



2025

Plans & Goals

Who we are

Earth Action North Devon (EAND) is a local charity on a mission to protect and improve our environment through community action.

We launched as Plastic Free North Devon in 2017, with a simple aim: to tackle plastic pollution head-on by raising awareness, reducing consumption and clearing waste from the environment. Our remit has since evolved and expanded.



Through education, events, campaigns and networks, today we're dedicated to inspiring reconnection with nature, driving sustainable behaviour change and accelerating environmental action and awareness across North Devon to nurture a healthier relationship between people and the natural world.

We continue to take a strong collaborative, solutions based approach which has community and connection at its core. We consistently strive to grow our ability to help our communities take action on the things they care about, which we hope is a healthy and functioning planet for all.

Thanks to increasing amounts of support and consequently building our staff and volunteer team, our impact continues to grow inline with the increasing need to involve EVERYONE in helping us to protect and improve our environment.

Our Mission

To protect and improve our environment through community-led action



Our Strategic Objectives

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

- 1** Tackle plastic pollution head on by:
 - Raising awareness
 - Reduce littering and consumption
 - Clear it away from our environment

- 2** Inspire reconnection with nature

- 3** Facilitate sustainable behaviour change

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

Our Trustees

Our trustees are an integral part of what we do here at Earth Action North Devon. They have a fantastic wealth of experience, knowledge and expertise in a broad spectrum of sectors plus vast individual, business and life experiences that they bring to their roles.



Lyn Strahan



James Szymankiewicz



Hamish Ferguson



Hannah Lenton



Emma Reed

The Team

Our staff
2025



Claire Moodie
CEO



Anne-Marie Eveleigh
Operations Manager



Gill Bunnell
Finance and Admin



Libby Bowles
Education Coordinator



Lorna Jones
Fundraiser



Jason Gale
Communications Coordinator



Beth Woollam
Communications Assistant



Jo Hibberd
Race Director



Martin Slocombe
Sustainable Business Resource

Our Objectives

- 1 Education & Outreach**
Continue to develop and deliver our education programme in schools and the community
- 2 Community Cleans**
Use community cleans to clear waste pollution from our environment, connect people with the issue of plastic, raise awareness and inspire the community to take action.
- 3 Sustainable Tourism**
Provide tools for businesses to inspire and facilitate visitors to protect our playground
- 4 Community Lobbying**
Continue to be a catalyst for change within our community
- 5 Repair Cafes**
Continue to run and support the Repair Cafe Network to facilitate our community to take action on consumerism and waste.
- 6 Community Collaboration**
Maintain and build positive and collaborative relationships with local organisations, community groups and cross-party govt through strategic and reactive work
- 7 Sustainable Businesses**
Grow a network of sustainable businesses
- 8 Sustainable Events**
Utilise our toolkits, cups and water bar to help events become more sustainable.
- 9 Volunteers**
Continue to build and empower our EAND active family
- 10 Sustainable Community Groups**
Grown a network of sustainable community groups

OBJECTIVE 1

Education & Outreach

Continue to develop and deliver our education programme in schools and the community

We aim to:

- Continue the Ocean Explorer Academy (OEA) programme
- Continue to grow the OEA volunteer base
- Create and communicate educational offering menu of chargeable activities
- Continue to develop and pursue educational initiatives and programmes with partners
- Co-produce activity plan and deliver sessions with Biosphere Communities (BC) to address shared environmental and social challenges faced across North Devon and Torridge.
- Pilot delivery of 'Lets Talk Climate' framework in Partnership with with 'The Pickwell Foundation' within our community

Key Outcomes & Measurables:

- Number of students through OEA programme
- % of students that have shifted on Nature Connection Index
- Number OEA families that took part in family volunteer opportunities
- % of OEA students attending extra curricular activities
- Number of EAND community outreach sessions
- Number of attendees to 'Lets Talk Climate' online sessions.
- No of people engaged through BC project



OBJECTIVE 2

Community Cleans

Use community cleans to clear waste pollution from our environment, connect people with the issue of plastic, raise awareness and inspire the community to take action.

We aim to:

- Execute annual Day of Action
- Execute the Tarka Trail & Estuary Clean Up in line with World Clean Up Day 2025
- Recruit citizen science volunteers to engage and educate at beach cleans
- Execute our scheduled clean events at Saunton, Instow and Croyde
- Support local community cleans through our communications
- Utilise BC animators to promote our Community Clean programme into their communities
- Submit our community clean data into national databases to support lobbying for systems change

Key Outcomes & Measurables

- Clear over 3000 kgs of waste from the environment
- Involve 15 + community groups/organisations in our community clean programme
- Approximate number of pieces removed from beach cleans
- Number of attendees to our community cleans



OBJECTIVE 3

Sustainable Tourism

Provide tools for businesses to inspire and facilitate visitors to protect our playground

We aim to:

- Upgrade Toy Libraries with the support of volunteers
- Pilot a counter/physical tally for Toy Libraries data collection
- Maintain Toy Library guardian relationships and recruit where necessary
- Re-engage mailing list with updated resources linked to our toy libraries renovation

Key Outcomes & Measurables:

- Number of volunteers recruited and involved in the Toy Library upgrade
- Number of visits to the Sustainable Tourism page
- Approximate number of people using Toy Libraries





OBJECTIVE 4

Community Lobbying

Continue to be a catalyst for change within our community

We aim to:

- Utilise and nurture new relationship with MP
- Single Use Cup Free Braunton: Regroup and follow up with original business/stakeholders to inform next steps for project
- Continue to spotlight relevant national and international campaigns to our community
- Continue to be open and reactive to relevant issues that we can add our power to

Key Outcomes & Measurables

- MP's interaction and involvement with our activities and campaigning
- Number of national/international campaigns signposted to
- Reach/open rate of our newsletters



OBJECTIVE 5

Repair Cafes

Continue to run and support the Repair Cafe Network to facilitate our community to take action on consumerism and waste.

We aim to:

- Continue to run 4 Repair Cafes in Braunton, South Molton, Landkey and Bishops Tawton
- Support North Devon Repair Cafes through sharing and attending stakeholder meetings
- Offer Repair Cafe's as an opportunity to our volunteers to get involved
- Offer Repair Cafe's as an opportunity to our volunteers to get involved
- Set up bi annual Repair Cafe network meeting to collaborate and share ideas
- Utilise Repair Cafe volunteer network to support the upcycling of materials that we can use for our activities

Key Outcomes & Measurables

- Execute 31 Repair Cafes in North Devon
- Number of items fixed
- Number of attendees at Repair Cafes
- Number of Cafe leads at bi-annual networking meet
- Number of upcycled items created by our volunteers for our activities



OBJECTIVE 6

Community Collaboration

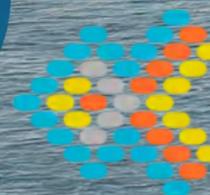
Maintain and build positive and collaborative relationships with local organisations, community groups and cross-party govt through strategic and reactive work

We aim to:

- Attend quarterly North Devon Coast National Landscapes (NDCNL), North Devon UNESCO Biosphere (ND UB) and North Devon World Surfing Reserve (NDWSR) partnership network meetings and collaborate on various outreach and communicative activities
- Collaborate on 2 funded projects – Coastal Rivers Project and the 4 year Biosphere Communities project.
- Continue to network and collaborate with relevant networks and forum
- Deliver and evaluate the success of the 'Lets Talk Climate' model within our community

Key Outcomes

- Number and reach of joint collaborations



**North Devon
Coast
National
Landscape**

OBJECTIVE 7

Sustainable Business

Grow a network of sustainable businesses

We aim to:

- Utilise Business Supporter network to promote, raise awareness and engage in environmental action
- Create and promote comprehensive CSR package
- Evaluate current Sustainable Business Resource (SBR) offering to ensure it meets the need of our community, including the social environment of sustainable communities.
- Work with Petroc to provide business support, networking, knowledge workshops, work experience & work placements.
- Continue to promote the Biosphere Business Partner scheme and Surfers Against Sewage Plastic Free Business awards

Key Outcomes:

- Number of businesses/employees volunteering at our events
- Number of employees reached through our campaigns / events
- Number of businesses signed up to SBR
- Number of work placements



OBJECTIVE 8

Sustainable Events

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

We aim to:

- Continue to work North Devon Hospice across all of their events to achieve collective sustainability goals
- Develop reporting process for events that we work with using Hospice/tri events as a pilot
- Consolidate and communicate robust sustainability plan for Croyde Ocean Triathlon 2025 onwards
- Update Events and Sports Events Toolkit alongside new branding with [Sustainable Business Resource](#) input
- Utilise the Water Bar for community events

Key Outcomes

- Number of litres served at Water Bar
- Number of people we reach through events
- Number of single use plastic water bottles saved
- No of visits to the Sustainable Events resource page
- Reach of joint communications



OBJECTIVE 9

Volunteers

Continue to build the EAND active family

We aim to:

- Actively nurture, empower and build the EAND volunteer network with a focus on specific opportunities as well as facilitating volunteers to lead on events and projects
- Promotion of our volunteering opportunities at all our outreach and events
- Utilise Business Supporters for event volunteering opportunities
- Provide an annual opportunity for our volunteer community to feedback/contribute/steer projects that are providing the most impact in the community.

Key Outcomes

- Number of new volunteers recruited in 2025 via promotion
- Number of Business Supporters volunteering with EAND
- Number of EAND volunteers/hours contributed within each project
- Projects driven by community need





OBJECTIVE 10

Sustainable Community Groups

Grow a network of sustainable community groups

We aim to:

- Continue to work with Surf Lifesaving Clubs (SLSC) Saunton and Woolacombe on the pilot project to embed sustainability into it's core
- Utilise local SLSC networks with regional and national framework to embed sustainable practices.
- Use North Devon UNESCO Biosphere community network/project to support embedding sustainability principles and practice into the fabric of their local community groups.

Key Outcomes:

- Reduction in use of plastic bottles at SLSC Devon events
- No of community groups with sustainability action plans



Croyde Ocean Triathlon



Showcasing our fantastic community event once again for 2025



Offer unlimited fundraising tickets to individuals and charities – aiming for £20,000 +



Build on the sustainability of the event through upcycling of tents for medal ribbons, promoting sustainable transport and holding a single use cup free event

100%

All profits go to charity including EAND





Garfield Weston
FOUNDATION

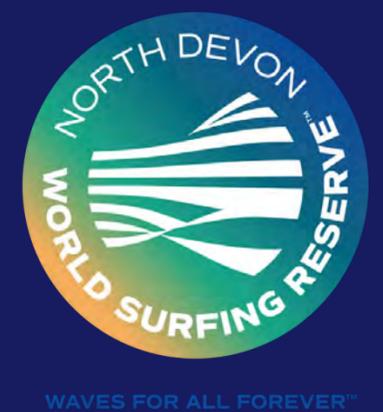
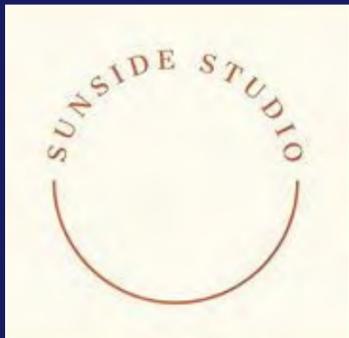


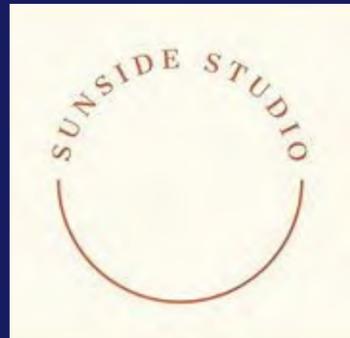


EARTH ACTION NORTH DEVON

Impact Maker

2025





Thank you

2025 takes us into our 8th year of driving action for the environment and we couldn't do it without YOU!

Plastic Free North Devon (PFND) has grown from a small community group to a fully functioning charity with 7 part time employees supported by 1000's of volunteers.

Pivoting to Earth Action North Devon was a bold but well thought through decision that was only made possible with the help and support of our community stakeholders. Collective and growing unwavering support from funders, businesses, community groups, organisations and individuals gave us the confidence to make the jump and we are confident it will allow us to build and deepen our impact even further.

Thank you for being on or starting this journey with us. We still have many mountains to climb, but **hope** and **action** is firmly alive in our region because of the community we live in and we must not give up on deepening our connection with nature and building a healthy and functioning planet for all.

Keep up the good fight with us in 2025 and beyond.



Claire Moodie

CEO Earth Action North Devon

claire@earthactionnorthdevon.org

Follow us on Facebook, LinkedIn and Instagram

www.earthactionnorthdevon.org