

Community Interest Company Annual Report ~ October 2021 to October 2022 for Plastic Free Eastbourne

General description of the company's activities and impact

The company is campaigning to continue to rid our town of single-use plastics. During the financial year 2021-2022, our organisation has benefited the community in the following ways:

- * 3 more businesses have become Plastic Free Champions, which brings our total up to 43: Wightman and Parrish, EcoHaven and Inhabit Natural Gardens.
- * Presentations have been made to various organisations. These include Women's Institutes, Rotary Clubs and schools
- * Publicity for our campaign has been enabled via our local newspapers, TV stations, local radio and via poster campaigns, supported by numerous businesses and organisations; also by using our banner and 5 sailfins during carnivals and other events; we have increased our visibility via social media: Face Book, monthly newsletters, Twitter, Instagram, LinkedIn.
- * We have used our publicity stall on fewer occasions this year due to the Covid-19 constraints. Nevertheless, it has been used on several occasions, for example at a College Freshers' Fair and in a Vintage Festival.
- * We held our second Spring Water Festival. This 10 day multi-event project took place during May 2022. It involved at least 30 different activities and there were many participants who took part: Pilgrimage, Studios on the Beach, running the whole length of "Spring Water Way", from Sovereign Harbour to Beachy Head Story ~ and back again!, Science projects, Marine Studies, Big Beach Clean, walks to visit the Refill Stations along our "Spring Water Way"; Opening and Closing Ceremonies, a fundraising Concert, a Conference, a Creative Writing competition entitled "Water" and an Eco-Stalls Fair at Western Lawns. These are just some of the events. In our first year, there were 20 different activities, so this year marks an increase in engagement with both organising groups and with the public. Planning is on-going for "Eastbourne Spring Water Festival 23" ~Celebrating Water~.
- * We are part of Eastbourne's Eco Action Network (EEAN), with the ambition of "working towards a carbon neutral town by 2030"
- * We are a member of our EcoEd2030 CIC, which is the educational section of the Eastbourne Eco Action Network (EEAN). Our responsibility is for "Recycling and Plastics." are a member of Eastbourne's Chamber Unltd
- * We continued to grow the massively successful and unique "Adopt a Beach" programme
- * We continued to gather signatures for our lobbying petition "Biomass Plastics" to try to get our government to legislate companies to transfer to purchasing and using biomass plastic as their raw materials instead of the usual fossil fuel based raw materials. Various meetings have been taking place with scientists and researchers. We organised a "think tank" with Caroline Ansell ~ Eastbourne's Member of Parliament ~ and her research team.
- * Refill Stations: this major project is gathering momentum. After the 3 Refill Stations we installed during last year, we have now installed a further 4. These are a new version based on a "Dolphin" design. Our Pod of Dolphins is to be found at these locations: Fisherman's Green (1/8/22 [installation date]), Helen Gardens (30/8/22) Gildredge Park (1/9/22) and Langney Shopping Centre (28/10 22)
- * We developed our website: plasticfreeeastbourne.co.uk.
- * a benefactor has been funding a monthly amount to pay for a web manager

- * a benefactor has been funding our membership of Eastbourne Chamber Unltd
- * we have a bookkeeper who volunteers her services for free
- * we provide advice to organisers of events and to businesses about keeping to “plastic free” standards. We have guide sheets for them to use.
- * we have provided several students from East Sussex College Group (ESCG) with work experience opportunities
- * we have provided Duke of Edinburgh Award young people with volunteering opportunities to help them gain their Bronze awards.
- * Our campaign continues to grow in importance in the life of our town.
- * we have continued with Monthly Meetings and other meetings.
- * we have a monthly Guest Speaker as well as a Monthly Challenge.
- * we have set up a Mailchimp account whereby over 1300 subscribers are able to collaborate with our campaign
- * we have a Face Book group with very nearly 1900 members
- * we put out a Newsletter every month
- * we have Public Liability Insurance as well as Employer Liability Insurance
- * we have several Policies to guide us in our work.
- * Titan360 ~ a publicity company offered their services for free to cover our Eastbourne Spring Water Festival. This has resulted in a wide-ranging publicity campaign across various media platforms.
- * Many organisations have donated varying amounts of money to finance our outgoings. These include Sussex Community Fund, EBC Devolved Budget contributions, Eastbourne Local Lottery Good Cause, South East Water, Catch 22, Ellie Jackson ~ Educational Books, Aviva Crowdfunder. Many others have contributed in various ways, such as by providing complimentary venues. The Lansdowne Hotel, the Alexandra Arms and the Crown and Anchor are such venues.

Consultation with stakeholders The CIC stakeholders are its members ~ the townspeople, all of whom are invited to participate in monthly meetings. Our Social Media is increasingly being used to share and publicise our campaign projects. We get back from individuals and groups comments and feedback all of which are supportive and encouraging.

Directors' remuneration None of the directors have received any remuneration for their services, except for expenses where appropriate.

Transfers of assets other than for full consideration ~ nil

Oliver Sterno 20th December 2022