

Keep It Clean!

Away Resorts collaborates with Surfers Against Sewage to protect Great British beaches, oceans and wildlife this Staycation Season



We are in the throes of another bumper season for the Great British coastline, and one of the UK's leading holiday providers, Away Resorts, has embarked on a new partnership with marine conservation charity, Surfers Against Sewage.

In a bid to help keep Britain's beaches clean and litter-free this summer, the staycation specialist will be supporting the charity and asking holidaymakers and holiday home owners to get involved too.

Away Resorts has nine parks across the UK (Boston West, Tattershall Lakes and Beachcomber in Lincolnshire, Mersea Island in Essex, Sandy Balls and Mill Rythe in Hampshire, Barmouth Bay in Wales, Whitecliff Bay on the Isle of Wight and St Ives Bay in Cornwall) - many of which are close to popular beaches - and has pledged to support the environmental group this summer and beyond.

As part of the initiative, Away Resorts will be supplying beach cleaning equipment and information packs for holidaymakers so that they can play their part in beach clean-ups to help promote litter free coastlines and nature spots while visiting these beautiful destinations.

The exciting launch of this new partnership is a key part of Away Resorts' wider sustainability ambitions. Some of the current initiatives include: all printed materials are on carbon capture paper, the holidaymaker welcome pack goodies and toiletries in exclusive accommodation are brought through sustainable businesses with recycled products, plus there are no plastic straws on any of the parks. The company recognizes they are not perfect right now, but are on a journey, working towards a greener future and committed to addressing their contribution to protecting the planet.

Surfers Against Sewage is a community dedicated to the protection of oceans, waves, beaches and wildlife and they fight long and hard to protect these elements. The team at Away Resorts is passionate about caring for and protecting the environment, and so saw this charity as the perfect fit.

Speaking about the new partnership, Tim Gibson from Away Resorts, said: "We all know how beautiful our British coastline is, but record demand for trips to the beach and coastal breaks is likely to take its toll over time. Protecting the planet - and our part in it - is a major focus for us. We've been looking at ways to help holidaymakers enjoy their stay and play their part in looking after our wonderful coastline, so we are delighted to have embarked on this partnership. Furthermore, we think that they can help educate us on how we can improve as a business and what we can do to push the messaging further to our team, holiday guests and holiday home owners."

Hugo Tagholm, of Surfers Against Sewage, said: “It’s amazing to have Away Resorts choose Surfers Against Sewage as their chosen charity of the year and we’re really looking forward to working with them. Through their support, we can continue to protect our beaches, waves and wildlife from plastic pollution. Away Resorts is a great partner for SAS, as they will help spread the SAS message to their guests and, in turn, become an inspiration for other parks to follow suit.”

For more information on the charity partnership or for donations please visit <https://www.awayresorts.co.uk/surfers-against-sewage/>