td>
<td>2,163,031</td>
<td>1,847,582</td>
</tr>
</tbody>
</table>

Salaries and wages are shown gross and national insurance contributions are employer only.

One employee received emoluments in the band £60,000 to £70,000 (2016 - one). This employee had benefits accruing under an auto-enrolment scheme and contributions paid during the year totalled £2,347 (2016 - £3,979).

During the year key management received a combined total remuneration of £271,105.

Five Trustees claimed expenses during the year for travel and subsistence, amounting to £4,410 (2016 - £4,320). No Trustee received remuneration during the year (2016 - nil).

7 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 £9,933 accrued at the year-end (2016 - £8,438) representing pension costs payable.

8 Taxation

The company is a registered charity and no provision is considered necessary for taxation.
9 Staff numbers

<table>
<thead>
<tr>
<th></th>
<th>2017 Number</th>
<th>2016 Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project staff</td>
<td>51</td>
<td>47</td>
</tr>
<tr>
<td>Administration and support</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>54</td>
</tr>
</tbody>
</table>

Project staff is made up of the following full time equivalent apportionment:
- fundraising (6)
- generating and servicing subscriptions (5)
- education and promotional (4)
- operational (35)
- governance (1)

10 Tangible fixed assets

<table>
<thead>
<tr>
<th></th>
<th>Total Funds 2017 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td></td>
</tr>
<tr>
<td>At 1 April 2016</td>
<td>112,905</td>
</tr>
<tr>
<td>Additions at cost</td>
<td>6,859</td>
</tr>
<tr>
<td>Disposals</td>
<td>-</td>
</tr>
<tr>
<td>At 31 March 2017</td>
<td>119,764</td>
</tr>
<tr>
<td>Depreciation</td>
<td></td>
</tr>
<tr>
<td>At 1 April 2016</td>
<td>96,315</td>
</tr>
<tr>
<td>Additions at cost</td>
<td>10,112</td>
</tr>
<tr>
<td>Disposals</td>
<td>-</td>
</tr>
<tr>
<td>At 31 March 2017</td>
<td>106,427</td>
</tr>
<tr>
<td>Net Book Value</td>
<td></td>
</tr>
<tr>
<td>At 31 March 2017</td>
<td>13,337</td>
</tr>
<tr>
<td>At 31 March 2016</td>
<td>16,591</td>
</tr>
</tbody>
</table>

11 Investments

11a Investments in subsidiaries

Investments held by the charity represents the whole of the issued share capital of each of the following companies:

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marine Biological Consultants Limited (company number 01777391)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>MCS Sales Limited (company number 01766795)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

Both Companies are registered in England and Wales and are dormant companies.
11b Listed investments

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>At 1 April 2016</td>
<td>638,725</td>
<td>647,501</td>
</tr>
<tr>
<td>Additions at cost</td>
<td>301,097</td>
<td>225,969</td>
</tr>
<tr>
<td>Disposals at Market Value</td>
<td>(266,418)</td>
<td>(206,685)</td>
</tr>
<tr>
<td>Realised Gains</td>
<td>25,595</td>
<td>21,084</td>
</tr>
<tr>
<td>Unrealised Gains / (Losses)</td>
<td>69,547</td>
<td>(49,144)</td>
</tr>
<tr>
<td><strong>At 31 March 2017</strong></td>
<td>768,546</td>
<td>638,725</td>
</tr>
</tbody>
</table>

The historical cost of investments held at 31st March 2017 was £676,108 (2016 - £606,083). None of the investments relate to restricted funds and all are managed by HSBC. The valuation of the investments, at market value, was performed by HSBC. The investments are held to provide an investment return to the charity. As at 31 March 2017, the market value of investments listed in the UK amounted to £285,020 (2016 - £343,551). The remainder of £483,526 (2016 - £295,174) represented investments listed overseas. No individual investment comprised more than 13% of the total investments.

12 Debtors

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade debtors</td>
<td>54,842</td>
<td>116,538</td>
</tr>
<tr>
<td>Prepayments and accrued Income</td>
<td>218,525</td>
<td>133,632</td>
</tr>
<tr>
<td>Amount due from subsidiary undertaking</td>
<td>-</td>
<td>1,000</td>
</tr>
<tr>
<td>Other debtors</td>
<td>20,766</td>
<td>7,771</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>294,133</td>
<td>258,941</td>
</tr>
</tbody>
</table>

Other debtors includes known royalty income due through contractual agreements with corporate sponsors.

13 Creditors: Amounts falling due within one year

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade debtors</td>
<td>34,338</td>
<td>78,649</td>
</tr>
<tr>
<td>Pension contributions owing</td>
<td>9,933</td>
<td>53</td>
</tr>
<tr>
<td>Other creditors and accruals*</td>
<td>77,476</td>
<td>27,346</td>
</tr>
<tr>
<td>VAT liability</td>
<td>22,946</td>
<td>26,768</td>
</tr>
<tr>
<td>Subscriptions in advance</td>
<td>48,066</td>
<td>46,933</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>192,759</td>
<td>179,749</td>
</tr>
</tbody>
</table>

All subscriptions in advance and grants received in advance at 31st March 2016 were released to income during the year.

*Accruals has been restated for holiday pay as FRS 102 require the recognition of all employee benefits to which employees have become entitled during the period. An accrual has been made for the value of annual leave that employees are entitled to, but have carried forward to the following year.

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Pay Accrual</td>
<td>22,040</td>
<td>18,084</td>
</tr>
</tbody>
</table>
14 Limited liability of guarantors

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. The number of members at 31st March 2017 was 6,024 (2016 – 5,824). Membership is expressed as defined by the Board of Trustees following adoption of the updated Articles of Association in April 2010.

15 Statement of funds

<table>
<thead>
<tr>
<th>Unrestricted Funds:</th>
<th>At 1 April 2016 (£)</th>
<th>Income (£)</th>
<th>Expenditure (£)</th>
<th>Transfers (£)</th>
<th>Gains and Losses (£)</th>
<th>At 31 March 2017 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Reserves</td>
<td>1,142,756</td>
<td>1,206,976</td>
<td>(676,904)</td>
<td>(840,529)</td>
<td>99,580</td>
<td>931,879</td>
</tr>
<tr>
<td>Designated Funds</td>
<td>-</td>
<td>424,050</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>424,050</td>
</tr>
<tr>
<td><strong>Total Unrestricted Funds:</strong></td>
<td><strong>1,142,756</strong></td>
<td><strong>1,631,026</strong></td>
<td><strong>(676,904)</strong></td>
<td><strong>(840,529)</strong></td>
<td><strong>99,580</strong></td>
<td><strong>1,355,929</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Restricted Funds:</th>
<th>At 1 April 2016 (£)</th>
<th>Income (£)</th>
<th>Expenditure (£)</th>
<th>Transfers (£)</th>
<th>Gains and Losses (£)</th>
<th>At 31 March 2017 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Conservation</td>
<td>22,998</td>
<td>27,985</td>
<td>(200,201)</td>
<td>165,416</td>
<td>-</td>
<td>16,198</td>
</tr>
<tr>
<td>Pollution Programme</td>
<td>30,922</td>
<td>88,245</td>
<td>(304,244)</td>
<td>204,111</td>
<td>-</td>
<td>19,034</td>
</tr>
<tr>
<td>Darwin Initiatives</td>
<td>-</td>
<td>8,947</td>
<td>(8,947)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Fisheries</td>
<td>94,787</td>
<td>127,390</td>
<td>(365,472)</td>
<td>215,653</td>
<td>-</td>
<td>72,358</td>
</tr>
<tr>
<td>Scottish Campaign</td>
<td>-</td>
<td>-</td>
<td>(78,964)</td>
<td>78,964</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Marine Planning</td>
<td>-</td>
<td>-</td>
<td>(78,964)</td>
<td>78,964</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>49,319</td>
<td>147,535</td>
<td>(112,389)</td>
<td>3,903</td>
<td>-</td>
<td>88,368</td>
</tr>
<tr>
<td>National Seasearch</td>
<td>-</td>
<td>78,888</td>
<td>(97,882)</td>
<td>34,494</td>
<td>-</td>
<td>15,500</td>
</tr>
<tr>
<td>Conservation Education</td>
<td>24,332</td>
<td>52,437</td>
<td>(52,794)</td>
<td>-</td>
<td>-</td>
<td>23,975</td>
</tr>
<tr>
<td>Welsh Campaign</td>
<td>26,400</td>
<td>3,493</td>
<td>(92,571)</td>
<td>62,678</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TCI Turtle Project</td>
<td>15,962</td>
<td>40,384</td>
<td>(35,425)</td>
<td>-</td>
<td>-</td>
<td>20,921</td>
</tr>
<tr>
<td>MPA Programme</td>
<td>687,406</td>
<td>150,443</td>
<td>(579,832)</td>
<td>-</td>
<td>-</td>
<td>258,017</td>
</tr>
<tr>
<td>Sea Champions Project</td>
<td>171,053</td>
<td>94,706</td>
<td>(256,780)</td>
<td>4,597</td>
<td>-</td>
<td>13,576</td>
</tr>
<tr>
<td>Restricted Donations</td>
<td>291,535</td>
<td>-</td>
<td>(291,535)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>The Wakefield Fund</td>
<td>1,650</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,650</td>
</tr>
<tr>
<td>The MCS Trust Fund</td>
<td>3,515</td>
<td>-</td>
<td>(3,515)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Restricted Funds:</strong></td>
<td><strong>1,419,879</strong></td>
<td><strong>829,343</strong></td>
<td><strong>(2,560,154)</strong></td>
<td><strong>840,529</strong></td>
<td>-</td>
<td><strong>529,597</strong></td>
</tr>
</tbody>
</table>

**Total funds:**

<table>
<thead>
<tr>
<th>At 1 April 2016 (£)</th>
<th>Income (£)</th>
<th>Expenditure (£)</th>
<th>Transfers (£)</th>
<th>Gains and Losses (£)</th>
<th>At 31 March 2017 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,206,976</td>
<td>(676,904)</td>
<td>(840,529)</td>
<td>99,580</td>
<td>1,355,929</td>
<td></td>
</tr>
</tbody>
</table>

Breakdown of total restricted expenditure across the strategic aims:

<table>
<thead>
<tr>
<th>Total Funds 2017 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting Marine Life</td>
</tr>
<tr>
<td>Sustainable Fisheries</td>
</tr>
<tr>
<td>Clean Seas and Beaches</td>
</tr>
<tr>
<td>Working Seas</td>
</tr>
<tr>
<td>Engaging our Audiences</td>
</tr>
<tr>
<td>Other activities supported by restricted funds to support the Aims</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
General Funds
The general reserve represents the free funds of the charity which are not designated for particular purposes.

Designated Funds
The designated reserves are those funds set aside by Trustees to support the expenditure required to maintain the programmes in the forthcoming year.

Restricted Funds
All restricted funds are for specific conservation or educational projects in the UK and overseas, and are briefly described below with further details on recent activity described in the Trustees’ Report. The transfers from the general reserve and designated funds relate to the costs of the programmes not covered by grant income.

General Conservation:
MCS received funding that would benefit all programmes of work including towards the key work of the Director of Conservation and Campaigns to deliver the strategic aims and funding to develop impact reporting within the charity.

Pollution Programme:
MCS Beachwatch project (launched in 1994) involved volunteers in regular surveys and clean-up of litter on beaches. Data collected was used by MCS to identify the key sources of litter and develop initiatives to reduce litter at source. The Great British Beach Clean event takes place over one weekend every September and provides a UK-wide snapshot of the quantities and sources of beach litter. The Pollution programme works to reduce pollution from sewage, and other contaminants. The annual Good Beach Guide informed the public of the bathing water quality standards at UK beaches and promoted improvements to coastal sewage treatment.

Darwin Initiative:
MCS received funding from Merlin Entertainments to continue its programme of work in Sabah.

Fisheries Programme:
MCS works to promote the development of sustainable wild-capture and farmed seafood production, through influencing policy measures, promoting sustainable fishing and fish-farming practices and sustainable seafood consumption through Good Fish Guide and partnerships with other organisations.

Scottish Programme:
MCS established an office in Scotland in 2000, to promote and support MCS projects and conservation policies. The programme raises awareness through outreach activities, encourages participation in practical marine conservation projects such as Beachwatch and marine life surveys and provides input on national marine policy developments in Scotland.

Marine Planning:
This programme covers work to promote and influence the sustainable and sensitive use of marine resources including the sensitive and strategic planning and operation of activities such as aggregate dredging, oil and gas development, marine renewables and coastal development. With the Marine Acts in place, focus is now on ensuring that the key laws and policies designed to protect our seas and ensure maritime industries do not adversely impact the marine environment are effectively implemented.

Biodiversity Programme:
This programme currently focuses on the establishment of a network of Marine Protected Areas (MPAs) and during 2015/16 MCS received a substantial legacy from the Miles Blackwell Trust to continue this important campaign into 2016/17. The Biodiversity programme also includes work on identifying and studying important or rare marine species (e.g. basking shark, pink sea fan and fan shell) and habitats and promoting the protection of these and broader communities through species conservation measures.

National Seasearch:
This is a partnership programme with a number of agencies and organisations to involve volunteer recreational divers in the survey of UK marine species and habitats through training and organisation of survey dives. Data collected contributes to the UK database of species and habitats.

Conservation Education:
This educational programme was established in 2013 and work has continued in schools and through the production of educational materials including dedicated Cool Seas webpages.
**Welsh Programme:**
MCS established a dedicated Welsh programme in 2006 and with funding from the Welsh Government maintained a part time outreach Wales Projects Officer during the year. MCS continues to support the Welsh policy officer post which was established in 2013. The programme raises awareness through outreach activities, encourages participation in practical marine conservation projects such as Beachwatch and marine life surveys and provides input on national marine policy developments in Wales.

**TCI Turtle Project:**
A project in the Caribbean Turks and Caicos Islands was established in 2008 in order to research and propose a fisheries management plan for the legal turtle harvest which takes place on the islands. During 2016/17 Defra continued to fund a Darwin Fellowship via the University of Portsmouth to continue our work on this project.

**Sea Champions Programme:**
MCS has received funding since 2011 from Marks & Spencer through the Forever Fish partnership, to develop and maintain its Sea Champions volunteer programme and run a series of beach cleans in conjunction with M&S staff and customers. MCS continues to support a dedicated Sea Champions team to engage the public in beach cleans and deliver education talks and workshops. As part of its citizen science work, MCS is also hosting a Heritage Lottery Funded project officer working through Newcastle University on coastal species identification and recording.

**Restricted Donations:**
MCS received a grant in July 2011 from the Tubney Charitable Trust to support MCS capacity and resources to: develop free income generation streams including marketing and fundraising activities; increase MCS influence on stakeholders at UK, national and local level in support of marine conservation objectives; and increase financial and administrative capacity to support the charity through a period of growth.

**The Wakefield Memorial Fund** was set up to make awards to deserving students studying the impacts or solutions to coastal pollution. MCS partnered with the P1 Marine Foundation National Student Award in 2015 to increase the profile and reach of the Award. MCS aims to make one £500 award each year.

**The MCS Trust Fund** was established to hold funds specifically donated to provide financial assistance to community-based organisations with marine environmental issues, subject to such financial assistance being limited to charitable purposes or purposes ancillary to charitable purposes.

16 **Analysis of net assets between funds**

<table>
<thead>
<tr>
<th></th>
<th>Restricted Funds (£)</th>
<th>General Funds (£)</th>
<th>Total (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed assets</td>
<td>-</td>
<td>782,083</td>
<td>782,083</td>
</tr>
<tr>
<td>Current assets</td>
<td>536,265</td>
<td>763,937</td>
<td>1,300,202</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>(6,668)</td>
<td>(190,091)</td>
<td>(196,759)</td>
</tr>
<tr>
<td>Total net assets</td>
<td>529,597</td>
<td>1,355,929</td>
<td>1,885,526</td>
</tr>
</tbody>
</table>
17 Operating lease commitments

As at 31st March 2017 the charity had total commitments under non-cancellable operating leases as follows:

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land and buildings:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leases expiring between two and five years</td>
<td>88,980</td>
<td>133,470</td>
</tr>
<tr>
<td><strong>Other operating leases:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leases expiring between two and five years</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

18 Provision for Liabilities

An annual provision is made for dilapidations at the Ross-on-Wye premises in relation to the lease requirements. A break point in the lease is available every 5 years from commencement of a 20-year lease in 2014 (breakpoints are 2019, 2023, 2028, lease term 2034).

<table>
<thead>
<tr>
<th></th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>At 1 April 2016</td>
<td>2,000</td>
<td>-</td>
</tr>
<tr>
<td>Addition for dilapidations</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>At 31 March 2017</td>
<td>4,000</td>
<td>2,000</td>
</tr>
</tbody>
</table>

19 Related party transactions

There are no related party transactions during the period (2016: £nil)

20 Material legacies

Legacy income is only included in incoming resources where the legacy has been received or both the receipt and the amount are known with sufficient certainty. As at 31st March 2017 the charity has been notified of no legacies of material value (2016 – nil).

21 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments. Financial instruments are recognised when the charity becomes party to contractual provisions of the instrument. Financial assets are offset, with the net amounts presented in the accounts where there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**Basic financial assets**

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.
Basic financial liabilities

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of future receipts, discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of the operations from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cashflows from the asset expire or are settled.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity’s contractual obligations expire or are discharged or cancelled.

<table>
<thead>
<tr>
<th>Carrying amount of financial assets:</th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt instruments measured at amortised cost</td>
<td>1,081,677</td>
<td>1,955,234</td>
</tr>
<tr>
<td>Equity instruments measured at fair value</td>
<td>768,746</td>
<td>638,925</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,850,423</strong></td>
<td><strong>2,594,159</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Carrying amount of financial liabilities:</th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measured at amortised cost</td>
<td>159,880</td>
<td>152,928</td>
</tr>
</tbody>
</table>

22 Cash (absorbed by) / generated from operations

<table>
<thead>
<tr>
<th>Adjustment</th>
<th>2017 (£)</th>
<th>2016 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Deficit) / Surplus for the year</td>
<td>(677,109)</td>
<td>211,392</td>
</tr>
<tr>
<td>Adjustments for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair value gains and losses on investments</td>
<td>(95,142)</td>
<td>28,060</td>
</tr>
<tr>
<td>Depreciation and impairment of tangible fixed assets</td>
<td>10,112</td>
<td>10,387</td>
</tr>
<tr>
<td>Movements in working capital:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Increase) / decrease in debtors</td>
<td>(35,192)</td>
<td>31,143</td>
</tr>
<tr>
<td>Increase / (decrease) in creditors</td>
<td>15,013</td>
<td>(101,564)</td>
</tr>
<tr>
<td>Total</td>
<td>(782,318)</td>
<td>179,418</td>
</tr>
</tbody>
</table>
Acknowledgement of financial and other support
The Marine Conservation Society would like to thank all the individuals and organisations that have supported the Society’s work in the period to 31st March 2017.

Organisations, Companies, Charitable Trusts and Foundations giving grants of £1,000 or more towards specific conservation projects:

- The Adessium Foundation
- Amanyara Resort TCI
- Anglian Water
- The Calouste Gulbenkian Foundation
- Compass Contract Services UK Ltd
- The Crown Estate
- DEFRA
- The Eccles Family Trust
- Environment Wales
- The Ernest Cook Trust
- The Glenmorangie Company Ltd
- Haven Holidays (Bourne Leisure)
- Heritage Lottery Fund
- The J & JR Wilson Trust
- The John Ellerman Foundation
- Keep Britain Tidy
- Merlin Entertainments Developments Ltd
- The Miles Blackwell Trust
- The Montague Panton Animal Welfare Trust
- Monterey Bay Aquarium
- Natural England
- Natural Resources Wales
- Nature Travels Ltd
- Nesta
- OSPAR
- Plastics Europe
- Princess Yachts Ltd
- Scottish Environment Link
- Scottish Natural Heritage
- Seas at Risk
- The SeaLife Trust
- South West Water
- Thames Estuary Partnership
- Thames Water
- Turks & Caicos Friends of the Arts Foundation
- The Tyneholme Trust
- Water UK
- The Welsh Government
- The Whitley Animal Protection Trust

Organisations and companies supporting MCS with contributions of £1,000 or more in unrestricted funds:

- The A & N Daniell Charitable Trust
- Adnams plc
- Animal Friends Insurance Services Ltd
- The Anson Charitable Trust
- Apeks Marine Equipment Ltd
- The Blair Foundation
- The Calleva Foundation
- Cayago AG
- The Cecil Pilkington Charitable Trust
- The David Uri Memorial Trust
- Debenhams plc
- Dechra plc
- The Diana Edgson Wright Charitable Trust
- The Dischma Charitable Trust
- The Dulverton Trust
- EWOS Ltd
- The Feroze Charitable Trust
- Gladys Wightwick Charitable Trust
- The Golden Bottle Trust
- Grain Ltd
- The Green People Ltd
- Haddenham Healthcare Ltd
- Harbour & Jones
- Haven Holidays (Bourne Leisure Ltd)
- The Henry C Hoare Charitable Trust
- HL Hutchinson Ltd
- The John Coates Charitable Trust
- The John Cowan Foundation
- The Joseph Strong Frazer Trust
- The KM Harbinson Charitable Trust
- The Lady Hind Trust
- The Langdale Trust
- The Margaret Davis Charitable Trust
- Marks & Spencer plc
- The Millichope Foundation
- The Mitchell Trust
- The Monte Carlo Whisky Society
- The Peacock Charitable Trust
- The Pilkington General Charity
- The Postcode Animal Trust
- PwC
Charitable and Company Trusts giving a donation of £500 or more:

- The Baker Charitable Trust
- The BD Tomlins Charitable Trust
- The Benham Charitable Trust
- The Bernard & John Dunn Trust
- The Christopher Laing Foundation
- The GESS Charitable Trust
- The Gilbert & Eileen Edgar Foundation
- The Henhurst Charitable Trust
- The Joseph Nickerson Charitable Foundation
- The Marsh Christian Trust
- The Martineau Family Charity
- The Norman Family Trust
- The Percy Hedley Charitable Trust
- The Roger Raymond Charitable Trust
- Stiftung Asienhaus
- St Mary’s Charity
- The Tay Charitable Trust
- The Thomas Lilley Memorial Trust
- The Viscount Devenport Charitable Trust
- The Wyndham Charitable Trust

MCS expresses its gratitude to the many Trusts who granted other donations or wish to remain anonymous.

Legacies

Donations were gratefully received in memory of:

- Antony Kift
- Barbara Holt
- Barbara Wild
- Bernard Binns
- Carl Boyde
- Constance Firth
- Dorothy Jones
- Frances Pearson
- Jane Birkett
- June Kersten
- Lynda May Miller
- Nicholas Southward
- Rachel Banks
- Rosemarie Vass

Patrons, Supporters, Members and Groups:

MCS would like to thank its members, Local Groups and Sea Champion volunteers for their support of our conservation activities and fundraising effort over the year. Thanks also to all the volunteers who supported MCS projects and/or gathered vital information through Beachwatch, 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 the work of the Marine Conservation Society.
Charity Name
Marine Conservation Society

Charity registration number (England & Wales)
1004005

Charity registration number (Scotland)
SC037480

Company registration number
2550966

Registered Office and Operational Address
Overross House
Ross Park
Ross-on-Wye
HR9 7US

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
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OBE, PhD, FLS, FIBiol
Sir Frederick Holliday
Kt, CBE, DL, FRSE
Lord Peter Melchett
Baroness Nichol
Professor David Nichols

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Miss Tara Aldwin, ACA Treasurer
Mr Stephen Gray
Dr Edmund Green, PhD
Mr Peter Hiam
Professor David Kipling
Mr James Marsden
Mr Leigh Morris
Mr Giles Robertson
Mr Alexander Wilson

Senior Management Team
Samantha Fanshawe
Chief Executive (resigned 22nd June 2016)

Sandy Luk
Chief Executive (appointed 24th October 2016)

Clare Perez, FCCA
Director of Finance & Resources / Company Secretary

Carrie Hume
Director of Conservation & Campaigns (resigned 13th February 2017)

Mike Crossley
Director of Fundraising & Marketing

Principal Professional Advisors
Auditors
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Worcester
WR1 1RU

Bankers
Barclays Bank
Leicester
LE87 2BB

Lloyds Bank
8 High Town
Hereford
HR1 2AE

Investment Managers
HSBC Global Asset Management (UK) Ltd
78 St James’s Street
London
SW1A 1HL

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