

The Marine Conservation Society's annual Great British Beach Clean is returning from 19th – 28th September 2025

The marine charity's programme is one of the largest citizen science activities of its kind across the UK. Thousands of volunteers taking part will not only be clearing our beaches of litter, but help the [Marine Conservation Society](#) to gather vital data to drive change for cleaner and healthier seas.

The charity's supporting sponsor this year, holidaycottages.co.uk, will be taking part in beach cleans across UK.

To sign up for a beach clean, or organise your own, simply [visit the charity's website](#).

Key stats and facts:

- At last year's Great British Beach Clean, 5,845 volunteers took part in 476 beach cleans over 10 days. In total 249,823 pieces of litter were collected, weighing 6,048 kilograms.
- Data collected during the Great British Beach Clean contributes toward the charity's annual State of our Beaches report. Last year's [report](#) recorded a 9.5% rise in plastic litter on our beaches.
- This is the 32nd year that thousands of volunteers will be joining beach cleans and litter surveys across the UK.
- In 2024, 558 volunteers in Wales collected 16,246 litter items from our beaches, and 1,327 volunteers in Scotland cleared 141,275 litter items from our coastline.
- The Marine Conservation Society has recorded an average drop of 80% in carrier bags found on UK beaches since charges were introduced, showing that policies to reduce plastic work.
- Data from the Marine Conservation Society's Great British Beach Clean contributes to a global database, International Coastal Cleanup.

Key messages:

- Data collected by volunteers during the Great British Beach Clean highlights the success of policies like the carrier bag charges in reducing beach litter, showing that when people take action and strong policies are in place, we can turn the tide on ocean pollution.
- Plastic still remains the most prevalent form of beach litter, with nine out of the 10 most commonly found litter items made from plastic. This underscores the urgent need for further measures like bans, charges, and deposit return schemes.
- Research by the charity found that 74% of respondents reported a rise in beach litter during the summer months. This seasonal spike highlights the need for greater public responsibility – especially during busy holiday periods – to ensure our coastlines are kept clean and safe for future generations.
- The marine charity's volunteers are calling for improved beach infrastructure, including more accessible bins, and stronger public education to help prevent litter before it starts.
- You can support the charity by helping to clean up the UK's beaches and collecting valuable data that supports efforts to address sewage pollution effectively.

Quotes

ON THE IMPORTANCE OF OUR DATA:

Lizzie Price, Beachwatch Manager at the Marine Conservation Society: “The data collected by our volunteers during beach cleans is vital. It not only reveals what’s ending up on our shores, but also helps us understand the scale and sources of ocean pollution. This evidence is essential for shaping effective, targeted policies. We’ve already seen how measures like the carrier bag charges can reduce beach litter – but to tackle the full scale of single-use items, we must continue to use this data to drive change.”

ON OCEAN POLLUTION:

Calum Duncan, Head of Policy and Advocacy at the Marine Conservation Society: “Ocean pollution is one of the greatest threats to our precious marine environment. Plastic waste not only pollutes our beaches and seas, large items can entangle or choke marine life, then break down into microplastics and release chemicals causing further harm throughout the food-chain. We urgently need stronger action to stop ocean pollution at source, both here in the UK with much-needed measures like deposit return schemes for drinks containers, and globally to tackle the full scale of the problem. While the recent Global Plastic Treaty talks ended without agreement, the determination to reach a binding global solution remains strong, and it’s vital we keep pushing for bold action, both locally and globally, to protect our ocean for future generations.”

ON VOLUNTEERING:

Clare Trotman, Beachwatch Officer at the Marine Conservation Society, said: “The work we do simply wouldn’t be possible without the incredible dedication of our volunteers. Their efforts not only help clean up our beaches but also play a vital role in protecting marine life through citizen science. That’s why we’ve chosen to shine a spotlight on them this year, to celebrate their impact and encourage even more people to get involved. Whether you’re by the coast or inland, there are accessible ways for everyone to contribute to marine conservation and be part of the solution for our seas.”

Kieran Keohane, Head of Sustainability at [holidaycottages.co.uk](https://www.holidaycottages.co.uk), said, “We’re incredibly proud to be sponsoring the Marine Conservation Society’s annual Great British Beach Clean. With over half of our cottages located by the coast and coastal bookings comprising 53% of all bookings last year, we’re naturally passionate about protecting UK coastlines and spotlighting the need for collective action. This September, from Friday 19th to Sunday 28th, we’ll support around 500 beach cleaning events where close to 6,000 people will work to stop as much litter entering our ocean as possible. This marine litter data collection is vital to the continued health of our coastlines, and we’re honoured to be partnering with the Marine Conservation Society to drive real change.”

Media opportunities

The Marine Conservation Society’s team will be hosting beach cleans throughout the week. If you would like to arrange filming/interviews for the launch of the Great British Beach Clean on 19th September, the following beach cleans are currently set to take place:

Date	Region	County	Beach & link – please let us know if you would like to attend
19/09/2025	Portobello	City of Edinburgh, Scotland	Portobello Beach
19/09/2025	Wirral	Merseyside, England	Thurstaston Beach
19/09/2025	Torrige	Devon, England	Westward Ho! Holidaycottages.co.uk flagship clean
19/09/2025	Brighton	East Sussex, England	Brighton Pier Two
19/09/2025	Cromer	Norfolk, England	Cromer Esplanade
19/09/2025	Talacre	Flintshire, Wales	Talacre - red flag
20/09/2025	Newquay	Cornwall, England	Great Western Beach
20/09/2025	Cramond	City of Edinburgh, Scotland	Cramond (Silverknowes Esplanade)
20/09/2025	Port Eynon	Swansea, Wales	Port Eynon Bay
20/09/2025	Langland	Swansea, Wales	Langland Bay
21/09/2025	Weston-Super-Mare	Somerset, England	Sand Bay
21/09/2025	Monreith	Dumfries and Galloway, Scotland	Monreith Beach
22/09/2025	Southend	Essex, England	Jubilee Beach
22/09/2025	Bovisand	Devon, England	Bovisand Beach
22/09/2025	Cleethorpes	Lincolnshire, England	Cleethorpes Beach
22/09/2025	Troon	South Ayrshire, Scotland	Troon North
22/09/2025	Lathallan	Aberdeenshire, Scotland	Lathallan Beach
23/09/2025	Longniddry	East Lothian, Scotland	Longniddry Bents 2
24/09/2025	Porthcawl	Bridgend, Wales	Sandy Bay
24/09/2025	Cramond	City of Edinburgh, Scotland	Cramond Beach
24/09/2025	Newquay	Cornwall, England	Porth Beach
25/09/2025	Talacre	Flintshire, Wales	Talacre Beach
25/09/2025	North Berwick	East Lothian, Scotland	West Bay Beach
26/09/2025	Wirral	Merseyside, England	West Kirby Beach
27/09/2025	Littlehampton	West Sussex, England	West Beach LNR
27/09/2025	Newquay	Cornwall, England	Fistral North
27/09/2025	Worthing	West Sussex, England	Steyne Gardens
27/09/2025	New Brighton	Merseyside, England	New Brighton Beach
27/09/2025	Dundee	Dundee City, Scotland	The Esplanade
28/09/2025	Felixstowe	Suffolk, England	Felixstowe Beach
28/09/2025	Saltdean	East Sussex, England	Saltdean Beach

28/09/2025	Formby	Merseyside, England	Formby Beach
------------	--------	---------------------	------------------------------

Please email lauren.obrien@mcsuk.org if you'd like to attend a beach clean.

Press Contacts

Evie Martin, Media Relations Manager (evie.martin@mcsuk.org / 07579 814217)

Lauren O'Brien, PR & Events Officer (lauren.obrien@mcsuk.org)

Images

Please find a [selection of high-res related images](#).

About the Marine Conservation Society

The [Marine Conservation Society](#) is a leading UK environmental charity dedicated to protecting our ocean - defending crucial habitats, regenerating vital ecosystems and inspiring volunteers. The organisation unites communities, governments, and industry and champions science-based solutions for cleaner, healthier seas to tackle the climate and nature emergency.