

pipeline

NEWSLETTER OF SAS • AUTUMN/WINTER 2013





SEWAGE, LITTER AND COASTAL DEVELOPMENTS
ARE DRIVING OUR WAVES TO EXTINCTION
PETITION TO SAVE THEM AT PROTECTOURWAVES.ORG.UK

EDITORIAL

WHAT IF THE NEXT WAVE NEVER COMES?

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This edition of Pipeline features the final installment of Protect Our Waves campaign images, created by acclaimed photographer Scott Rhea and advertising agency M&C Saatchi, who work with SAS completely free of charge.

Scott's stunning and surreally beautiful series of Protect Our Waves images, depicting surfers preserved in specimen jars, explores the theme of extinction, highlighting the environmental issues that currently threaten UK waves. Scott's work has been published worldwide and is widely sought after by art collectors. He is renowned for his amazing and creative underwater installations, which led to him supporting Surfers Against Sewage on the campaign.

We were really excited to launch these stunning, strangely beautiful yet dystopian images to coincide with the final stages and delivery of the Protect Our Waves petition. We have been overwhelmed at the level of support the Protect Our Waves petition has received and the following pages cover its culmination with what was arguably the most successful, ambitious and powerful day in Surfers Against Sewage history. The Protect Our Waves briefing event in the Palace of Westminster followed by the delivery of 55,000 signatures to No10 Downing Street.

From international sports stars, to acclaimed artists and chart-topping musicians, the Protect Our Waves petition has received high praise and support indeed. But it's you, our members who have really made it possible. Standing up for what you believe in. Believing in SAS campaigns. Together we are creating the change we want to see for our waves, oceans and beaches.

Thank you for supporting us.

Hugo Tagholm

Chief Executive
Surfers Against Sewage



QUIKSILVER 

HISTORIC VISIT TO DOWNING STREET

DOUBLE BRIT AWARD WINNER BEN HOWARD
JOINS SAS TO HIGHLIGHT VALUABLE &
VULNERABLE SURFING COMMUNITIES



On October 22nd, double Brit Award winner Ben Howard supported the call of more than 55,000 surfers to better protect UK waves, oceans and beaches as he delivered Surfers Against Sewage's Protect Our Waves petition to No 10 Downing Street. Ben also attended a briefing event in the House of Commons sponsored by Stephen Gilbert MP, where a new economic study revealed that surfing is worth over £1.8 billion to the UK economy, reinforcing to policy makers and MPs the need to safeguard valuable and vulnerable surfing environments & communities around the UK.

The Protect Our Waves briefing event was attended by MPs from right around the UK, industry regulators, health experts, economists, business leaders, athletes and the media, bringing together an unprecedented group of professionals

and policy makers that can help deliver change for our coastline. We were delighted to include speeches from 11 times European longboard champion Ben Skinner and founder of Magicseaweed, Ben Freeston, who both gave insights to the quality and importance of UK surfing resources.

Over the past year, the Protect Our Waves petition has received tens of thousands of signatures of support, highlighting the importance of UK surfing resources to coastal communities nationwide. The petition also received support from internationally acclaimed musicians and athletes including Jack Johnson, Gabrielle Aplin, Ed Sheeran, Rob Machado, Dane Reynolds, Stephanie Gilmore and of course the world's most accomplished surfer, Kelly Slater. Due to preparations for the final competition of the year

at Pipeline, where Kelly has the chance to secure his 12th world title, he unfortunately couldn't be with us on the day as had been planned.

The petition calls for better protection for the coastal environment and those that use it. The focus of the petition is a call for amendments to legislation to better control sewage pollution, marine litter and damaging coastal developments & industry. Surfers Against Sewage believes that waves and surf spots deserve to be seen as part of UK heritage and should be afforded greater recognition and protection through debate and legislation.

SAS today represents over 100,000 active supporters and is the voice of an estimated 500,000 regular UK surfers on issues relating to the environment, health and wave protection.

What perhaps sets SAS apart from other environmental charities is the fact that our supporter base is at the frontline of the issues that we work on. They walk across tidelines of trash to surf; surf in waters polluted without warning and see surf spots threatened with destruction by coastal developments. They are if

you will, a marine indicator species, seeing first hand the damage being done to the coastal environment.

Following the success of the petition and these events, we'll now be inviting all coastal MPs to form an All Party Parliamentary Group led by Surfers Against Sewage, that will push for improvements to laws protecting oceans, waves & beaches. We'll also be working on specific questions relating to the campaign issues to put to the House of Commons, and working towards a full House Debate.

We would like to thank everyone that has signed the Protect Our Waves petition so far, Stephen Gilbert MP, Ben Howard, Ben Skinner, Dr Bryan Mills, Owain Davies, Lauren Davies, Ben Freeston, M&C Saatchi, Chris Hides, Rupert Simmonds-Gooding, James Millers, Andrew Long, Scott Rhea, Spencer Murphy, Scott Dawes, and all the dedicated SAS Reps and everyone that attended the events.

We would also like to thank Quiksilver for their support for the event and St Ives Brewery.



SAS Regional Reps on the streets of Westminster

“WE’VE BEEN OVERWHELMED AT THE LEVEL OF SUPPORT FOR THE PROTECT OUR WAVES PETITION WITH OVER 55,000 SIGNATORIES AND THE BACKING OF STARS INCLUDING JACK JOHNSON, KELLY SLATER, GABRIELLE APLIN AND BEN HOWARD. COUPLED WITH THE ASTONISHING ECONOMIC DATA RELEASED TODAY ON THE VALUE OF SURFING TO THE UK, THERE IS A CLEAR CASE TO SAY THAT SURFING IN SEWAGE, WALKING OVER TIDELINES OF TRASH TO ACCESS A WAVE OR DEVELOPERS DAMAGING WAVES WITHOUT CONSIDERATION IS SIMPLY JUST NOT ACCEPTABLE. WE LOOK FORWARD TO WORKING WITH MPS TO DELIVER THE SOLUTIONS TO BETTER PROTECTING SURF SPOTS FOR ALL TO USE SAFELY AND SUSTAINABLY.”

Hugo Tagholm, SAS Chief Executive



11x European longboard champion Ben Skinner



Magic Seaweed founder Ben Freeston

Some of the MPs & Key Stakeholders who attended:

- Nick Harvey MP – North Devon
- Tessa Munt MP – Wells
- Chi Onwurah MP – Newcastle
- Andrew Turner MP – Isle of Wight
- Representative for Jeremy Hunt MP – Secretary of State for Health
- Gavin Barwell MP – Croydon Central
- Andrew George MP – St Ives
- Stephen Gilbert MP – Newquay
- Kate Hedges – DEFRA
- Elaine Connelly – DEFRA
- Tim Loughton MP – East Worthing and Shoreham
- Caroline Lucas MP – Brighton
- Madeleine Moon MP – Bridgend
- Sarah Newton MP – Truro and Falmouth
- Representative for Dan Rogerson MP – DEFRA minister – North Cornwall
- Robert Smith MP – Aberdeen
- Ian Swales MP – Redcar
- John Thurso MP – Thurso
- Mark Williams MP – Ceredigion

“I’M STOKED TO SUPPORT THE SURFERS AGAINST SEWAGE PROTECT OUR WAVES PETITION. I’VE SURFED ALL OVER THE UK AND SURF SPOTS ARE OFTEN JEWELS IN THE CROWN OF THE COASTS AND SHOULD BE BETTER PROTECTED. WHY WOULDN’T YOU PROTECT WAVES AND SURF SPOTS WHEN THEY CLEARLY HELP SUPPORT SO MANY HEALTHY, VIBRANT AND COOL COMMUNITIES AROUND OUR BEAUTIFUL COASTLINE.”

Ben Howard



Ben Howard

“SOME OF THE BEST SURFING WAVES IN THE UK ARE FOUND IN MY CONSTITUENCY AND SURFING IS A BIG ECONOMIC DRIVER FOR THE AREA, AND FOR CORNWALL AS A WHOLE. I HOPE THAT I CAN HELP OTHER MPS RECOGNISE THE VALUE OF NATURAL SURFING CAPITAL AND THE ECONOMIC VALUE IN THEIR OWN REGIONS AND BETTER PROTECT THESE ENVIRONMENTS AND THOSE THAT USE THEM. SURFING HAS LONG SINCE MOVED INTO THE MAINSTREAM AND IT IS IMPORTANT THAT WE BETTER MANAGE THESE RESOURCES, WHICH KEEP PEOPLE COMING BACK TO THE COAST YEAR ROUND.”

Stephen Gilbert, MP for Newquay and St Austell



*Team GB Olympic swimmer Rob Bale
with Stephen Gilbert MP*



Dr Bryan Mills



The Protect Our Waves briefing, House of Commons

SURFING WORTH £1.8 BILLION TO UK ECONOMY

THE PROTECT OUR WAVES BRIEFING IN THE HOUSE OF COMMONS INCLUDED THE PUBLICATION OF A NEW ECONOMIC STUDY REVEALING THAT SURFING IS WORTH OVER £1.8 BILLION TO THE UK ECONOMY

The economic study produced by Surfers Against Sewage and economist Dr Mills will ensure policy makers and MPs are better informed of the value of the UK's precious and vulnerable surfing resource before they make policy decisions that could negatively impact on coastal communities, both economically and socially. This ground breaking study is good news for the UK with the value of £1.8 billion comparable to the economic value of sailing for the UK or tourism for Cornwall.

- The survey generated a total of 2,159 useable responses.
- Although the majority of surfers are based in and around the areas most commonly associated with surfing (Cornwall and Devon) 11 surfing regions have surfer populations in excess of 10,000.
- Surfers (64%) have on average higher levels of educational attainment than the wider population (27%).
- Surfers (79.1%) are disproportionately represented in professional, managerial and business owning classes compared to the wider population (54%).
- Surfing is not restricted to those under 30 years of age and in fact reaches out to those in their 40s, 50s and beyond.
- Surfers spend an annualised average of £495.21 on surfboards, wetsuits, accessories and clothes, £222.86 on car parking, £708.45 on refreshments in local cafes and bars, £587.30 on local convenience stores and £966.27 on fuel.

- The total spend per year on surfing and surf related activities in the UK can be estimated as £2,013.82 excluding fuel and accommodation/foreign travel, £2,980.09 including fuel and up to £3624.77 including all categories.
- Given that there are 500,000 surfers in the UK this equates to a contribution to economic activity of between £1 billion and £1.8 billion per year spread between the regions and countries of the UK.
- Using an economic multiplier for tourism, none having been deduced for surfing, it can be suggested that the indirect economic impact of surfing may be as much as £3.96bn (£1.8bn X 2.2) and the overall as much as £4.95bn (£3.96bn x 1.25)

The report dispels the common misconception that surfing takes place only in the south west of England and only during the summer months. Although the majority of UK surfers are based around Devon and Cornwall, significant surfing communities reach out across the UK. This is a sport that brings people to the coast year-round not just the so-called 'bathing season'.

Given the reach and size of surfing communities it seems evident that policy makers should consider the impact of both existing policy and new coastal proposals on these resources and the associated economy. We hope that this will help steer policy decisions to better protect unique and beautiful surfing areas and those that use them.

ECONOMIC VALUE OF SURFING TO THE UK

THERE ARE AN ESTIMATED 500,000 REGULAR SURFERS IN THE UK.
SURFING'S ANNUAL CONTRIBUTION TO UK ECONOMIC ACTIVITY IS
ESTIMATED AT UP TO £1.8BILLION.

VALUE TO UK ECONOMY PER REGION

1 CORNWALL	£153,438,346	16 SOUTH COAST 2	£13,058,583
2 SOUTH COAST 3	£136,182,362	17 N. IRELAND	£8,394,803
3 EAST DEVON	£102,603,150	18 NORTH WALES	£7928,425
4 SOUTH COAST 1	£69,956,69	19 MORAY FIRTH	£3,731,024
5 CARDIFF	£69,490,315	20 ORKNEY ISLANDS	£2,331,890
6 NORTH EAST	£57,364,488	21 INNER HEBRIDES	£2,331,890
7 SOUTH DEVON	£50,835,197	22 OUTER HEBRIDES	£932,756
8 EAST COAST	£37,776,614	23 NORTH COAST	£932,756
9 NORTH DEVON	£41,974,016	POSTCODES NOT PROVIDED	£129,653,071
10 SWANSEA	£21,453,386	LANDLOCKED	£82,082,520
11 WEST WALES	£14,457,717		

NUMBER OF SURFERS PER REGION

1 CORNWALL	87451	17.49%	16 WEST WALES	8240	1.63%
2 SOUTH COAST 3	77608	15.52%	17 SOUTH COAST 2	7443	1.49%
3 EAST DEVON	58480	11.70%	18 N. IRELAND	4785	0.96%
4 SOUTH COAST 1	39872	7.97%	19 NORTH WALES	4319	0.90%
5 CARDIFF	39607	7.92%	20 MORAY FIRTH	2127	0.43%
6 NORTH EAST	32695	6.54%	21 ORKNEY ISLANDS	1329	0.27%
7 SOUTH DEVON	28974	5.79%	22 INNER HEBRIDES	1329	0.27%
8 NORTH DEVON	23921	4.78%	23 OUTER HEBRIDES	332	0.11%
9 EAST COAST	21531	4.31%	24 NORTH COAST	332	0.11%
10 SWANSEA	12228	2.45%	LANDLOCKED	46784	9.36%



SURF | KNOW SMART | BEFORE YOU GO

THE SEWAGE ALERT SERVICE PROVES ITS WORTH

In August this year SAS launched the eagerly anticipated Sewage Alert Service app. The download rates were phenomenal, with over 5,000 users registered in the first week. The Sewage Alert Service is the only app that can help you use the sea at the safest and most appropriate times, avoiding untreated human sewage discharges and all the harmful pathogens they contain. The Sewage Alert Service app is free and available for iPhones and Androids. If you haven't got a smart phone, don't worry, we can send free SMS warnings too, and we have a free online map that displays warnings of sewage spills. We've got your back!

Even this summer, when the UK finally enjoyed a few weeks of long dry, sunny spells, the Sewage Alert Service was frantically buzzing away warning of sewage discharging into many beaches. Now, I love using the sea, but as a surfer, busy campaign director and a father I don't want to risk ingesting potentially harmful pathogens that might keep me from doing what I need to do.. So I use the Sewage Alert Service to help guide me to the best coastal conditions that day.

We don't want to frighten people out of the sea, quite the opposite, we want to direct them into the sea, at the safest possible site, to enjoy their beach experience as much as possible. That's what the Sewage Alert Service does and that's why it's proven so popular. So if you haven't got it yet, download it free from the SAS website!

The Sewage Alert Service in numbers:

We cover 260 beaches in every region of England & Wales. We are also currently in discussions with the Scottish Environment Minister and his team about including beaches in Scotland as soon as 2014

There has been 549 spills reported via the Sewage Alert Service in summer 2013.

App users visited 90,000 pages, including; beach profiles, actions you can take to reduce sewage spills at your beach, how to report a pollution incident, sickness reporting form and many more interesting pages.

We are very proud of the Sewage Alert Service and what we've achieved, against the grain, in such a short timeframe. But there is still much to do. Southern Water, Anglian Water, Yorkshire Water and United Utilities have stopped providing information on sewage spills outside of the bathing season (post September 30th). South West Water will do the same in January. We know the majority of you will continue to use the sea all year round. And we know that sewage spills are more common in these months due to heavier rain and snow-melt. And although 260 beaches providing free real time information on sewage spills is 260 times better than no information at these beaches, there are at least another 200 beaches we'd like signed up to the Sewage Alert Service.

We'll be raising these issues with the new Department for Environment, Food & Rural Affairs (Defra) Minister Dan Rogers MP (who represents the North Cornwall constituency) at this year's Cleaner Seas Forum. We'll also continue to work closely with the Environment Agency and Defra to identify a route

to make these real time sewage updates available all year round at all affected beaches.

We also have some ambitious improvements and upgrades we'd like to roll out for Easter 2014, pending confirmation on several funding applications. The worst case scenario will see the service continue as it currently is. However, we are hopeful that the funding will be confirmed so we can include 300 beaches next year or perhaps even more.

SUPPORT THE APP!

Make sure you download and use the app, and tell your beach buddies to do the same. Learn about what influences the water quality at your beach on the beach profile page. And understand how diffuse pollution also impacts water quality. Find out who you should call if you witness a pollution incident. Remember, information is power!

Secondly, display your free Sewage Alert Service sticker and poster somewhere prominent. Promote the Sewage Alert Service! We want all beach users to receive free real time information helping them avoid untreated human sewage discharges.

And finally, look into our Think Before You Flush and FOGs campaigns. Small changes in your everyday actions can help reduce sewage discharges on our beaches.

We would like to thank the Environment Agency for supporting the app and SMS provider Firetext.



SAS HEALTH SURVEY - SAS EMBARKS ON HEALTH SURVEY WITH EUROPEAN CENTRE FOR ENVIRONMENT AND HUMAN HEALTH

SURFERS AGAINST SEWAGE BEGINS COLLECTING EVIDENCE WITH EUROPE'S LEADING HEALTH EXPERTS.

Deteriorating water quality at UK beaches is an issue that is increasingly in the national news and with the imminent implementation of the revised, more stringent, European Bathing Water Directive in 2015, it is an area that SAS will be increasingly active around.

As a result, we have just embarked on a new collaboration with the European Centre for the Environment & Human Health (ECEHH) to collect data on health consequences of exposure to coastal waters. The study will not only help identify the prevalence of illness amongst recreational water users but will investigate which beaches appear to have most cases of ill health associated with them.

We have just begun the first stage of the project involving considerable research and questionnaire & study design to ensure that we collect a high quality data set to further our understanding of the relationship between exposure to coastal waters and infection. At present most evidence is anecdotal or predominantly consists of case reports. Currently, there are a small number of controlled trials of the health effects of seawater exposure, but these are not always associated with real world exposure throughout the year.

The project team is currently conducting a systematic review of health outcomes associated with exposure to natural recreational waters and has conducted a comprehensive search of the literature generating 6,000 hits which are being screened. Once this is complete and the survey is designed, we hope to start collecting responses in the New Year.

Organisationally, protecting the health of surfers and other recreational water users is of paramount importance to SAS and a core element of our ongoing remit. Developing the health survey with the European Centre will provide vital and robust (non-biased) data relating to sickness amongst water users following exposure to coastal waters, helping SAS further build the case for campaigns, water quality investments and education initiatives to better protect all those enjoying these coastal resources and the coastal environment. Robust and more detailed evidence relating to cases of ill-health resulting from exposure to coastal waters is central to SAS's strategic direction and will help support the case for new SAS campaigns and continued successful development of the charity in the future.





FREE WATER QUALITY APP

AVAILABLE TO DOWNLOAD NOW



photo: istabots.com



BANISHING THE BAG

SURFERS AGAINST SEWAGE VICTORY AS GOVERNMENT ANNOUNCES LEVY ON SINGLE USE PLASTIC BAGS!

The Break the Bag Habit coalition of environmental charities is delighted that the government has finally decided to act, listening to thousands of people across the country and is introducing a charge on single-use carrier bags in England.

The 5p bag charge will be implemented in 2015, after the election. The coalition, made up of Surfers Against Sewage, Keep Britain Tidy, the Marine Conservation Society and Campaign to Protect Rural England, along with Thames 21 and Greener Upon Thames, has long been urging the government to follow the example of Wales, Scotland and Northern Ireland and introduce a charge on all single-use carrier bags.

The Break the Bag Habit coalition, which launched its campaign in August 2012, finally pressured the government to introduction of a bag charge in England. A policy that reduces the number of carrier bags that litter the nation's streets, countryside and beaches must be celebrated.

While Wales, with their bag charge saw a 76% reduction in single-use carrier bags in 2012, in England there was a 4.4% rise, and, in total, more than eight billion bags were handed out – more than 254 per second.

A Break The Bag Habit coalition poll commissioned in September 2012 showed well over half of English adults (56 per cent) think it is not unreasonable to charge for carrier bags. Only 25 per

cent of respondents disagreed. The poll also found that, if people were asked to pay just 5p for new carrier bags, three quarters of those surveyed (75 per cent) would try to cut down the number of new bags they used. This shows that even in a recession the public supported a charge on single use bags, and they understood they can avoid the charge by using reusable bags.

The new charge for England will apply to supermarkets and large stores. Small and medium sized businesses don't have to enforce the charge. There will be a public consultation on the potential to develop a truly biodegradable bag that could be exempt from the levy, but at the moment no such bag exists.

Andy Cummins, SAS Campaign Director and spokesperson for Break the Bag Habit said

"We are delighted that the government has finally listened to the Break The Bag Habit campaign and the thousands of supporters who've written letters and signed petitions calling for this moment. Finally the government will help improve the environments we all love so much by implementing a policy that the Break The Bag Habit has shown to be popular with the public and effective in reducing litter."





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Seed

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ing trip



SAS'S BAREFOOT WINE BEACH RESCUE PROJECT



The most beautiful summer in recent memory saw SAS team up once again with Beach Clean Ambassador Ben Fogle and our friends at Barefoot Wine to visit 14 beaches across the country, 8 of which were new to our beach clean team.

From a windy Southsea on the South Coast of England in May, to sweltering St Andrews in Scotland in September, we were lucky enough to be joined by 1126 beach lovers who helped us to remove a whopping 1770 kg of marine litter from our precious coastline.

Highlights of this year's tour included 134 Welsh volunteers joining us at Penarth Pier, removing hundreds of old shoes from the banks of the Thames at Gabriel's wharf, collecting a staggering 200 blue

sponge 'Taprogge' balls in one hour at Saltburn, which we believe are coming from Hartlepool nuclear power station and of course, last but by no means least, breaking our own beach clean record in Brighton, with a mind-blowing 312 volunteers. Marine litter can devastate our beaches and does severely affect the public's enjoyment of these beautiful places. After 6 years, 5000 volunteers and almost 12 TONNES of marine litter, the SAS Barefoot Wine Beach Rescue Project has become one of the most recognisable and effective weapons in our fight to halt this tide line of trash hitting UK beaches. Thanks to you, our volunteers, the anti-litter message is reaching the ears of those in industry and government louder than ever!



LOCATION	DATE	VOLUNTEERS	REMOVED
Portsmouth – Southsea	4th May	27	27kgs
Southend	5th May	63	206kgs
Climping Beach	6th May	107	249kgs
Falmouth – Swanpool Beach	10th May	64	64kgs
Perranporth	11th May	32	204kgs
Saunton	12th May	31	220kgs
Cardiff	31st May	134	70kgs
Liverpool	1st June	64	62kgs
Blackpool	2nd June	43	76kgs
*Brighton	6th July	312	117kgs
London	19th July	50	190kgs
Scarborough	31st Aug	72	112kgs
Saltburn	1st Sept	85	115kgs
St Andrews	2nd Sept	42	58kgs
Total		1126	1770

COLD WATER BEACH CLEAN SERIES

CLEANING UK BEACHES AS WINTER WAVES UNFURL

This autumn saw the launch of our Cold Water Beach Clean Series, with support from The Crown Estate and leading UK cold-water surf brand Finisterre. During the coldest months, marine litter accumulates in huge quantities on our coastline, threatening the safety and enjoyment of beaches by surfers, walkers and sports enthusiasts. The Cold Water Beach Clean Series tackled this modern day scourge of the sea head on heedless of rain, wind, sleet or shine.

We called for community volunteers to join the SAS beach clean team at 20 treasured Cold Water surf beaches nationwide and that call has been well and truly answered with 500 volunteers joining us to sweep 2 TONNES of marine litter from 17 beaches so far.

Setting out in September, we've hauled whole fishing nets from Hells Mouth in North Wales, encountered heaps of deposited plastics on Grange

Chine beach on the Isle of Wight and joined forces with 70 local primary school students at Castlerock in Northern Ireland. In the far north of Scotland we swept hundreds of cans and plastic bottles from the beach in the shadow of Thurso castle, items that, if left, would outlast the castle itself and in the North East of England at Whitburn, local MPs Julie Elliot and Emma Lewell-Buck joined us as we uncovered shocking amounts of sewage related debris.

The 2013 Cold Water Beach Clean Series heads to the warmer climes of the South West of England for the final weekend. Visiting iconic Kimmeridge Bay in Dorset and Sidmouth on the 2nd of November where sadly we expect to find many hundreds of plastic bottles and finally to Woolacombe Bay in North Devon on the 3rd Of November.

Our beaches require year round protection from the scourge of marine litter both for the health of our oceans and the safety and enjoyment of recreational water users and beach lovers. We'd like to say a huge THANK YOU to every single volunteer who joined us across the UK this autumn!



SEAS FOR LIFE INTERPRETATION BOARDS



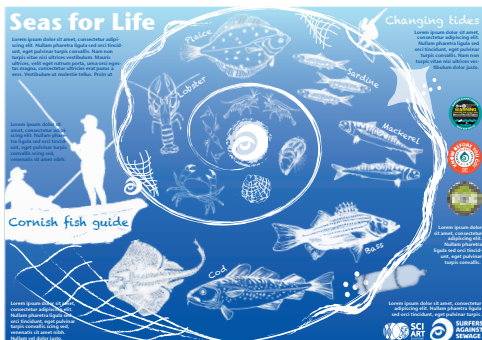
SUSTAINABLE COASTAL COMMUNITIES

This Christmas will see us working in conjunction with the Cornish Fish Producers Organisation (CFPO) and the Fisheries Local Action Group (F.L.A.G) to install 10 innovative and engaging community interpretation boards in fishing communities across Cornwall and the Isles of Scilly.

One of SAS's greatest strengths is our ability to communicate effectively with a range of different stakeholders and to make important sustainability issues accessible to the general public. We are extremely proud of our education programme which, most recently, saw us speak with over 1000 students in Cornish and Isles of Scilly fishing communities during our Seas For Life Education Tour. Our new Seas For Life interpretation boards

will educate the general public about coastal sustainability issues, providing a vital link between our existing work on marine litter, water quality and climate change to coastal ecosystems and the local fish and shoreline species, including commercially important stocks that inhabit it. Highlighting the importance of caring for the marine environment and its link to economic activity in Cornwall and the Isles of Scilly the interpretation boards will provide both a bridge between fishermen and inform the public about how their actions can affect their marine & coastal environments.

The December launch dates are TBC, for up to date information and to register to attend please contact dom@sas.org.uk



“WE ARE INEXORABLY LINKED TO OUR MARINE ECO-SYSTEMS, THESE INTERPRETATION BOARDS WILL BOTH ENHANCE AND SUPPORT THE SENSE OF SUSTAINABLE STEWARDSHIP THAT ALREADY EXISTS IN THE FISHING & COASTAL COMMUNITIES OF CORNWALL AND THE ISLES OF SCILLY FOR MANY YEARS, PROTECTING OUR SEAS FOR LIFE”



SAS COMMUNITY OUTREACH

SAS'S NATIONWIDE NETWORK CONTINUES TO BUILD, REPRESENTING AN UNPRECEDENTED NUMBER OF COASTAL COMMUNITIES.

After steadily building the network of SAS Regional Reps over the past five years, we now have an unprecedented team of highly skilled, motivated and passionate volunteers spanning the UK coastline. The last twelve months have been a particularly positive and productive time for the team, delivering some stellar results in communities nationwide. They have been instrumental in collecting signatures for the Protect Our Waves petition, lobbying local Members of Parliament, promoting the Sewage Alert

Service, running community beach cleans, engaging local businesses on environmental issues, commenting on local coastal planning applications and much more. They have become a truly inspirational and indispensable part of Team SAS and fantastic ambassadors for protecting surfing communities, waves, oceans, beaches and coastlines.

The support of the Moondance Foundation, the Dulverreton Trust and Visit Cornwall means we'll be further expanding the network of Regional



“THE SAS TEAM HAS BROUGHT THE CHARITY SIGNIFICANTLY FORWARD WITH THE PROTECT OUR WAVES CAMPAIGN, WHICH HAS GALVANISED THE WHOLE TEAM AND WE HAVE STRONG PURPOSE AND DIRECTION AS A RESULT. THE BUILDING OF THE REPS NETWORK HAS ADDED TO OUR STRENGTH.”

Simon Palmer, SAS Saltburn Rep



Reps to 50 volunteers in 2014. Areas where we will be looking for new volunteers include the Channel Islands, the West of Scotland, the North West, Cornwall and East Anglia. But if you have the passion, commitment and drive to join the team please don't hesitate to send us your CV.

Thanks to an incredibly generous grant from the Moondance Foundation, Surfers Against Sewage is currently recruiting a Regional Representative & Volunteer Co-ordinator. This position will have a huge impact on our regional representative project enabling us to ensure our volunteers receive even more support & training to protect their local coastal environment.

Players of People's Postcode Lottery have enabled us to purchase a new van! Our van is integral to our

work protecting the coastline and is used for much of our beach cleans & education work, and community outreach through the Reps programme.

People's Postcode Lottery is a charity lottery, where players play with their postcodes to win cash prizes while raising money for good causes. As a charity lottery, 45p from every £2 ticket goes to support charities and good causes across England, Scotland and Wales, including People's Postcode Trust. People's Postcode Lottery believes in supporting local communities so the money raised stays local to players.

Thanks to generous funding received from the National Aquarium, we will be organising the final Regional Reps training event of 2013

STAR SUPPORTER



Name: Richard Noble

Age: 39

Occupation: Mental Health Support Worker

Tell us about your support of SAS:

I think I first became aware of SAS about three years ago by accident when I was searching for information on water quality in my local area when I'd just started to get to grips with the sup. I was impressed at the level of commitment to raising awareness of all the issues faced by our coastal areas and the importance of protecting these areas. Needless to say I joined up and it has been one of the many reasons I chose to start studying Environmental Science. I plan to continue taking part in and organising regular beach cleans here and encourage others to do the same.

What's your favourite SAS campaign and why?

Beach cleans - I think the beach clean campaigns are a fantastic way to get members and non members alike to get involved in their local areas

and to help raise awareness of the problem of marine litter. It might shame those that are on the beach dropping crap into clearing up after themselves and their dogs! To this day I don't understand people that bag their dog crap then leave the bags on the beach...

If you could protect only one UK wave or beach, which would it have to be?

This might be a bit selfish but I'd have to say Cruden Bay beach. It's my local spot and an awesome place, unspoilt and uncrowded even in the height of summer. The kind of place that doesn't get over crowded, even when conditions are good.

What's your greatest surfing/ocean pleasure?

This year taking advantage of the calm conditions and taking the sup into areas that are usually inaccessible has been pretty awesome and learning (attempting) to surf has been challenging and fun.

Barrelled?

Seeing Carol my partner get hooked on sup and surfing as quickly as I did - guess who won't get moaned at every time I say we're heading to the beach :)

Wiped out?

Haven't we all? There's nothing like a spectacular wipeout to put things into perspective.

Who would be in your dream lineup?

Carol who's a sup and surf addict like myself, the guys I used to kiteboard with regularly, the friends I'm always trying to harass into taking up at least one watersport and for some celebs in the lineup just to mix things up a bit - Laird Hamilton, Dave Kalama & Kai Lenny.

If you could be a sea creature what would it be?

A turtle, who wouldn't want to be a turtle?

What's your next move?

Looking forward to my first winter of surfing in the bracing Scottish weather, getting a bit further through my BSc and cracking on with making my own boards .

MEMBER'S PAGES

BECOME A POW GUARDIAN

Renew your membership as a POW Guardian for £36 a year, or £3 a month by direct debit and you could get one of our new Specimen Surfer t-shirts. You can renew online at www.sas.org.uk/join, give us a call on 01872 553001 or return the renewal reminder that we send out towards the end of your membership year. The t-shirts are available to buy from the SAS shop – see page 30 in this issue for all 3 designs.



MEMBER'S COMPS

WIN A JETTY T-SHIRT

Jetty is a grass roots company from New Jersey, USA, who design and print their own surf and skate

inspired apparel. They know how to support their local community, launching the Hurricane Sandy Relief project after the hurricane devastated the Jersey shoreline. So when surf brand Northcore suggested teaming up and releasing a charity t-shirt with profits going to SAS, Jetty embraced the opportunity to become involved. You can buy the t-shirt at www.extremehorizon.com, but we have one to give away – just email your answer to the following question to info@sas.org.uk by 30/11/13 and you'll be entered into a draw:

Q) Where did SAS take the POW petition on 22nd October?



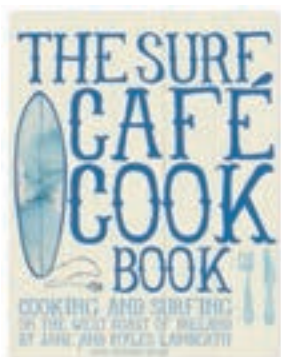
WIN A RECYCLED SILVER FAIR TRADE BRACELET

Long Jon Silver www.longjonsilver.com sell recycled silver and fairly traded bracelets, providing a livelihood for the tribes that hand make them in Northern Thailand. One of the bracelets is a fundraiser, with 20% from each sale being donated to SAS. Email info@sas.org.uk with your membership number and LONG JON SILVER in the title before 30/11/13 and you'll be entered into a draw.



TWO SURF CAFÉ COOKBOOKS UP FOR GRABS

This book is about cooking, eating and living the Irish way, with recipes for contemporary Irish cooking with a soupcon of salty air. Most of all, this book is for the casual cook who likes delicious food that's straightforward to make. Now available in the SAS shop alongside a wide range of other books. Visit the member's area of the website to enter a competition to win one of these fantastic books.



25% OFF AT SWAMI'S

Swami's is a home grown, entirely independent British surf company with an emphasis on art, design and craft – they are offering all SAS members 25% off all their goodies (apart from bespoke pieces like boards and wetsuits). Anyone fancying any Swami's threads visit www.swamis.com and type in SAS25 at the checkout for the discount. For other exclusive member's discounts please visit the member's area of the SAS website.

SWAMI'S



FREE ISSUE OF WAVELENGTH

With over 30 years' history, Wavelength is Europe's longest established surfing magazine, packed with travel tips for surf destinations in the UK and internationally, advice on surfing technique, gear tests and features on everyday surfers as well as legends. And now SAS members can try Wavelength absolutely FREE at www.online-subscriptions.co.uk/wavelength



MEMBER'S AREA PASSWORD

The password for the Member's Area of the website and to get your 10% discount in the SAS shop is FOGS.

SAS RAFFLE!

WE'VE GOT SOME AMAZING PRIZES FOR THIS YEAR'S RAFFLE; WE'VE TRIED TO INCLUDE SOMETHING FOR EVERYONE!

WE'VE INCLUDED 2 BOOKS OF RAFFLE TICKETS WITH YOUR PIPELINE, THE DRAW TAKES PLACE ON WEDNESDAY 18TH DECEMBER 2013 SO MAKE SURE YOU GET YOUR TICKETS BACK TO US AS SOON AS POSSIBLE. WE'RE HOPING TO GET PEOPLE THEIR PRIZES BEFORE CHRISTMAS!

Carl Lewis a winner from last year said;
"Winning the SAS raffle was such an awesome surprise. What a great end to 2012!"

We've included a FREEPOST envelope so all you have to do is fill out the ticket stubs and send them to us with a completed payment form and payment – easy!

AMAZING PRIZES
FOR THE PEOPLE
WHO SELL THE MOST
RAFFLE TICKETS!

We need your help to make this year our most successful ever so we've got some fantastic prizes for the people who sell the most tickets.

The person who sells the most tickets will win a luxury eco-break for two with food at the Bedruthan Hotel & Spa in Cornwall, voted Cornwall's hotel of the year 2012!



BEDRUTHAN



The 3 people who sell the next most tickets will each receive a Penny Skateboard!



If you would like more tickets to sell to friends & family get in touch with Laura at laura@sas.org.uk or call 01872 553001.

WIN ONE OF THIS YEAR'S AMAZING PRIZES BELOW!

£2000

to spend at King of Watersports



A beautiful handmade wooden surfboard by Driftwood surfboards



A year's supply of green electricity with Ecotricity



A Tootega special edition SAS Pulse Kayak



A stunning Swami's longboard



Stand Up Velo based on the 1967 George Greenough template by Mason Surfboards



A Beach Beat Disco performance shortboard



A Visionary Retro Fish



Two tickets for a River Cottage Seashore Foraging course



A stay at the Watergate Bay Hotel, surf lesson at the Extreme Academy & meal at Fifteen



Shape your own surfboard with LOVE FOAM



Vintage style wooden bodyboard by The Original Surfboard Company



FUNDRAISING NEWS

THANK YOU TO ALL OF OUR FANTASTIC FUNDRAISERS – YOU ARE ALL AMAZING AND VITAL TO THE SUCCESS OF SAS!

- 1 Philip Brown – completed the Enood run for the 4th year in a row and has raised an astonishing £5,559.54 over the 4 years – THANK YOU PHILIP



- 2 Sonia Cork – ran, cycled & kayaked 105 miles across Scotland in a weekend and raised a fantastic £1,347.69 – AMAZING!



- 4 Tristan Watson – organised a film night and raised £200, thank you to Tristan and all who attended!



- 3 Josh Richardson & friends – held a night of live music in memory of their friend Alex Winspear and raised a fantastic £276.50.

- 5 The fantastic students at Devoran school – raised £139.51 through a fundraising day!



- 6 Inter-Island Walk – on the Isles of Scilly raised a fantastic £285 for SAS!



- 7 The amazing Matt at the Joe Way Paddle For Life – donated £216 – Thanks Matt!



- 8 Happy Gallery Collective – the fantastic artists at the Happy Gallery Collective have donated £452! To see their amazing work go to – www.thehappygallery.bigcartel.com – huge thank you to Ben Hewitt, Mairi Hughes, Anna Mullin / Sneaky Raccoon, Maia Walczak, Jack Crossing, Giles Dunn (Swami's) and James Cook!



- 9 Direct Line Group – organised a charity day raising £137.92 and nominated SAS – Thanks Andy!



- 10 Giles Watson – our fantastic regional representative in Bristol organised the first ever SAS Quiz night and raised an amazing £250! Huge thank you to Paul from Sharkbait for donating a wetsuit for the raffle.

- 11 Harris & The St. Ives Surf School – raised £575 through their annual fancy dress surf competition!

- 12 Harry Waters – undertook an epic 3 day dance with 3 hours sleep a night and fasting and raised £300!

- 13 Black Watch at Newquay Fire Station – raised £161 through a fundraising day!

- 14 Steve McPherson – donated £30 from the sale of his postcards at the Not A Drop exhibition – thanks Steve!

- 15 Lucas Scott – organised a fundraiser and raised £165.50 – great work!

- 16 Steven Lyall – our fantastic regional rep in North Wales took part in a triathlon and raised £100 – great work Steve!

- 17 Emily Johns – took part in the Worthing Birdman and raised £15!

If you'd like to take part in a run or challenge event in support of SAS or organise your own fundraiser get in touch with Pete on 01872 555958 or email peter@sas.org.uk



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WORK OF SAS



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COMPANY FUNDRAISING

Company fundraising – a huge thank you to our company supporters, from 1% For The Planet Donations to collection tins and fundraising events, it all makes a massive difference to us – THANK YOU!

- 1 Peter & Rachel from OceanRock Adventure – have donated £800 through 1% For The Planet – www.oceanrockadventure.co.uk – THANK YOU!



- 2 Owen Turner from United by Design Branding & Design Agency – has donated their 1% For The Planet to SAS – www.unitedbydesign.co.uk the donation of £449.24 will be used for our regional rep programme in Yorkshire – thank you!



- 3 Tiki Surf in North Devon – held a fundraising event and raised £157.00 – thanks Alex!



- 4 Alex Morton has donated another £40 from the sale of his beautiful paintings – www.alexmortonart.co.uk



- 5 Andrew Dee – held a photo exhibition and raised £37, check out his amazing work here – www.andrewdeephphotography.wordpress.com



- 6 Rupert Law from Spirited Wines – donated £50 from their collection tin!

- 7 Underground Surf in Tenby – donated £17.50 from their collection tin!

- 8 Newsurf surf shop – donated £37.71 from their collection tin!

- 9 We would like to thank Primary PC solutions for their expert support in upgrading our IT systems, including the recent installation of a new server to better support SAS's growing campaigns. For more information on the services they offer please visit www.primarypcsolutions.co.uk

If you would like to get your business involved in supporting SAS please contact Pete on 01872 555958 or email peter@sas.org.uk THANK YOU!

VISIT THE NEW SAS SHOP

OUR NEWLY
REFURBISHED SHOP
IS NOW OPEN!

We're here Monday to Friday 9am to 5pm and for Christmas late night shopping – check our Facebook page or ring 01872 553001 for further details. We look forward to seeing you!





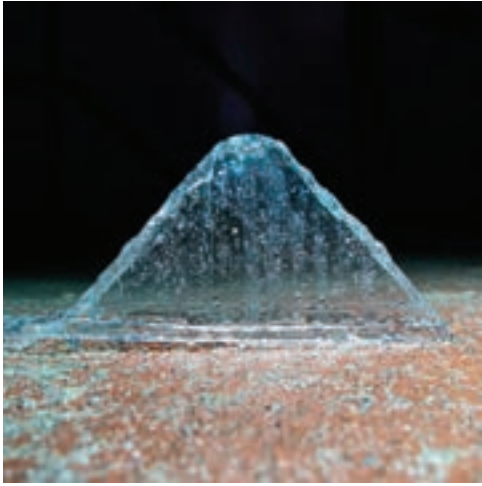
SURFERS AGAINST SEWAGE, UNIT 2, WHEEL KITTY WORKSHOPS, ST AGNES, CORNWALL TR5 ORD

SHOP NEWS

If you renew your membership as a POW Guardian you can choose one of these fantastic 'Specimen Surfer' t-shirts to be sent free with your membership pack. They're also available to buy from the SAS shop, with 10% off to SAS members.

Experience the phenomenon of the fair trade SAS chunky fleece zip hoody, possibly the cosiest hoody you'll ever own. Available from the SAS shop in 4 colours for men and women. Price £54.





This year's SAS Christmas cards feature a set of images by photographer Andy Hughes, depicting seasonal items of detritus and garbage washed up on the shores. Despite their ominous presence these items become aesthetic forms, drawing attention to the pollutants of modern industrialist consumerist society. The cards come in packs of 10, 2 of each design and are printed on 100% recycled card. Price £3.60.



There are lots of Christmas gift ideas in our new-look online shop, including organic t-shirts, heavyweight hoodies, chunky fleece zip hoodies, a range of reusable water bottles and coffee cups, recycled glass tumblers, eco surf accessories such as hemp board bags, recycled leashes and cork deckpads - and of course recycled SAS gift wrap for the finishing touch (image below). There are lots of exciting offers and discounts coming up, so keep an eye on our Facebook page for the very latest limited-time offers.

Discount code for 10% off in the shop is 'FOGS'.



SPONSORSHIP

SAS Diamond sponsor

SAS Gold sponsor

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ESTATE**

**PEOPLE'S
POSTCODE
TRUST**



Environment
Agency



SAS Silver sponsor



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WINE**



SAS Bronze sponsor

SAS 2 Star sponsor

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SAS 1 Star sponsor



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lighting
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SAS Partners

A-SIDE

M&CSAATCHI

If your company would like to support SAS campaigns protecting waves, oceans and beaches around the UK please contact Peter Lewis on peter@sas.org.uk to discuss opportunities.

KEEPING BEACHES

BAREFOOT FRIENDLY



This summer thousands of volunteers supported our Barefoot Wine Beach Rescue Project in partnership with the Surfers Against Sewage. Together we collected 2 tonnes of litter from 14 of the UK's beaches.

Thank you for helping to keep Britain's Beaches Barefoot Friendly.

See you in 2014!



**PROUD
SUPPORTER
OF SURFERS
AGAINST
SEWAGE FOR
6 YEARS**



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What if the
next wave
never comes?

SEWAGE, LITTER AND COASTAL DEVELOPMENTS
ARE DRIVING OUR WAVES TO EXTINCTION
PETITION TO SAVE THEM AT PROTECTOURWAVES.ORG.UK