



# Help tackle coastal pollution

SEE IT



REPORT IT



PREVENT IT





# Coastal pollution

There are many sources of coastal pollution, which can cause a decrease in bathing water quality.

This can:

- Impact on human health
- Damage the reputation of our beaches, potentially impacting visitor numbers and the coastal economy
- Endanger marine life and coastal wildlife

Major pollution incidents are well reported, enabling swift action to prevent further damage. In comparison, minor pollution incidents often go unreported and have the potential to cause ongoing and significant environmental damage.

## This is where you can help!



As the eyes and ears on the ground, we are asking you to report any signs of pollution or unusual occurrences you spot on our coastline.

.....  
**Together, we can keep our beaches and seas clean and free of pollution.**

# Sewage related pollution

Under strict and regulated conditions, water companies are occasionally permitted to discharge diluted sewage into the sea during periods of extreme rainfall, in order to prevent homes flooding. However, any signs of sewage pollution in **dry weather** needs reporting.

## You might notice:

- Pipes discharging dirty water onto the beach, or even water that appears clean when it has not rained recently
- Sewage solids
- A **significant** concentration of sewage related debris e.g. 100's of wet wipes, sanitary products or cotton bud stems on one beach.



**Report signs of sewage pollution to the Environment Agency immediately and also United Utilities.**



< Not all sewage pollution appears to be brown.



< Sometimes you will see grey plumes/ clouds or sewage fungus growing in filamentous strands around a pipe.

# Types of pollution and where to report it

The Environment Agency, United Utilities and local authorities all have different resources available to tackle pollution. It is important that pollution is reported to the right organisation for action to be taken.

.....  
**See the blue box next to each type of pollution to find out where to report it to.**



- A significant amount of **algal bloom** (not caused by rough weather conditions) can indicate increased nutrient levels.

**Environment Agency**

- A significantly large rainbow coloured film or thick sludge indicating **oil**.

**Environment Agency & Local Authority**

- Abnormally high levels of **litter** or dumped waste. Or large quantities of one particular material e.g. plastic piping.

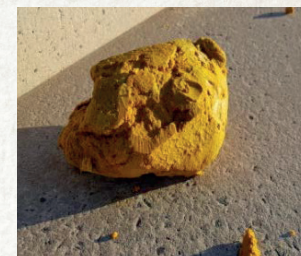
**Local Authority**

- Any **safety concerns** e.g. dangerous items of litter, dead animals, trip hazards on promenade or broken outfall pipes.

**Local Authority**

- The **presence of a new substance** on the beach or in the water e.g. palm oil.

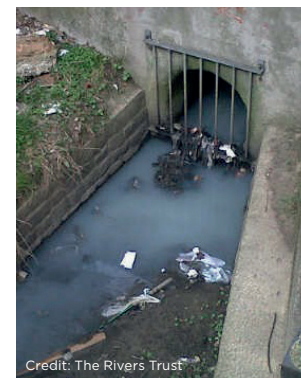
**Environment Agency & Local Authority**



# Wrong Connections

Incorrectly connected plumbing from homes or businesses can lead to dirty water from toilets, dish washers and washing machines entering the wrong sewer pipes and then watercourses directly.

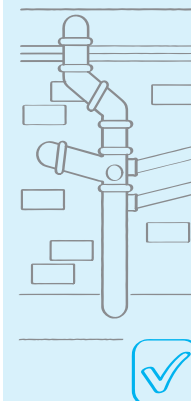
Visit **[www.connectright.org](http://www.connectright.org)** for more info.



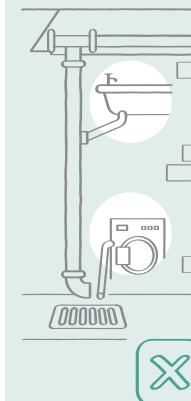
Credit: The Rivers Trust

< This grey water can be seen at outfall pipes as discoloured or cloudy looking water, possibly smelling of detergent and with visible soap suds.

**CORRECT**



**INCORRECT**



**If you spot misconnected plumbing or grey water pollution report it to EA.**



# Reporting pollution

If you spot any pollution, please take a photo (if possible) and make a note of:

## ■ Description of the pollution

(e.g. appearance, size, odour)

## ■ Exact location

(The free app What3Words can help with this)

## ■ Time and date

As soon as possible, please report it to the relevant authority:

## Environment Agency Incident Hotline

**0800 80 70 60**

Freephone, available 24 hours a day.

(EA should always be the first port of call for all sewage related issues).

## United Utilities Pollution Hotline

**0345 672 3723**

Available 24 hours a day.

Local authority phone numbers can be found online. Please notify the council in which the incident is located.

Your report will be assessed and relevant action taken, although please be aware you are unlikely to be informed of the outcome.

*Thank you  
for your support in  
protecting and improving  
our beaches and seas*



LOVEmyBEACH is a Turning Tides Partnership Project, delivered by Keep Britain Tidy and Morecambe Bay Partnership across North West England. LOVEmyBEACH works alongside partners to improve bathing water quality and ensure our beaches are clean and can be enjoyed for generations to come.

**Find out more at: [www.lovemybeach.org](http://www.lovemybeach.org)**