



2024

Impact Report

SAVE OUR RIVERS

Nid Gorsaf Bŵer Not A Power Station



SAVE OUR RIVERS



Ymddiriedolaeth Natur
Gogledd Cymru
North Wales
Wildlife Trust

Cwm Cynfal

The proposed power station in Cwm Cynfal campaign is still ongoing. Through a coordinated campaign with Snowdonia Society, Buglife, and North Wales Wildlife Trust, over 1,000 objections were made, with around half coming from locals.

Natural Resources Wales has made representations suggesting it is inappropriate for a National Park, and the decision has been pushed to 2025.

Press releases updating on the Cynfal Campaign have made it across the Welsh media throughout the year. In the autumn it was also a feature in the print and online version of the Guardian.

The planning decision has been pushed to 2025, and our campaign is ongoing.

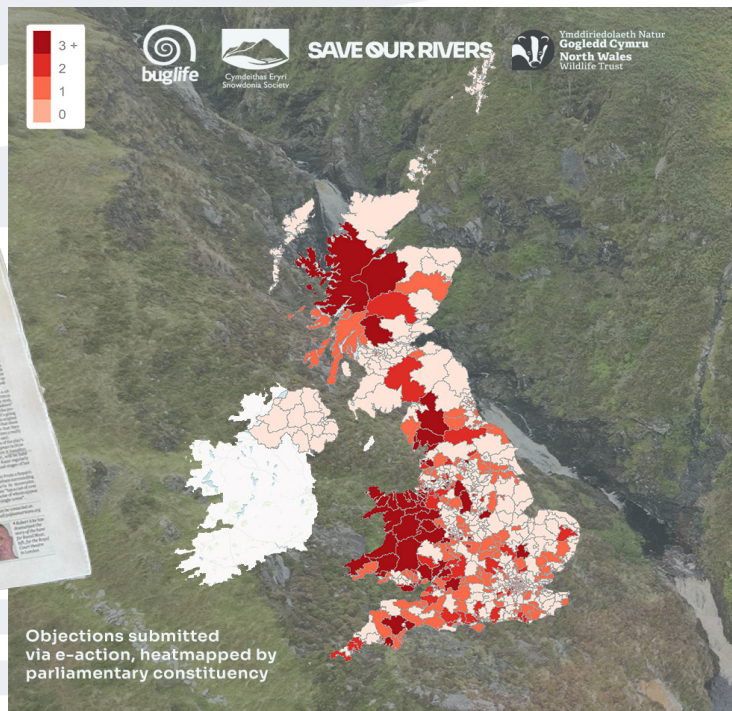
The Guardian - October 2024

Nation.Cymru - October 2024

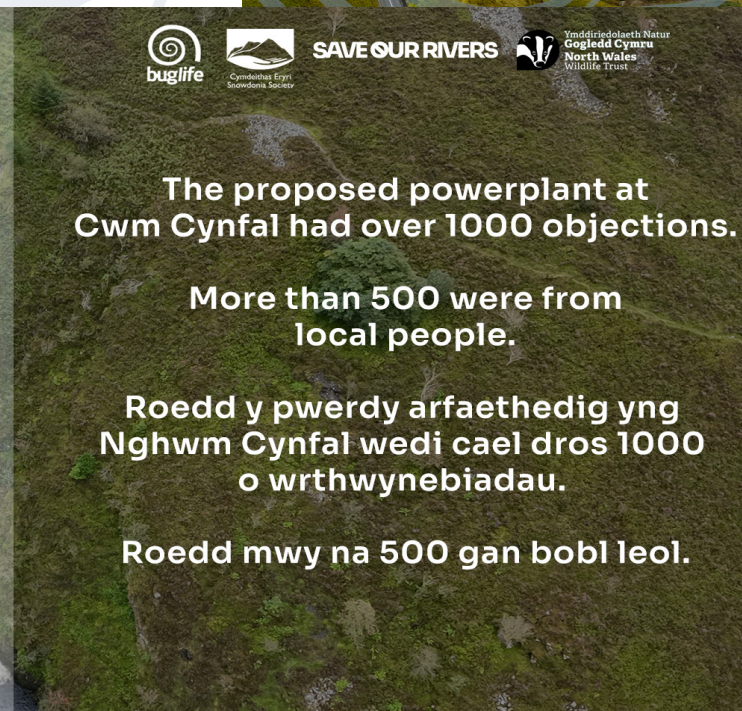
Bylines Cymru - September 2024

Daily Post - September 2024

Nation.cymru - August 2024



Objections submitted via e-action, heatmapped by parliamentary constituency



UK General Elections

Tom trawled through the party's manifesto promises, looking at how each would impact on freshwater habitats and renewable energy. Digests of manifesto commitments were run alongside a campaign educating our audience on the value of voting, and debunking a number of common myths.

Save Our Rivers also partnered with Trash Free Trails, consulting on how the manifestos tackled the deposit return scheme, terrestrial pollution, and access to wild places.

On Thursday 4th July...

... Vote for Rivers

SAVE OUR RIVERS

RIDE BIKE CLIMB
VOTE





European Union Elections with Protect Our Winters Europe

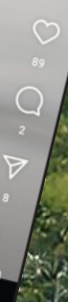
Dan worked with Protect Our Rivers Europe to create a Manifesto from the Outdoor community signed by hundreds of outdoor brands and handed to EU politicians in Strasbourg, and aligned with athletes across Europe to get outdoor lovers out to vote in Ride, Bike, Climb, Vote campaign.



protectourwintersurope
08:11lewoktop • Original audio
Whether you ride, bike, climb, or choose any
pictureorganicclothing and 12 others co



protectourwintersurope
visuals • Original audio
soulmate
If you love the outdoors, then use your vote to protect it! ...
Liked by milo_appy and 88 others





Kendal Mountain Festival

Led by our Lake District Representative, Dan Wilkinson, we partnered with Palm Equipment, Pyranha Kayaks, Trash Free Trails and Clean River Kent Campaign to host a River Clean. High river levels, and the third year of a “temporary” bridge across the river meant that we stayed bank based. Despite dreadful weather we were joined by over 30 volunteers and removed 1600 items of single use pollution from the river corridor.

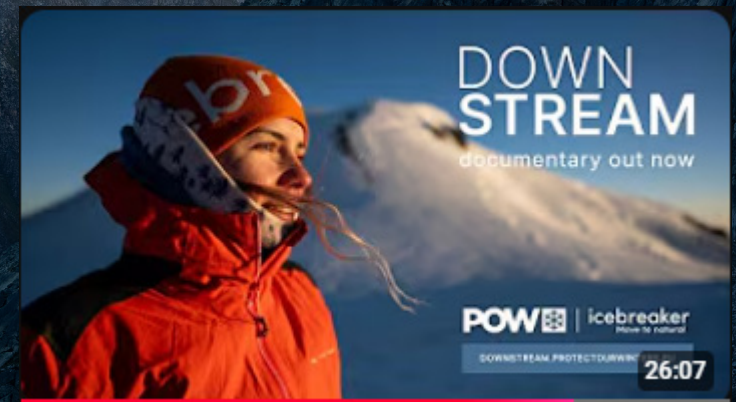
It was also an opportunity to get a face to face update from the campaign team at Save the Heart of Kendal. It was saddening to see the impact the flood defence scheme is having on the town. It looks likely that whole phases of the scheme will now not be implemented, safeguarding further trees. The group are continuing to campaign for natural flood mitigations higher in the catchment.



Downstream Film Project with Protect Our Winters

Dan's film project with POW focused on the "Downstream" impact of climate change driven glacier loss on biodiversity, water resources, and human activity.

<https://downstream.protectourwinters.eu/>



Trash Free Trails A-Team

Tom has continued his volunteering with Trash Free Trails as a member of their A-Team. He has created content for their campaigns, organised trail clean events, and is helping to develop more events into 2025.

He is also undertaking one of their Citizen Science projects monitoring single use pollution on trails around the Afon Ogwen, funded by Dwr Cymru.

[Trash Free Trails Blog - Tom Laws](#)



European Outdoor Conservation Association

In November Dan joined EOCA as Executive Director to lead the outdoor industry in action and advocacy on biodiversity, nature, and wild places.

<https://www.eocaconservation.org/>



We are enormously grateful to our brand partners for their ongoing support, camaraderie and friendship. Our campaigning for free flowing rivers, the wider environment, and a liveable climate is only possible thanks to their support.

We also want to extend our thanks to each and every one of you who shares our passion for free flowing rivers. Fresh Water Ecosystems have never been more threatened, and while sewage discharges capture the headlines, the last of our un-dammed rivers are in the sights of developers.

The fight for free flowing rivers continues...

Dan Yates - Director // Tom Laws - Campaign and Communications

www.saveourrivers.org

patagonia

NRS



dewerstone
OUTDOOR LIFESTYLE

**BY FAIR
MEANS** 

A scenic view of a river flowing through a dense forest. The river is in the center, with white water rapids. The trees are lush and green, with some autumn-colored leaves visible. The text "SAVE OUR RIVERS" is overlaid in the center in a bold, white, sans-serif font.

SAVE OUR RIVERS