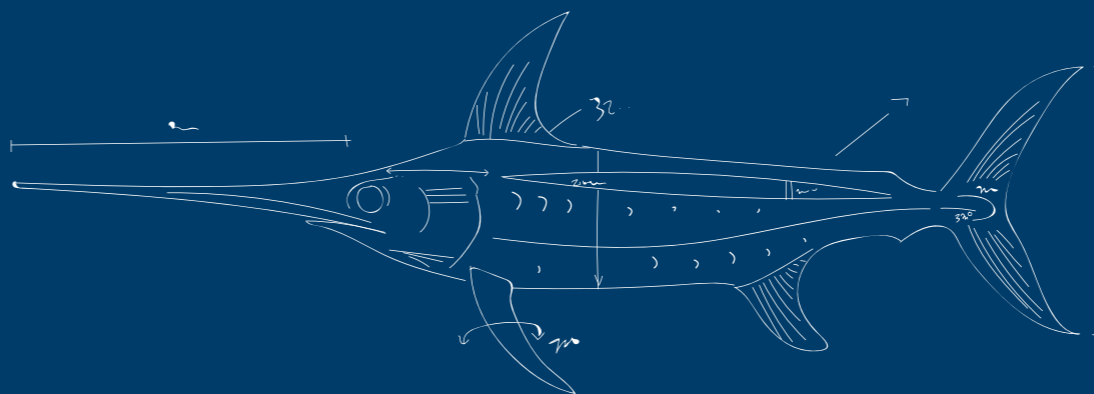
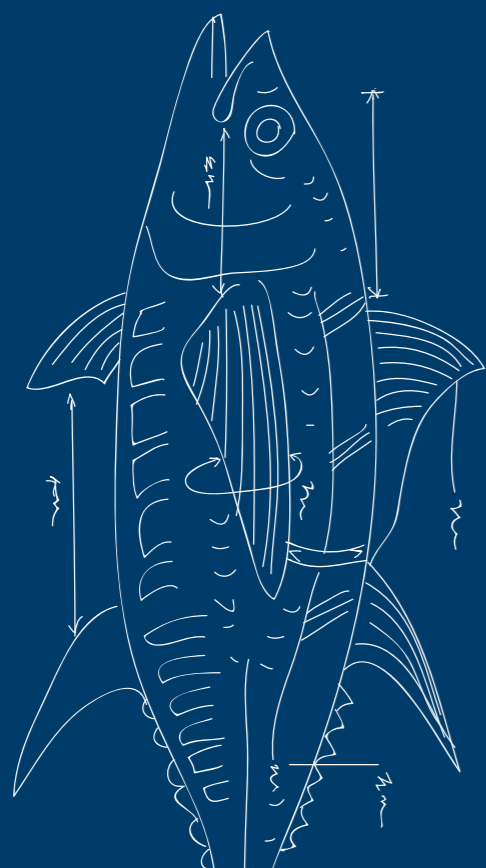
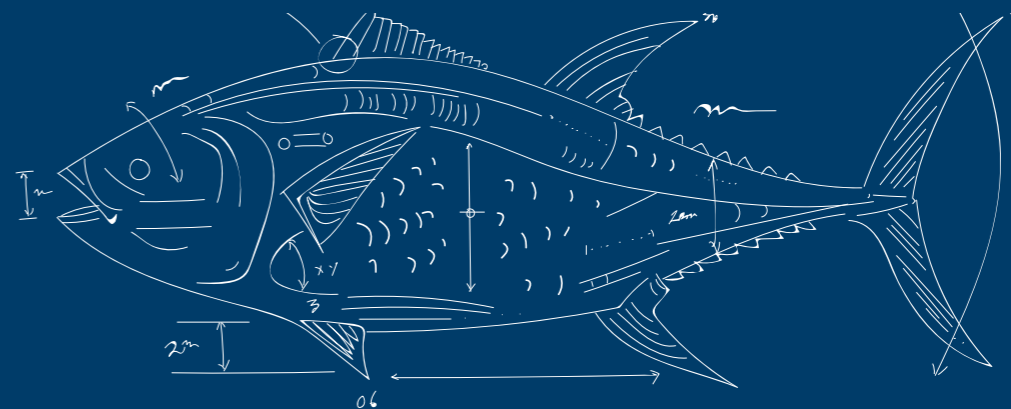
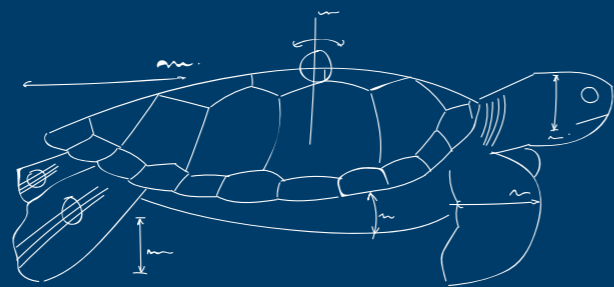
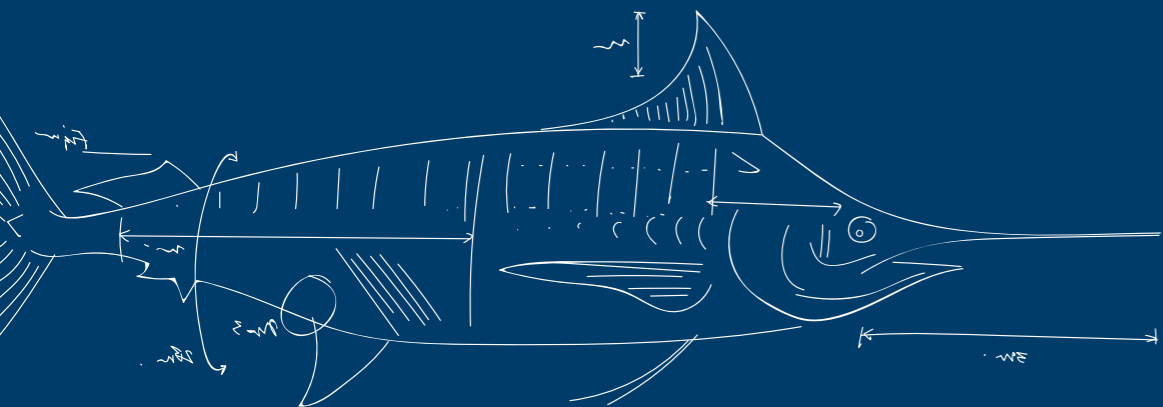




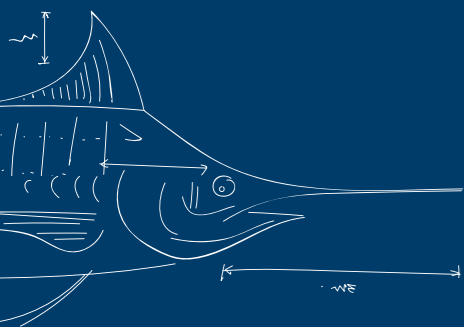
BLUE MARINE  
FOUNDATION

# REVIEW 2016



United to protect our oceans

# A MESSAGE FROM BLUE'S EXECUTIVE DIRECTOR



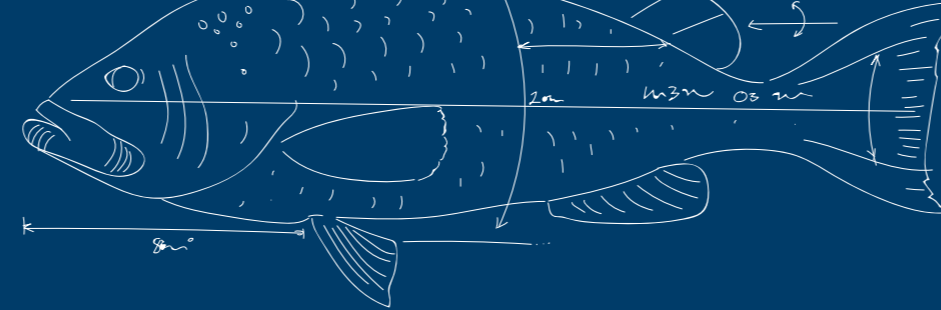
2016 was an upsetting year for many in politics, but it was also a momentous year for ocean conservation. While popular movements on both sides of the Atlantic shattered long-established certainties and western governments faltered in the face of Syria's civil war, in this very time of instability, campaigns set up by charities succeeded in protecting parts of the sea from rampant over-fishing and creating resilience to climate change. By the end of the year, astonishingly, even Russia appeared to think that marine conservation was part of the zeitgeist. It was a year that, we believe, reaffirmed the purpose of vigorous non-governmental organisations, such as Blue, in showing governments what can be done.

The sequence of monumental announcements began on 3 January 2016 with the closure of an area the size of the UK in the waters of Ascension Island in the tropical Atlantic – an outcome Blue had a sizeable hand in. The British government has now announced that it will formally designate an area of at least 50% of Ascension waters as a marine reserve in 2019. January was also when the UN Sustainable Development Goals came

into force, including No 14 "Life Below Water" which is about sustainable use of the oceans and urges the abolition of harmful fishing subsidies by 2020.

With the summer came the announcement by President Obama that he was quadrupling the size of the marine reserve around the northwestern Hawaiian islands, known as the Papahānaumokuākea Marine National Monument, established in 2006 by President Bush. Midway Atoll is one of several islands within the waters protected using heritage legislation in the president's home state. Briefly, President Obama's 1.5 million square kilometres reserve was the largest in the world.

Come the autumn, the British government announced that it had protected an even larger area in total, some four million square kilometres, around the UK overseas territories. Pitcairn was formally designated and new forms of protection announced around St Helena and Tristan da Cunha. Blue, as part of the GB Oceans coalition - an exceptional example of collaboration comprising ZSL, the Pew Trusts, Greenpeace, the RSPB and the Marine Conservation Society - has been pressing for the government to protect areas around all 14 overseas territories. This has become the government's "Blue Belts" manifesto commitment, its largest environmental undertaking. Blue itself has been working notably in Ascension - which benefited from our amazing London to

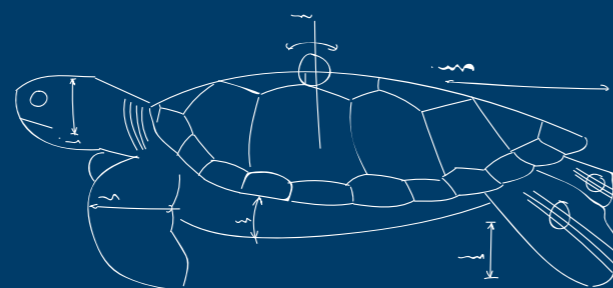


Monaco cycle ride – and recently with St Helena, as well as helping Bermuda to make significant progress this autumn.

President Obama's claim to the largest marine reserve in the world was short-lived. In October a logjam in international relations burst that had existed for longer than the six years Blue has been in existence. The 24 countries that are members of the international body that oversees the waters around Antarctica – the Commission for the Conservation of Antarctic Marine Living Resources – finally agreed to create a marine reserve in 1.54 million square kilometres of water in the Ross Sea, often called the "last ocean" because it is arguably the least impacted by humans. This agreement, supported by Russia, brings hope that a place full of wildlife, including emperor penguins, leopard seals, minke whales and killer whales will be safe after it is officially protected in December 2017. It renews hope that protection will come to other areas in East Antarctica and in the Scotia and Weddell Seas south of the British island of South Georgia. It shows that even in these turbulent times, nations are capable of acting together to protect the high seas.

Whether progress continues, how it continues, will depend on marine charities such as Blue leading governments gently around the obstacles, flagging up the potential gains, showing the way.

**Charles Clover**



# BLUE'S MISSION

Blue Marine Foundation (Blue) exists to combat over-fishing and the destruction of biodiversity through the creation of large-scale marine reserves and the promotion of sustainable fishing. Blue's aim is to put at least 10% of ocean under protection by 2020, with a long-term aim of 30% protected.



Image credit: Judith Brown, Ascension Island

Over-fishing is a major food security issue and has devastating consequences for the biodiversity of our planet. Around 90% of global fish stocks are fully or over-exploited and around 90% of large fish are gone. The consequences are far-reaching for all mankind, not only for the future of food for a growing global population, but because healthy oceans absorb half the CO<sub>2</sub> we produce.

Blue is well-placed to tackle these issues given its highly-skilled, responsive team, its high calibre connections and its network of partners and collaborators. Blue's innovative approach has already contributed to nearly four million square kilometres of ocean being protected.

# BLUE'S ACHIEVEMENTS THUS FAR

- In 2010, Blue brokered a deal to enable the creation of what was then the largest marine protected area (MPA) in the world, around Chagos in the Indian Ocean.
  - In 2012, Blue partnered with the government of Belize and the Bertarelli Foundation to protect the Turneffe Atoll in Belize, an area rich in biodiversity and CO<sub>2</sub> absorbing mangroves.
  - In 2015, Blue secured, as part of the Great British Oceans coalition, a UK government commitment to create the world's largest marine reserve around Pitcairn in the Pacific.
  - In 2015, Blue and the GB Oceans coalition secured a government manifesto commitment to create a 'Blue Belt' around all 14 UK overseas territories, hailed by two MPs as 'the greatest conservation commitment by any government ever'.
  - On 3 January 2016, thanks to Blue's work and with funding from American philanthropist Louis Bacon, the UK government announced the creation of the largest marine reserve in the Atlantic – 'nearly the size of the UK' - around Ascension Island.
  - Blue's project in Lyme Bay, Dorset has been hailed a 'world first' because fishermen earn more for their catch by fishing sustainably.
  - The Lyme Bay model is now being applied to other parts of the UK, the Mediterranean and beyond.
- In 2014 Blue was named 'NGO of the year' at the PEA Awards and in 2015 Blue won four PEA Awards as part of the Great British Oceans coalition. Blue's Lyme Bay project has twice been a finalist for the Natura 2000 Awards.

## JANUARY



3 January: The announcement on national news of a closed area 'nearly the size of the UK' around Ascension Island, thanks to a grant from Louis Bacon. 52.6% of Ascension's waters closed to fishing and a best-practice fishery in the remaining 47.4%.



The inaugural Ocean Awards, in partnership with Boat International takes place at Mark's Club in Mayfair, London. The event celebrates individuals and projects that have made outstanding contributions to the health of the oceans.

## FEBRUARY



Lyme Bay fishermen reap the benefits of the Reserve Seafood brand and receive higher prices for their catch. "We've seen an increase of between 20% and 30%, which makes a big difference to us." Gavin Zieman, Axmouth fisherman.

## MARCH



Blue holds its second symposium: Philanthropy as a response to the global oceans crisis.

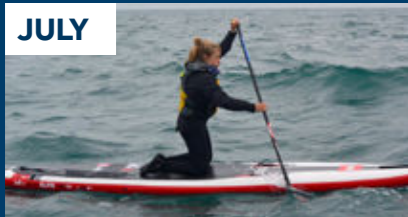


Blue holds a workshop focused around its 'Big marine data' project to bring together a range of marine and environmental data into a format that can be used to aid conservation and improve safety at sea.



Seaton Jurassic Centre in Devon, UK opens to the public. Its aim is to engage thousands of people with East Devon's unique geological, coastal and marine heritage. The centre features exhibitions of Blue's pioneering work in Lyme Bay.

## JULY



Amber Nuttall, Blue Ambassador, becomes the first woman to cross the Channel on a stand-up paddle board and raises over £6,000 for Blue's Solent Oyster Restoration Project.



Blue sends Ollie Darwin out to Chilean Patagonia where he spent several weeks on board a scientific research vessel, capturing footage of the islands, fjords and channels.

## JUNE



Blue unveils its Solent Oyster Restoration Project supported by Sir Ben Ainslie, Land Rover and Portsmouth University. The pilot study shows that suspending cages of oysters under marinas can enhance the amount of oyster juveniles or 'spat' reaching the oyster beds.



Charles Clover visits Bermuda and urges government representatives to celebrate the island's existing marine protection, to improve monitoring and enforcement and to investigate the extent to which Bermuda's waters are being fished illegally.

## MAY



Rory Moore visits Azerbaijan where a screening of the End of the Line is held in Baku, followed by a speech. Rory and Leyla Aliyeva petition the Minister of Ecology to create the first ever MPA in the Caspian Sea.

## APRIL



Blue, as part of the GB Oceans coalition, holds an event in conjunction with the Conservative Environment Network and Richard Benyon MP at the House of Commons, to update MPs on the government's progress towards establishing a 'Blue Belt' of marine reserves in the UK overseas territories.

# A REVIEW OF 2016

Orlebar Brown launches the fantastic 'Trade up to OB' initiative and raises over £25,000 for Blue in just one week. Customers are invited to trade in a pair of old swim shorts, in whatever state, for a brand new pair of Orlebar Brown Classics for just £50.

## AUGUST



Rory Moore co-hosts an event with the Aeolian Island Preservation Fund, where Italy's Minister of Environment, Land and Sea, Gian Luca Galletti, with regional and local mayors, announce their endorsement of the establishment of a network of marine protected areas around the Aeolian Islands.



Simon Harding flies out to the Maldives to introduce Blue's newly appointed project coordinator Vivienne Evans to Six Senses, our corporate partner. Simon and Vivienne confirm the location of a grouper spawning aggregation site while carrying out some dive surveys.

## SEPTEMBER



The inaugural London to Monaco cycle ride organised by Blue's long-standing partner Winch Design takes place between 18 and 27 September. Cyclists depart from the Tower of London with Blue Ambassador, Simon Le Bon waving them off. They arrive, ten days and 1,500km of gruelling riding later and are greeted by Prince Albert II of Monaco at his Palace. The ride raises over £250,000 for Blue's Ascension and Aeolian projects.



Blue holds its annual Blue Marine Yacht Club (BMYC) event in Monaco on board a Lürssen Yacht. The event is attended by the BMYC's founding patron, Prince Albert II of Monaco, and a presentation is given by Dr Judith Brown, Director of Fisheries and Conservation in Ascension. The evening proves a huge success, raising £50,000 for conservation and education in Ascension.



At the 'Our Oceans' conference in Washington DC, Alan Duncan, Foreign Office minister confirms the UK Brexit government's commitment to Blue Belts around the UK overseas territories and announces that in addition to Pitcairn and Ascension, St Helena and Tristan da Cunha are on track to become marine protected areas, taking total UK protected waters to over 4 million square kilometres.

## DECEMBER



Blue team working until their hands turn blue, putting 9,000 oysters into cages as part of their project to restore the native oyster to the Solent.

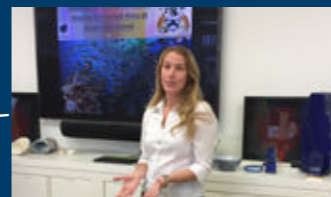


Fair Isle and the wreck of a paddle-steamer in the Firth of Clyde in Scotland are designated as marine protected areas. Blue has been co-funding a community support officer to help with these designations for the past three years.

## NOVEMBER



Charles Clover and Clare Brook visit Ascension Island to deliver funding of £138,000 raised from the London to Monaco cycle ride and visit the school and conservation locations where the much-needed funds will be deployed. They also bring hundreds of "MORE FISH LESS PLASTIC" canvas bags to be given free to every islander.



Dr Judith Brown, Director of Conservation and Fisheries in Ascension explains to the London to Monaco cyclists how the vital funds they have raised will help conservation efforts on the island.



A marine protected area, 1.5 million square kilometres in size is created in The Ross Sea, Antarctica in a landmark deal which proves international cooperation over the high seas is possible.

## OCTOBER



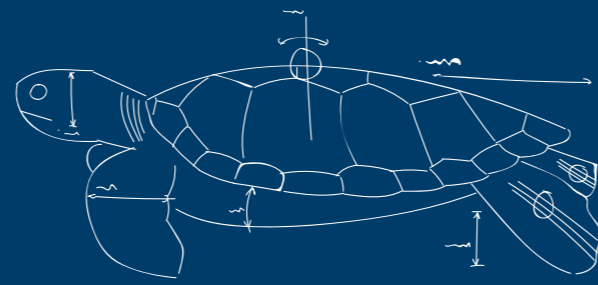
Tim Glover and Rory Moore travel to the Aeolian Islands to meet with local fishermen and community leaders to assess the viability of applying the Lyme Bay fisheries model in the Mediterranean. Initial results suggest that this programme, funded by the Adessium Foundation, has the potential to help create local, sustainable fisheries.

# CURRENT PROJECTS



Image credits: Judith Brown, Dr Martin Collins, Marecol, Shaun Roster, Ollie Darwin

# UK OVERSEAS TERRITORIES ASCENSION



On 3 January 2016, BBC news announced the creation of 'a marine reserve nearly the size of the UK' around Ascension in the middle of the Atlantic Ocean. This reserve, 234,291 square kilometres in size, was made possible by a timely grant raised by Blue from the Bacon Foundation. The funds paid for the closed area to be monitored and enforced and for the other half of Ascension's waters to permit licence fishing operating according to best practice and with a strict ban on shark finning.

Ascension's waters are teeming with marine life, including sharks, some of the largest marlin in the world and the Atlantic's largest population of green turtles. On land and inshore, endemic species include several types of ferns and fish, marine plants and Ascension's own frigate bird.

But while the Ascension islanders have become the newly appointed guardians of such outstanding biodiversity, sources of income are constrained due to its status as a military island. Blue is keen that marine protection should benefit the human environment of Ascension as well as the bird, fish and turtle populations.

Much of the year was spent unearthing sources of funding for Ascension, including delivering half the funds raised in the London to Monaco cycle ride and further funds raised at the Lürssen BMYC event in Monaco.

On 13 November 2016, Charles Clover and Clare Brook flew out to Ascension to deliver £138,000 to the island, see first-hand where those much-needed funds would be deployed and to deepen our understanding of how marine conservation might go hand in hand with a thriving economy in the future.



Thanks to Prince Albert II of Monaco, the hut on Long Beach, currently unused, will be turned into a conservation centre. This centre will be used to showcase conservation work and an extra classroom for the school right next to the beach where green turtles come to nest. Long Beach is where the turtle interns, also funded by the cycle ride, will primarily carry out their field work.

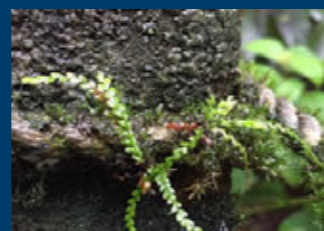
The cycle ride money will be used to further the marine science work of the Ascension Island Conservation Department. It will pay for state-of-the-art microscopes for the conservation team; hitherto, samples have had to be flown all the way to the Falklands for analysis.

Funds will also pay for shark tags: **'The tags that we are able to deploy due to funding from Blue Marine will aid our understanding of Ascension's importance as both a foraging and nursery location for pelagic predators such as sharks and blue marlin.'** **Dr Andrew Richardson, Ascension Island conservation team**

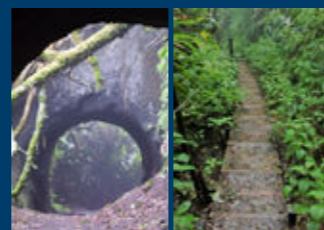
A bag being modelled by one of the pupils and Clare handing out bags for life. Charles and Clare showed a clip of the End of the Line and updated the children on over-fishing and Blue's work.

Ascension, whose isolation is both a blessing and a curse, has the potential to flourish as a hub of conservation in the middle of the Atlantic and a jewel in Britain's biodiversity crown. But it needs more recognition from the UK government and all the funding it can get to be able to thrive.

We are so grateful to all the cyclists and sponsors of the London to Monaco cycle ride and to BMYC donors who made it possible for us to contribute so much to Ascension. We hope that this is just the beginning of what we can bring to this remarkable island.

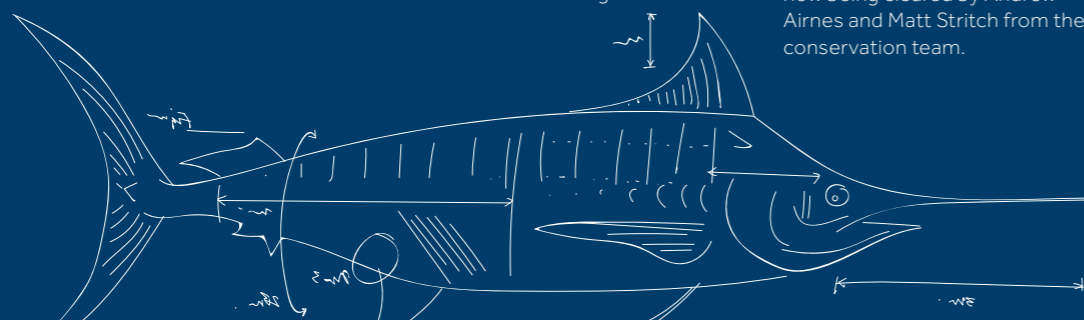


Funds raised by the London to Monaco cycle ride will buy equipment so that the stalwart conservation team can clear the historic trails allowing visitors to explore Green Mountain and reach the dew pond at its summit. Cycle ride funds will also go towards signs to inform visitors about the endemic plants such as the fern above, which is found nowhere else in the world.



Funds raised will buy a new science classroom, ipads for the older children and a new garden.

Elliot's pass, tunnelled by marines in the nineteenth century is now being cleared by Andrew Airnes and Matt Stritch from the conservation team.



## How the London to Monaco cycle ride and BMYC funds will be deployed on Ascension:

- New science classroom for Two Boats school
- 32 ipads for Two Boats school
- School garden, particularly to be used and planted by nursery school children
- Conservation Centre at Long Beach hut
- Dewpond boardwalk replacement for the slippery and rotting existing one
- Nature reserve signage - all the signs on the island are rotting and some are nearly illegible
- Ten juvenile shark tags to identify the size of a protected nursery area
- A shark tag so that the conservation team can work out how best to regulate Ascension's waters to allow apex predators to thrive
- Ten pairs of binoculars for the conservation team, which will also be used for school outings to the bird colonies at Letterbox
- State-of-the-art microscopes for the conservation team - hitherto, samples have had to be flown to the Falklands for analysis
- Turtle interns (flights & stipend) to monitor the turtle population on Long Beach
- Head torches so the conservation team can be on night-time turtle patrol
- Shovels, machetes and wheelbarrows to clear the paths on Green Mountain
- 1000 reusable bags with 'MORE FISH, LESS PLASTIC' on them
- Sunshade on the pier to allow the conservation team to monitor the recreational fishery
- Highly sensitive microbalance for weighing zooplankton and stable isotope samples
- Educational craft kits for young conservationists

**'Thank you for coming into our school and making us aware of how special Ascension really is.'**

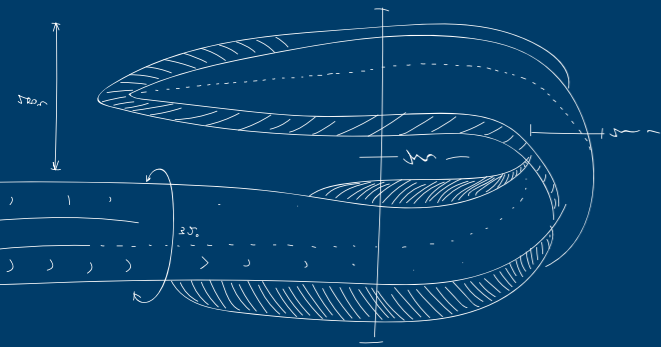
**Trevor Low-Hong, Year 10,  
Two Boats School, Ascension Island**

**'Thanks to the hard work, grit and determination of Blue Marine Foundation, our children here at Two Boats School on Ascension Island will soon be able to learn about the unique waters around our coastline.'**

**Janet Birch, science teacher at Two Boats School**

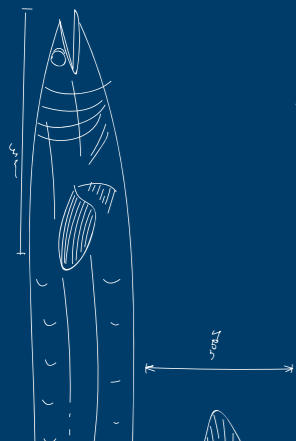
# UK OVERSEAS TERRITORIES

## BERMUDA



With a history of imposing conservation measures since the 1600s, Bermuda boasts the northernmost coral reef system in the world. The island itself is one of seven seamounts and is encircled by the Sargasso Sea: Bermuda's waters are a focus for marine conservation. The islanders, however, rejected attempts by US conservationists to persuade Bermuda to impose a concept called the Blue Halo – a reserve in a ring around the island - because it was unclear what threats it was meant to ward off and existing measures were in place to protect this area. What was lacking was the means to enforce them.

Blue has worked closely with the Bermuda government to develop two new projects with local support, both of which won Cabinet backing this autumn: an analysis of satellite data to establish whether illegal fishing has been going on in Bermuda waters, in case further action is required, and a study of whether existing locally-imposed laws and fishing restrictions in these lightly fished waters should win recognition as effective conservation measures, under new global definitions being worked on by the International Union for the Conservation of Nature (IUCN). The results of both studies are expected in 2017. Bermuda's Environment Minister, Cole Simons, expressed his gratitude to Professor Dan Laffoley of IUCN and Charles Clover of the Blue Marine Foundation for bringing the opportunity to work with IUCN to his attention and working closely with him on this endeavour.



# UK OVERSEAS TERRITORIES

## ST. HELENA



Image credit: Dr Martin Collins, Marecol

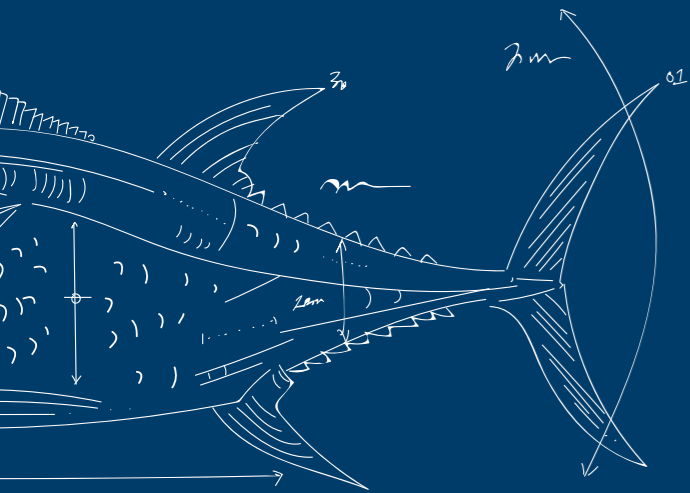
The seas around the South Atlantic island of St Helena are fed by the Benguela current and contain seamounts that support rich marine life. St Helena is home to a third of all the endemic species in British territories including 11 endemic fish. Migrating whale sharks may be seen within sight of the shore.

Sir Alan Duncan, the Foreign Office minister, announced in the autumn that St Helena is to make its waters what the IUCN calls a "category 6" reserve – which means sustainable fishing only. But the existing artisan tuna fishing industry, which relies on rod and line or pole and line methods, is currently receiving low prices for its produce and there has been pressure to allow in external long-line fleets to boost the volume of tuna exports.

Blue has proposed an alternative way of improving the island's revenues, a premium quality tuna from a sustainable fishery, badged as such, using the Reserve Seafood label Blue devised for Lyme Bay. Charles Clover is working with the St Helena government to identify opportunities for their tuna on the British market and to improve freezing and processing facilities on the island to the highest standards.



# AEOLIAN ISLANDS



*'Over time we have had to fish deeper and for longer to catch fewer and smaller fish. We need to manage our seas effectively or we will catch only shrimp.'*

**Franco Puglisi, local Aeolian fisher**

 Click the photo to see the film



The Aeolian Islands have been under consideration for marine protection since the early 1990s, but no meaningful progress was made until Blue, in collaboration with the Aeolian Island Preservation Fund, stepped up in 2016 to lay the foundations for a marine protected area. This MPA will restore and preserve waters surrounding the Aeolian archipelago, an extraordinary environment subjected to chronic over-fishing, habitat destruction and pressure from tourism.

In November 2016, the Ministry of Environment, Land and Sea committed to the designation of an MPA in the Aeolians and local municipalities united and announced their support. Blue is now moving forward with projects to ensure a swift and well-placed designation.

The MPA will be designed to be more efficient and effective than existing Italian models in terms of ambition of zoning, management and innovative solutions and will apply the Lyme Bay fisheries model in the Mediterranean for the first time.

Blue has initiated a public awareness and education campaign supported by Marks & Spencer, received a grant from the Adessium Foundation and has raised funds to support the research projects essential to the designation of the MPA.

Blue is moving forward with innovative projects including deep sea exploration, tracking endangered marine species and creating a marine education centre to support the establishment of a well-designated MPA. In parallel, Blue is building a working group, led by local stakeholders including fishermen, to ensure effective and enduring management of Aeolian marine resources.

*'If lobsters have eggs or are undersize, I put them back into the sea. We must give fish (and shellfish) enough time to reproduce.'*

**Samuele, local fisher, Salina Island**

Image credit: Filicudi Wildlife Conservation



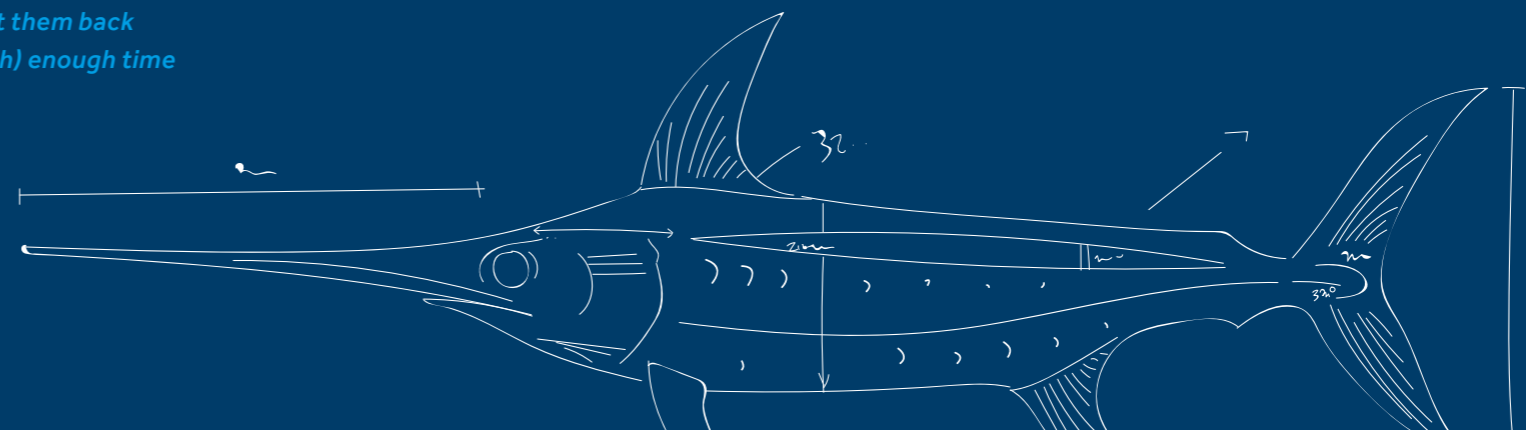
Endangered loggerhead turtles frequent Aeolian waters and are often found entangled in fishing gear.



Project Manager, Rory Moore, repairing damaged nets with local fisher, Franco Puglisi.

*'If you take away the economy from the island, the island will die. Local people must be engaged in employment created by a marine protected area.'*

**Antonello, local fisher, Salina Island**



# SAVING THE MALDIVIAN GROUPER



Blue is working closely with the Maldivian government and Six Senses Laamu to conserve grouper populations through a combination of research, education and awareness-raising among fishermen.

The 'Maldives Grouper Fishery and Conservation Project' is a partnership between the Blue Marine Foundation, the Ministry of Fisheries and Agriculture and Six Senses Laamu, a resort on Laamu Atoll. The project started in January 2016 when a team from Blue completed a successful scoping trip to the Maldives to collect background information and develop the project with our partners.

The main project began in August 2016 on Laamu Atoll. Blue has hired Vivienne Evans from the University of York and Shaha Hashim from the Maldivian government's Marine Research Centre to be based in the Maldives to undertake the project activities. Shaha and Vivienne's work includes interviewing fishermen, diving surveys to identify and map grouper spawning aggregation sites and developing a marine environmental education and awareness programme for local stakeholders, schools and resort staff and guests.

The project has been a great example of collaboration between Six Senses, who backed the project from the outset, Marks & Spencer who are supporting the educational programme, the Maldivian government and Blue.

*'I am pleased Blue has joined our efforts in conservation and management of groupers of the Maldives, which is much needed now.'*

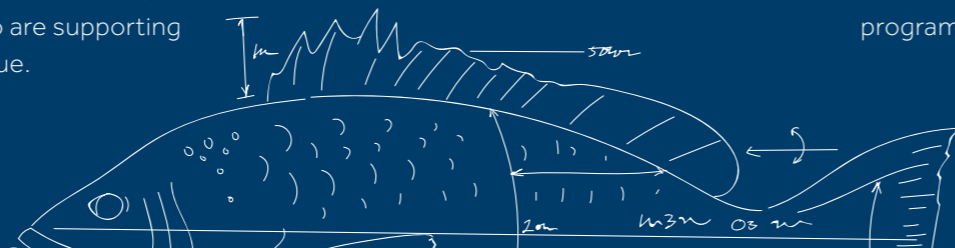
**Dr Shiham Adam, Director General at Marine Research Centre in the Maldives**

*'Six Senses Laamu is very proud to be working with Blue Marine Foundation to ensure long-term protection of the Atoll's marine environment.'*

**Marteyne van Well, General Manager, Six Senses Laamu**



Vivienne and Shaha attend the Maldives Marine Science Symposium to present the research of our Grouper Fishery and Conservation Project.



# SAVING THE CASPIAN STURGEON



Five critically endangered species of sturgeon will be extinct in the wild within a few years unless we can tackle this tragedy of the commons: chronic over-fishing and habitat destruction throughout the Caspian Sea. Blue is working in Azerbaijan with a local NGO, International Dialogue for Environmental Action (IDEA) and the Ministry of Environment to restore habitats, reduce illegal fishing, create protected areas and support social and awareness raising activities. The goal is naturally-spawning populations of sturgeon and salmon in Azerbaijan's rivers.

Blue, in partnership with IDEA, has made considerable progress in marine and coastal conservation within only a year. Blue has achieved a countrywide ban on the import of gillnets, extensive and continued removal of 'ghost nets' from rivers and coastal habitats (enabling sturgeon and salmon to have access to spawning grounds), commitment from the government to work towards the designation of the first marine protected area in the Caspian Sea and a programme to retrain illegal fishers.



Over 100 volunteers took part in a clean-up of the Kura River, organised by Blue and IDEA. They removed fishing nets and were informed about the impacts of deadly gill nets on the Caspian Sea environment.

*'There should be a ban on sturgeon fishing in the Caspian Sea and rivers for 25 years in order for wild stocks to recover.'*

**Dr. Akundov, Azerbaijan Fisheries Research Institute**

# LYME BAY FISHERIES & CONSERVATION RESERVE

Four years ago Blue brought together local Lyme Bay stakeholders in an unprecedented collaboration. Fishermen sitting around a table with marine authorities, scientists and conservationists promised lively discussion. Four years on, the same group of stakeholders still sits at the table and has achieved a huge amount for both conservation and fisheries management.

One of the challenges of 2016 was to quantify exactly how effective the Lyme Bay Fisheries and Conservation Reserve has been in improving fishermen's livelihoods and fostering a recovery in a marine environment. The results were better than we could have hoped for when we embarked upon the project.

Local fishermen in the scheme are reporting increased catches and lower effort per unit of catch. The improved infrastructure is a huge help – some claim that the chiller units installed by Blue in Axmouth and Beer ports are 'the best thing to happen to these ports in 100 years.' Investment in data-gathering equipment brings the benefits of a fully documented, traceable fishery, notably higher prices – as much as 20% or 30% for their catch, thanks to the Reserve Seafood label. A University of

Plymouth study reports higher contentment among those in the scheme and a desire by younger generations to enter the industry.

The model is also good for the marine environment. As a combined result of the ban on mobile gear and the collaborative approach introduced by Blue, there has been a four-fold increase in flora and fauna reef species since 2008, a doubling of scallop landings, a quadrupling of juvenile lobsters (observed and put back), a two-and-a-half times increase in landing of brown crabs and a quadrupling of lemon sole catches.

*'I could have lived down there and not caught anything like I'm catching now in one dive.'*

Blue hopes to communicate the success of the Lyme Bay Reserve to a wider audience. To this end, the reserve is featured heavily in the new Seaton Jurassic Centre and we now have a part-time education officer to help take the message of marine conservation into schools.

*'The ability for us to be involved in the management measures on the ground has allowed us to see 20% – 30% increases in our income from our improved catches.'*

Blue is confident that Lyme is a template for sustainable UK fishing, not only in the protected areas which now make up a quarter of the UK coastline, but in other areas that choose to adopt the same methods and create their own reserves. Lyme Bay is a proven model of collaborative working where fishers become conservationists by fishing responsibly and reaping rewards for doing so. The model could transform the future of UK inshore fishing, reversing declines in marine life and reinvigorating coastal communities.

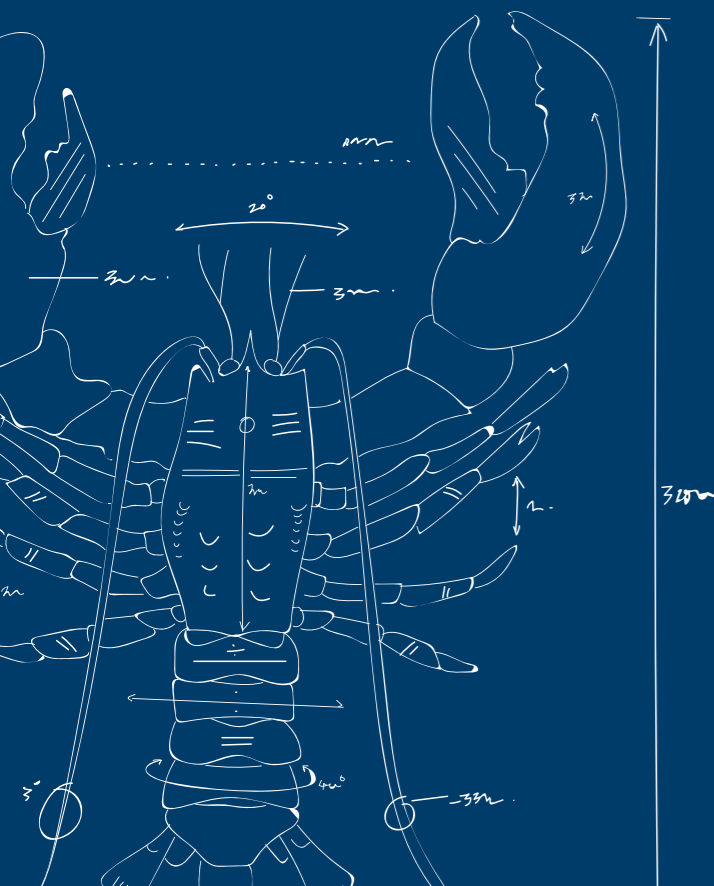
*'Before the scheme, I would cut up many white fish I caught for bait or would have to drive two hours to market as they would not keep. Being able to get fish on ice the minute it's caught and stored in the chiller unit until it can be picked up has increased the amount I can earn and taken time off my working day.'*

Lyme Bay has been hailed as a 'world first' by Fishing News.

Image credit: Saeed Rashid



**'A shining example of best practice MPA management.'**  
**Rob Clark, Chief Officer of Southern IFCA**

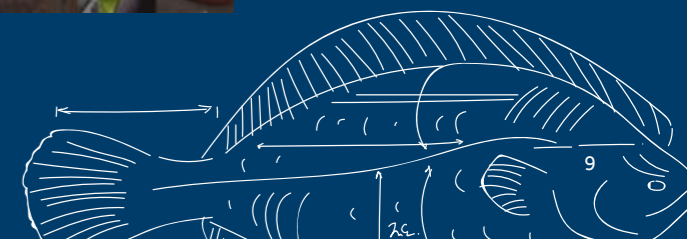


*'Five years ago it would be a good day if you caught two lobsters in a pot. Today you pull up a pot and there can be up to 26 small lobsters – all about five years, indicating this could be the first benefits of our efforts.'*



*'It's full of juvenile rays and our catches are getting bigger. Hopefully we can see some recognition for our efforts which have seen a sustainable population return to the bay.'*

 Click the photo to see the film



# SOLENT OYSTER RESTORATION PROJECT

'The Return of the Native' is a project to restore the native oyster to the Solent. Over-fishing, under-regulation and disease gradually depleted oyster stocks over time to a point where the fishery was closed in 2013. Blue's aim is to facilitate the recovery of these important bivalves so they can again make a contribution to this 60-mile-long body of water.

Each adult oyster's ability to filter up to 200 litres of water a day, removing pollutants and addressing eutrophication, together with the biodiverse habitats that are created by oyster beds and the eventual possibility of commercial harvesting bring the potential to make a huge difference to the health, wealth and quality of life of the users of the Solent.

In 2016, we have made good progress. A comprehensive five-year management plan has been completed and site assessments have been carried out, identifying broodstock captive areas and "sanctuary" sites where oysters can be re-seeded without fear of being fished or disturbed.

One of the most exciting developments has been the trial of broodstock oysters in cages suspended in a marina – rather than on the seabed where predators can get at them - in collaboration with the University of Portsmouth, MDL Marinas and Land Rover Ben Ainslie Racing (LRBAR). In December 2015, cages were installed at the LRBAR pontoon in Portsmouth Harbour and the university's research raft in Langstone Harbour. This summer a single event (probably an algal bloom) killed almost half the Langstone oysters but at Portsmouth the oysters spawned successfully with a survival rate of 93%. They continue to thrive. We will now be installing cage systems in five MDL marinas and several other sites in 2017. These will be stocked with 9000 local broodstock oysters in specially designed 'microreef' housings kindly provided by Jersey Sea Farms.

Oyster cages will be monitored by researchers at the University of Portsmouth, one of three PhD studentships co-funded by Blue for the project. Two PhD studentships at the University of Southampton are also involved in developing seabed sites and monitoring oyster conditions. We are looking forward to a very productive year for oysters in 2017 and continue to build links in the area to develop the project further.

*'The partnership forged by Blue, which we are delighted to be part of, builds on their extensive experience; the collaborative restoration plan ensures the local community, fishermen, scientists and conservation groups can work together to achieve a shared goal and rebuild the once-thriving Solent oyster beds.'*  
**Rob Clark, Chief Officer Southern IFCA**

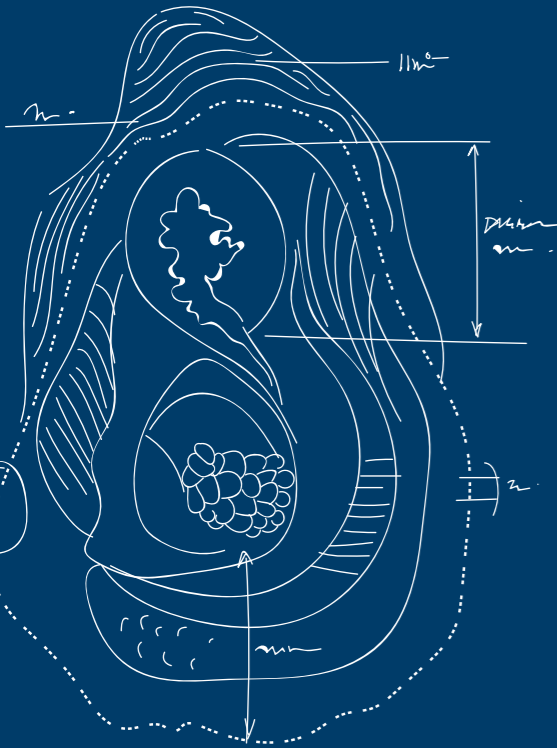


Image credit: Land Rover



Dr Susie Tomson, Land Rover BAR's Sustainability Manager, Sir Ben Ainslie, Tim Glover, Blue's UK Projects Director and Dr Joanne Preston, Marine Biology lecturer at Portsmouth University appear on BBC Breakfast in the Solent.



Blue's UK Projects Officer, Morven Robertson, PhD student, Zoe Holbrook from Southampton University and PhD student, Luke Helmer from Portsmouth University place oysters into microreefs before returning them to the water as protected broodstock.



Click the photo to see the film

*'MDL Marinas are very proud to be working in conjunction with BLUE on their Solent Oyster Regeneration Project. We hope to be able to house broodstock oysters across our Solent marinas to assist with the repopulation of the native oyster and we were pleased to be able to accommodate 10,000 oysters at MDL Hamble Point and Port Hamble marinas while the plans for their permanent homes are developed.'*

**Jo Meekley, Project Manager, MDL Marinas**

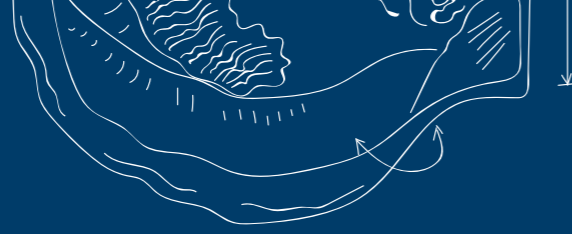
## BLACKWATER ESTUARY



Like the Solent, the Blackwater Estuary once supported a large native oyster industry and the Colchester oyster, as it was known, was prized across Europe. The native oyster has declined considerably and most oyster fishing is now directed at Pacific oysters. Blue is working as a member of the Essex Native Oyster Restoration Initiative to re-establish native oysters in the Blackwater estuary and some of the biodiversity associated with them.

In June, Blue cut through legal complexity that was threatening to prevent oysters being re-laid in a protected location as brood stock for the future. As a result, re-laying went ahead as planned.

# SCOTLAND



Kerri Whiteside, the community support officer part-funded by Blue, is empowering marine communities in Scotland who want to have more of a say in how their local waters are managed.

So far Kerri has supported coastal communities in Fair Isle, the Sound of Mull, Loch Sunart and Wester Ross to secure protection of local waters benefitting locals who depend on tourism and wildlife.

A milestone was reached in 2016 as Fair Isle became Scotland's first ever Demonstration and Research Marine Protected Area. Kerri's guidance and support has been instrumental in the designation. As Kerri says: **'It is an important example of a collaborative approach to marine management in the UK.'**

With more communities becoming engaged, the first Marine Communities Workshop was held in May. The workshop brought together existing and emerging community groups to share and learn from experiences around the Scottish coastline.

Blue will be providing funding for the development of a website which will enable remote communities in Scotland to communicate challenges and responses to MPA designation.

Kerri says: **'My role provides responsive support and offers access to relevant knowledge and expertise that will ultimately support a self-functioning network of coastal community groups across Scotland.'**

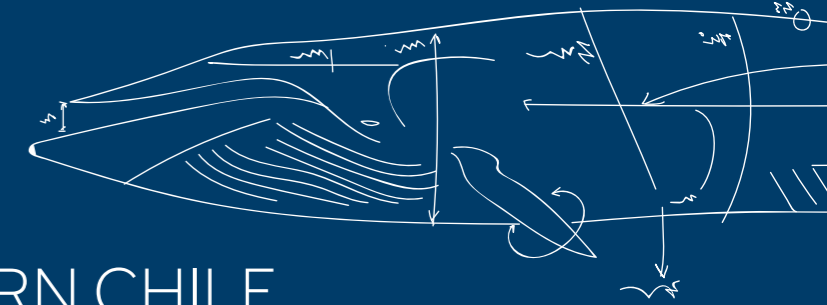
Image credit: Tommy H Hyndman



A puffin in Fair Isle, Scotland enjoying lunch!



# SAOIRSE PATAGONIA, SOUTHERN CHILE



Saoirse is a sailing vessel whose expeditions in Chilean Patagonia were supported by a donor acting through Blue Marine Foundation. In 2016 Saoirse sailed into the remote Golfo Tres Montes, one of the most isolated parts of the Patagonian coast, in an attempt to discover the reason for the largest baleen whale mortality in recorded history. Almost 400 sei whales were found to have died in the fjords in a single event.

In separate month-long expeditions Saoirse carried two university research teams to try to shed light on the cause and meaning of the mortality event which was thought to be linked to global warming and strong El Nino phenomena in the Pacific Ocean. Virtually every known whale carcass was visited and the

activities ranged from necropsy, plankton sampling, CTD profiling, DNA sampling, baleen collection, photography (including time lapse), wildlife logs, to a rare sound recording of sei whales in the wild.

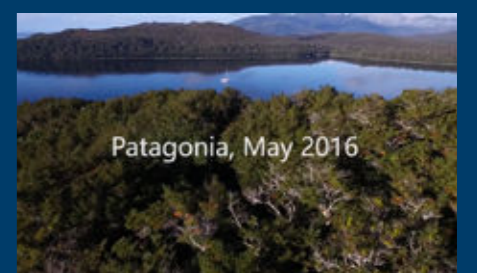
Blue Marine Foundation also sent out a drone operator, Ollie Darwin, to join the second expedition to document the activities from a higher perspective. Not only did he garner some spectacular footage of the team in action in Patagonia, but he also managed to experiment with the use of the drone as an efficient scientific tool. This should help future studies in the area that will now include studies of live whale behaviour.

Image credit: Ollie Darwin



Ollie Darwin operating a drone near several sei whale carcasses.

[Click the photo to see the film](#)

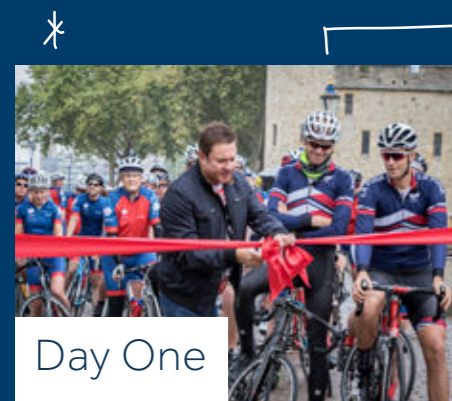


# LONDON TO MONACO

The inaugural London to Monaco cycle ride September 2016

Eighteen months ago, our long-standing partner Winch Design proposed the idea of organising a cycle ride from London to Monaco to raise awareness and funds for Blue. No one predicted how successful the event would be when it finally took place this autumn. Thanks to all the cyclists and donors, a staggering £250,000 was raised for Blue's projects in the Aeolians and Ascension.

Twenty-four members of Winch Design took part. From Blue, Craig Davies, Simon Harding, Felix Higgins-Stockden and Lauren Nelson did Day One of the ride. Poppy Wetherill and Rory Moore did Day Ten pedalling into Monaco. But Sara-Jane Skinner valiantly volunteered to ride the whole ten days. Here is SJ's account of her ride for Blue:



7am, the Tower of London. I'd had no sleep, but my nerves were calmed by the number of supporters who had gathered to see us off. Pop legend and Blue ambassador Simon Le Bon joined us in full spirits, taking selfies and chatting to fans. Charles Clover made a speech worthy of the eve of Agincourt. Simon Le Bon cut the ribbon. And then we were off, bumping determinedly over the cobbles. By mid-afternoon we were in Folkestone. My Blue colleagues bade me farewell as they got on the bus back to London, chatting about how tired they were, leaving me to contemplate another nine days of this.



No amount of training prepares you for how tough it is to play catch up. My first day in France was beset with hold ups, first from a Go Pro flying off my handlebars and then a puncture. I was forced to double my speed to re-join my unforgiving group, slipstreaming a motorbike and riding flat out for two hours. My wick was burned!

*'London to Monaco 2016 was a real chance to make a difference. If you care about the oceans, I'd urge you to get involved in 2017.'*  
**Eddie Jordan, cyclist**

Click the photo to see the film



Straight off the back of a hard day's riding I was now faced with the longest day, covering 223km. A long awaited but epic lunch stop revived everyone's spirits to tackle the second half of the day. I knew from now on, every day was going to get a lot tougher.



Day four brought some relief knowing it was a shorter distance to the previous day at only 179km. During one of the stops I made my first call back to the Blue team, who seemed shocked by how croaky and exhausted I sounded on the phone. In true Blue form, they quickly sent me a flurry of encouraging emails quoting Kipling!



Five days down and half way. We 35 riders psyched ourselves up as we left the relatively flat terrain and entered the big hills at the foot of the Alps. A great spirit of camaraderie was developing which was to prove essential in keeping spirits high and getting everyone through the day. It was much a group effort as it was a personal effort.

*'The perfect way of contributing to a great cause. With an amazing group of people we cycled through a magnificent landscape. Will definitely sign up again next year.'*  
**Bob Rebel, cyclist**



The day of the long-awaited 30km mountain climb, which we had all somehow avoided speaking about. This was what everyone was quietly psyching themselves up for and would put all our training to the test. The groups fragmented as riders settled into their comfort zones and found their rhythm. At times I couldn't see any other riders, just increasingly spectacular views, which made it more of a meditation than an ordeal.



I was becoming accustomed to the daily routines: 6.30am wake up, shower, change, pack (although you quickly learned to pack the night before), breakfast, load up with energy bars, fill your water bottles, do a daily vlog, jump on bike, ride 100 miles, arrive at destination, shower, change, massage, eat, sleep and REPEAT!

*'We are looking forward to the new science lab, the new garden and the many other things your organisation has committed to us for our learning. Who knows, soon we too will be inspired to do a similar bike ride on the island.'*  
**Kirsten Augustus, Tate Stroud, Chloe Young, Shelby Clifford, Two Boats School, Ascension Island**



The penultimate day meant a mix of excitement, anticipation and sadness because it was nearly all over and there was a sense of premature celebration. It was also a day that I hugely looked forward to as I was to be joined by dear Blue colleagues, Poppy and Rory. They joined us in the evening, fresh-legged and full of nerves, in contrast to the way we were all feeling nine days in. Rory and I made speeches to the riders about the projects that all this effort would be supporting.

*'Knowing that this ride is more than just a ride makes all the hard work (and the fun too) so worthwhile.'*  
**Billy Swizzle, cyclist**



A road closure in a town meant we were forced to re-route. The short cut identified was a little rougher than usual and steep. We picked our way down a gravelly mountain road, at times having to dismount our bikes. This of course added to the whole sense of adventure, but also mileage. By the time we reached Gap, almost speechless with fatigue, it was pitch dark.



Our number was boosted by extra riders, including Eddie Jordan, the former Formula One motor sport team boss. We made our final climbs before descending into Monaco. I felt a huge rush of excitement when I caught the first glimpse of the Mediterranean. As we made a steady approach to the Prince's Palace of Monaco we had time to savour the moment, taking in our surroundings, thinking of all the people who had supported us and the enormity of what we had all just done. Prince Albert II of Monaco kindly welcomed us all as we cycled into a spray of champagne and a huge cheering crowd. It was a moment I will never forget.

CLICK THESE LINKS TO SEE US IN THE PRESS!

- ITV
- FORBES
- SUPERYACHTS.com
- BOAT INTERNATIONAL
- MONACO LIFE

# BLUE MARINE YACHT CLUB



*'It is through strong institutional partnerships, such as the one between my Foundation and the Blue Marine Foundation that we can fight against climate change and manage our natural resources responsibly.'*  
**Prince Albert II of Monaco,  
 BMYC Founding Patron**

Launched in 2012, the Blue Marine Yacht Club (BMYC) is a charitable initiative to unite the world's yachting community in the defence of the most precious of resources, the ocean.

The act of joining is an elite statement of intent by a group of people who have a unique ability to influence the way the ocean is treated for years to come.

*'We feel that anyone who looks to the ocean as a source of recreation owes it to themselves to get involved. Every member of the BMYC will be making a contribution.'*

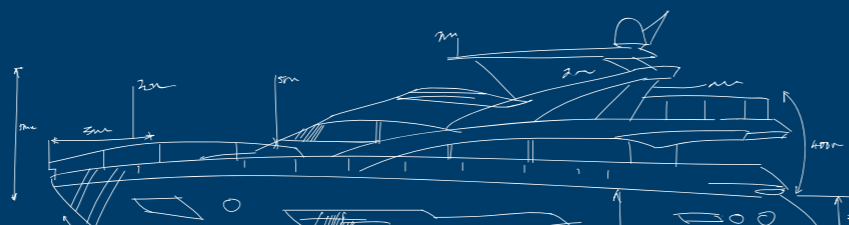
**Kirsty Bertarelli, 3 star BMYC member**

The BMYC offers the opportunity for yacht owners, shipyards and other members from the superyacht community to mix with scientists, marine conservationists, and leaders from both government and business through BMYC dinners and Blue events, giving members the opportunity to be at the forefront of change.

Blue also offers members the opportunity to visit its projects around the world and see first-hand the conservation benefits their money has brought. All revenues raised from membership go directly to support Blue's overall mission of protecting at least 10% of the world's ocean by 2020.

*'My family's livelihood has been built around the oceans for generations. I can't think of anything more important than keeping them alive and beautiful for generations to come. I support Blue because they are an effective, hardworking organisation who get the job done. The BMYC allows people with power and influence to use this collectively to reverse the oceans' crisis. I love being a member because it's the only yacht club that enables you to turn the tide!'*

**Peter Lürssen, CEO of Lürssen Yachts,  
 2 star BMYC member**



In 2016, we launched the BMYC Charter which gives members, captains and crew the opportunity to explain to others what it means to fly the BMYC flag and to demonstrate what practical, voluntary steps they have taken to protect the oceans.



Our annual BMYC members' dinner held at Fortnum & Mason, London, marking the launch of the BMYC Charter. Charles Clover provided an update on the projects that members have supported.



Our annual BMYC event in Monaco on board Coral Ocean, supported by Lürssen and with special guests Prince Albert II of Monaco and Dr Judith Brown, Director of Fisheries and Conservation in Ascension.

**Blue would like to thank BMYC members for their continued support and welcome new members on board, Anthony Lyons, owner of Sealyon and world leading Italian shipyard, Benetti.**

Year 8 from Two Boats School on Ascension Island thanked BMYC member, Peter Lürssen and guests of the BMYC dinner for their generosity. *'We really appreciate the iPads and new science lab, it's going to have a huge effect on our learning, so thank you so much.'*

**Year 8 Class, Two Boats School,  
 Ascension Island**

*'Benetti are delighted to announce their support of Blue, and their membership to the BMYC. We are pleased that we can help protect the oceans and marine community for our clients and for our children in the years ahead.'*

**Toby Walker, Area Sales manager for Benetti,  
 1 star BMYC member**

For further information and details on how to become a member please contact Blue's Head of Partnerships, Sara-Jane Skinner:

**sarajane@bluemarinefoundation.com**  
 or **+44 (0) 207 845 5850**



# CORPORATE PARTNERS

Blue would like to thank our corporate partners for their support during 2016. As well as donating to Blue's key projects, our partners have worked tirelessly to raise awareness. There is a tangible recognition spreading through industries, from superyachts to supermarkets to fashion, that we can and will protect the oceans in the interests of future generations and all species. Each donation to Blue helps to drive this agenda forward, on the ground and at the heart of the political establishment.

Blue's corporate partners facilitated so much for the charity in 2016. But of particular note were:

*'A pound spent with Blue really can change the world.'*

**Mike Barry, Director of Sustainable Business, Marks & Spencer**

*'It isn't easy to save the oceans. I care about it, it's a fantastic thing to be a part of.'*

**Andrew Winch, Founder, Winch Design**

## WINCH DESIGN

Winch Design, who had the brilliant idea of launching a London to Monaco cycle ride, which we hope will become an annual event. Not only did Winch pay for the ride, they also committed a huge amount of time and effort to ensure it was a success. Twenty-four people from Winch took part in the ride, including Andrew Winch himself. The ride raised over a quarter of a million pounds which was split between the Aeolians and Ascension and enabled us to make a huge difference in both places.

*'Winch has been a stalwart supporter of Blue since the beginning, but in 2016, the Winch team surpassed themselves in generously donating time and money as well as – literally – blood, sweat and tears. We are overwhelmed with gratitude.'*

**Clare Brook, Blue CEO**



Our project in the Maldives would not have been possible without the backing of Six Senses, Laamu. This is a wonderful example of a corporate partnership because the luxury resort has not just committed generous funding to Blue, it has helped us build up capacity on the ground (or in the water) with Six Senses conservation team working with Blue's team to provide accommodation, diving equipment, boats and local political connections so that we can identify and protect grouper spawning grounds.

*'Six Senses Laamu is very proud to be working with Blue Marine Foundation to ensure long-term protection of the Atoll's marine environment.'*

**Marteyne Van Well, General Manager, Six Senses Laamu**



Marks & Spencer is another long-term supporter of Blue who backed the Lyme Bay project from the outset. In 2016, they went even further, contributing £120,000 to be divided between three projects: Lyme Bay, the Maldives and the Aeolians. The emphasis in each case was on education, a vital part of ensuring that a project is enduring by conveying its importance to local fishermen, stakeholders and children.



Lürssen is a major supporter of Blue, but this year they also hosted a BMYC party on board the magnificent Coral Ocean in Monaco. The event marked a tipping point for Blue because we were able to forge a real connection between BMYC members and Blue's projects, in particular our Ascension project, as Dr Judith Brown gave a presentation at the party.



Trading brilliantly on our behalf amongst Bloomberg employees in fancy dress, James Blunt raised substantial funds for ocean conservation.



There are many ways that businesses can partner with Blue. Through product collaborations, Kenzo, Reef Knots, Frangipani and Orlebar Brown have over the years raised vital awareness and funds for Blue while, we hope, raising publicity themselves. In 2016, Orlebar Brown had the inspired idea to invite customers to trade in an old pair of swimming shorts in exchange for a pair of Orlebar Brown shorts for just £50. This venture was enthusiastically taken up by male members of the Blue team and many others and raised over £25,000 for Blue.

*'With so many of our products designed to be worn in the sea, it is only natural that we want to do our bit to preserve it and all its pleasures for the next generation.'*

**Adam Brown, Founder, Orlebar Brown**

The Goring Hotel and Fortnum & Mason provided incredible venues for exclusive Blue events. Meanwhile MDL Marinas directly support the placement of native oysters in the Solent, a project also kindly assisted by Selfridges. As a media partner, BOAT International helps Blue with in-kind advertising and co-hosts the annual Ocean Awards with us. Accsys are supplying long-lasting timber to rebuild infrastructure on Ascension Island.



Six Senses Laamu support our project in the Maldives, including the funding of two project co-ordinators, Vivienne Evans and Shaha Hashim.



Marks & Spencer sponsored the production of our Code of Conduct, which is used to advise members of the public on how to use the ocean in a respectful way.

**Corporate partnership with Blue provides a unique opportunity to engage with our team of marine conservation experts, fellow partners and a network of donors. Our partners access exclusive events and receive high-profile sponsorship opportunities before anyone else.**

If you are interested in becoming a corporate partner, please contact Blue's Head of Development, Daniel Crockett:

**dan@bluemarinefoundation.com**  
or **+44 (0) 207 257 9569**



# THANK YOU

We'd like to thank all the trusts, foundations, our corporate partners, our BMYC members, Join BLUE members and the individual donors who have so generously supported Blue, as well as people and organisations who have so kindly given their time for free.

Special thanks to Louis Bacon who responded to an urgent request for funding to close 52.6% of Ascension's waters to fishing, securing the largest no-take zone in the Atlantic; to our co-founder, George Duffield for his generous ongoing support; to the participants of the London to Monaco Cycle who went to such lengths to raise funds for Blue, and to our partner Winch Design for organising such a successful event. Huge thanks to Simon Le Bon, Blue's ambassador for getting up earlier than any rock star should have to in order to see off the nervous cyclists at the start of the London to Monaco Cycle at Tower Bridge. Another star ambassador was Amber Nuttall who paddle-boarded 21 miles across the turbulent waters of the English Channel to raise awareness and funds for Blue's Solent Oyster Restoration Project.

## TRUSTS & FOUNDATIONS

- Adessium Foundation
- The Alice Ellen Cooper Dean Foundation
- Artemis Foundation
- The Bacon Foundation
- Esmée Fairbairn Foundation
- Garfield Weston Foundation
- John Ellerman Foundation
- Ruth Smart Foundation
- The Sackler Trust
- Seaworld Busch Gardens Conservation Fund
- The Whitley Animal Protection Trust

## BMYC MEMBERS

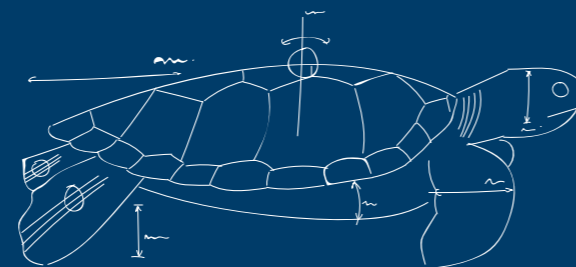
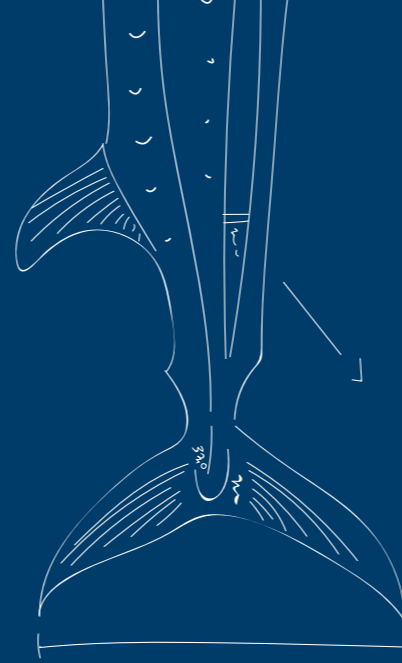
- Prince Albert II of Monaco Foundation
- Benetti
- Bertarelli Foundation
- Sir Charles Dunstone
- Feadship
- Peter Lürssen
- Anthony Lyons
- Andrew and Jane Winch

## CORPORATE PARTNERS

- Accsys
- Amels
- Bloomberg
- Boat International
- Fortnum & Mason
- Frangipani
- The Goring
- ICAP
- Kenzo
- Lürssen
- Marks & Spencer
- MDL Marinas
- Orlebar Brown
- Reef Knots
- Selfridges & Co
- Six Senses
- Winch Design

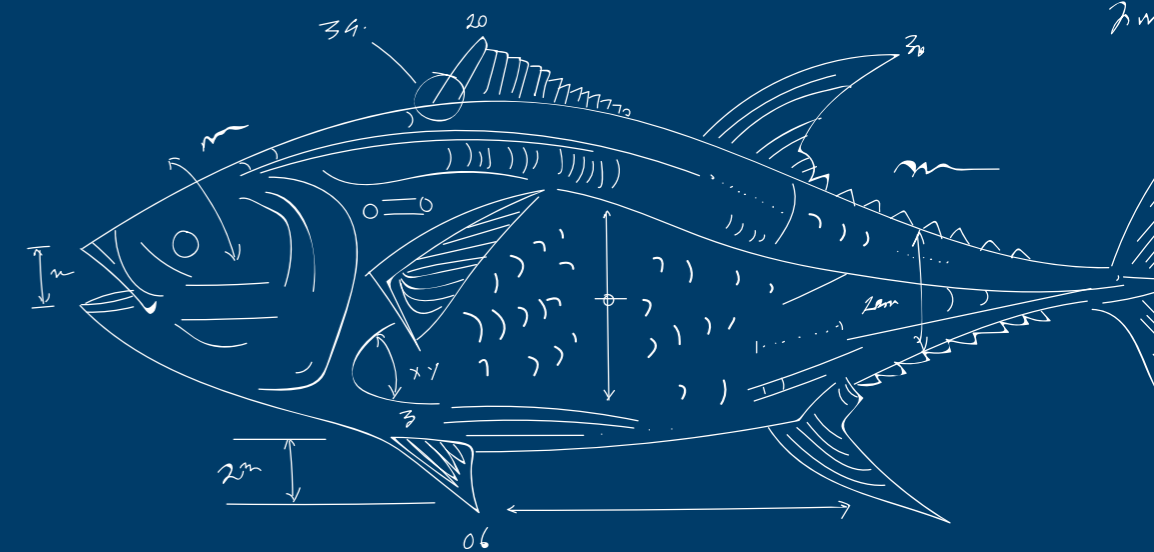
## JOIN BLUE MEMBERS

- |                      |                       |
|----------------------|-----------------------|
| Aqualuce             | Harry Heathcote Amory |
| Roger Ames           | Georgina Peppering    |
| Nigel Bloxham        | Samuel Power          |
| Andrew Callender     | Rawlinson & Hunter    |
| Taran Davies         | Roaming Expert        |
| Marianna Detering    | Kadee Robins          |
| Benjamin Dives       | Mike Sharp            |
| Arabella Duffield    | Joanna von Schenk     |
| Dame Vivien Duffield | Studio Delta          |
| Regina George        | Alannah Weston        |
| Peter James Hall     | Peter Whale           |



*'I hope all your hard work on protecting the ocean will continue and be successful.'*

**Hannah Yon, Two Boats School, Ascension Island**



## AMBASSADORS

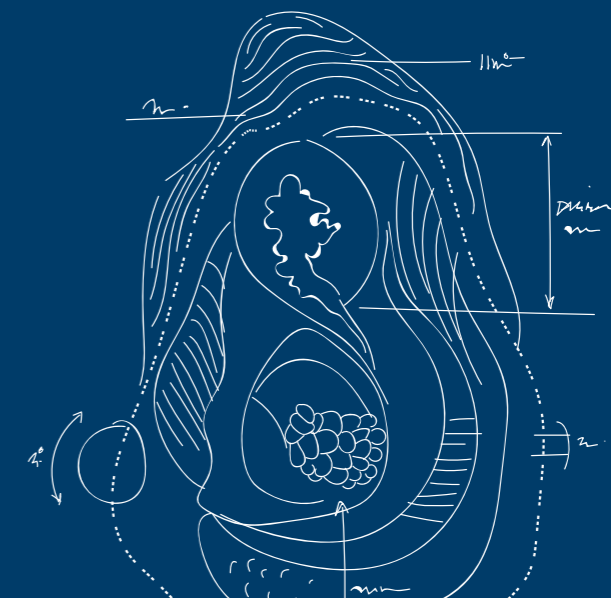
- Sir Nigel Bogle
- Alex Caizergues
- Cara Delevingne
- Poppy Delevingne
- Sir Charles Dunstone
- Dr Sylvia Earle
- Cindy Forde
- Stephen Fry
- Olivier de Givenchy
- Ben Goldsmith
- Dr Heather Koldewey
- Melanie Laurent
- Simon Le Bon
- Yasmin Le Bon
- Carl Gustaf Lundin
- Takuji Masuda
- Sienna Miller
- Rupert Murray
- Amber Nuttall
- Jonathon Porritt
- Sir Stuart Rose
- Marina Vaughn Spitzzy
- Baroness Worthington of Cambridge

## BLUE BOARD

- Dr Tom Appleby
- Dr Arlo Brady
- Craig Davies
- Lord Deben
- George Duffield
- Chris Gorell Barnes
- Professor Callum Roberts
- Mark Rose
- Alannah Weston

## PRO BONO

- Freuds
- Latham & Watkins
- Rawlinson & Hunter



# FINANCIAL REVIEW



Total funds raised to year ending 31 March 2016:

**£2,116,187**

(versus £1,920,998 in year ending March 2015)

## Blue size:

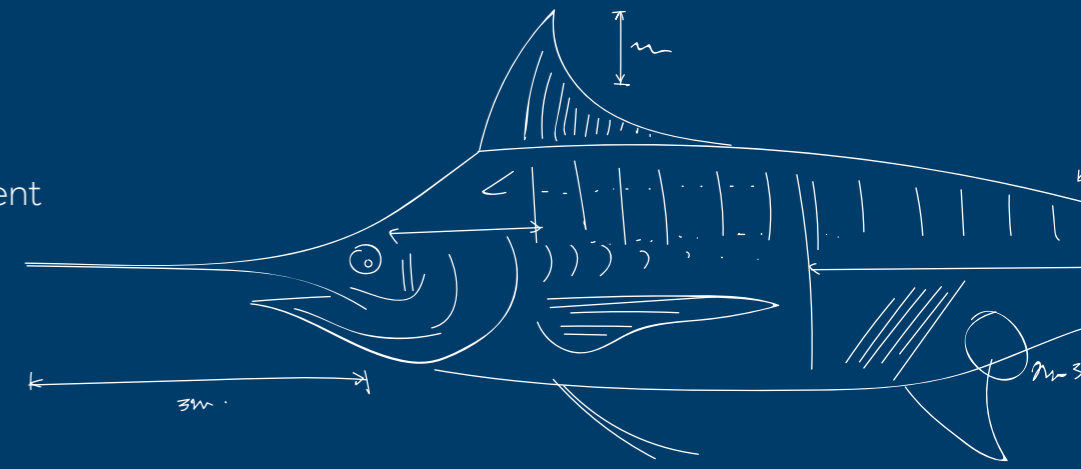
Total square feet of office: 531

Total number of team members: 10

Total square kilometres of ocean that Blue has helped to protect: 4 million

\*Figures from Blue Marine Foundation accounts to year ended March 2016

For every **£1** Blue spent generating funds, we secured **£19** of funding

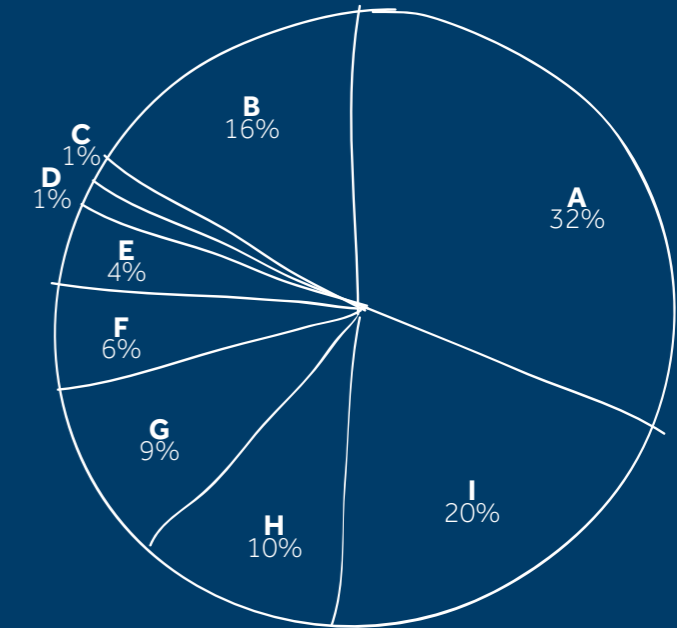


Funds distributed to year ending 31 March 2016:

**£1,964,451**

(versus £2,068,888 in year ending 31 March 2015)

## Sources of income 2016



- A OVERSEAS TRUSTS & FOUNDATIONS
- B PRO BONO SUPPORT
- C AUCTIONS & EVENTS
- D JOIN BLUE
- E GOVERNMENT FUNDING
- F CORPORATE PARTNERS
- G BMYC
- H INDIVIDUAL DONORS
- I UK TRUSTS & FOUNDATIONS

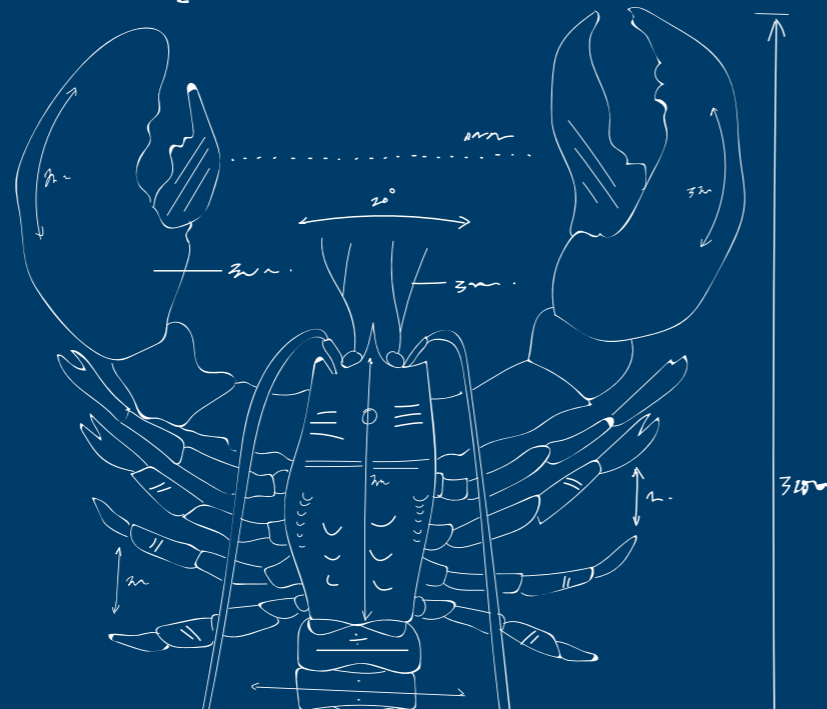
Of the money we spent:  
**5%** was spent generating funds  
**8%** was spent on management and administration  
**86%** was spent on projects

'Free' reserves as at 31 March 2016:

**£481,018**

(versus £326,112 on 31 March 2015)

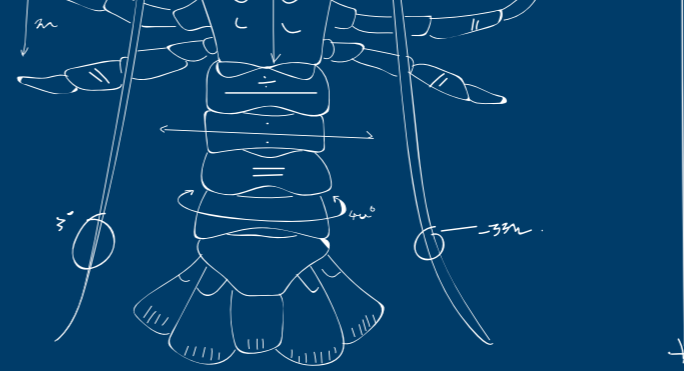
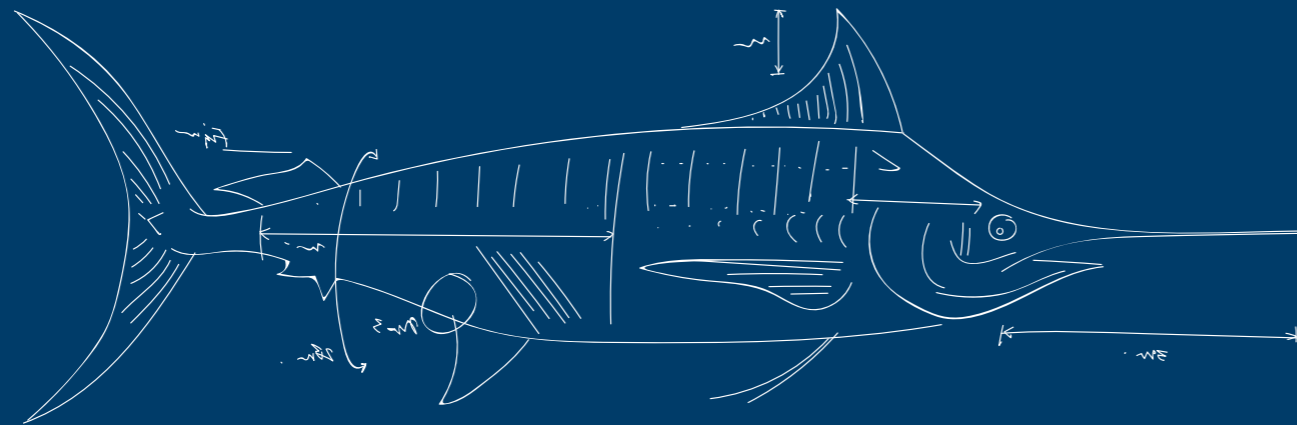
Of every pound Blue spent, **86p** went towards projects



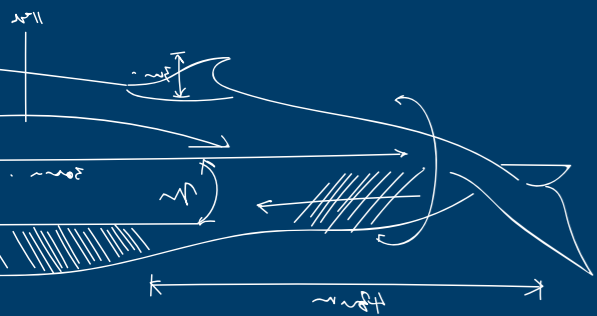
# PEOPLE

- Clare Brook, **Chief Executive Officer**
- Charles Clover, **Executive Director**
- Dan Crockett, **Head of Development**
- Tim Glover, **UK Projects Director**
- Simon Harding, **Head of Conservation**
- Felix Higgins-Stockden, **Team Administrator**
- Rory Moore, **Project Manager**
- Morven Robertson, **UK Projects Officer**
- Sara-Jane Skinner, **Head of Partnerships**
- Poppy Wetherill, **Head of Events and Memberships**

*'You guys inspired me about the ocean sea life. I would like to be a marine biologist and since I've seen what you guys do I think I would like to work for Blue Marine Foundation.'*  
**Latisha, Year 9, Two Boats School, Ascension Island**



**BLUE MARINE  
FOUNDATION**



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For more information please contact: [info@bluemarinefoundation.com](mailto:info@bluemarinefoundation.com)  
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