COASTAL TOWN
#NEATSTREETS
CAMPAIGN IN BRIEF

www.hubbub.org.uk
To launch an innovative and effective anti-litter campaign in coastal towns all around the country in summer 2018.

To generate national media coverage demonstrating fun, positive and collaborative solutions to an increasingly urgent issue: marine litter.
ABOUT HUBBUB

ENVIRONMENTAL, SOCIAL AND FINANCIAL IMPACT

In 2 years we have run 60 campaigns | delivered 230 events | reached 130 million people | had our videos seen 1.2 million times | trained 2,094 people | diverted 12,000 tonnes of edible food from landfill | reused 57,000 pieces of clothing | recycled 14,000 corporate uniforms | swapped 4,250 pieces of clothing | cut cigarette litter by up to 46% | recycled 1/2 million coffee cups | supported 1,300 vulnerable households.

AMPLIFIERS

10 AWARDS WON, 8 SHORTLISTED

GIFT A BUNDLE
2017, Shortlisted for Third Sector Excellence award.

NEAT STREETS
2016, National CSR Awards, Best Individual community project.

NEAT STREETS
2016, Business Green Leaders Awards, Best marketing campaign.

HUBBUB UK
2016, Best New Charity, Charity Times Awards.

COLLABORATORS

FASHION

HOMES

FOOD

NEIGHBOURHOODS
#NEATSTREETS

Hubbub’s original #NeatStreets campaign reduced litter in Villiers St, Westminster by 26% in 2015.

It reached over 8.5 million people on Twitter.

Hubbub has run #NeatStreets in Edinburgh, Sutton, Birmingham, Manchester and more.

#NeatStreets has won six independent awards.

In 2017 Hubbub ran five #NeatStreets Roadshows, engaging 75 councils.
For Fish’s Sake Brighton & Hove, bin your litter!

#STREETSAHEAD
As recently discussed at the BPF’s Marine Litter event, in summer 2017 we launched #StreetsAhead in Brighton & Hove in partnership with the council. It is a #NeatStreets-style litter campaign tackling the specific challenges of a coastal resort.

Some #StreetsAhead highlights:

- **2,000+** local residents involved.
- **17 pieces of media coverage** (broadcast, print, online and trade press) with a reach of 3.5+ million
- **1,437 tweets** with hashtag #StreetsAhead by 808 contributors, reaching almost two million people.

The campaign’s success has led to demand from other seaside towns for similar work. Most are too small to have a bespoke and long-term campaign on the same scale but have significant tourism: Southend attracts 6.5 million visitors per year, for example.
The campaign will also build on the successful #FFSLDN campaign that ran in central London from May - October 2017. This campaign has:

- **Reduced riverside litter by 32%** through linking the message to the marine pollution debate and using playful interventions, stunts and communications.

- **Brought together a diverse range of stakeholders** including local councils, Business Improvement Districts, Transport for London, Port of London Authority, transport hubs, tourist attractions and local business owners.

- **Attracted 45 pieces of media coverage** and opportunities to see of 121 million including ITV London, BBC Radio London, Time Out and Evening Standard.

- Achieved extensive social media exposure for #FFSLDN including a reach of **8 million on twitter** alone.
Hubbub will take the best elements of the above campaigns and our expertise from several years of litter campaigns to run events and interventions in 4-8 coastal towns in summer 2018, including:

- A silent disco beach clean (a huge hit in Brighton with 200+ participants).
- A touring art installation made from litter.
- A ‘litter challenge’ film for social networks.
- ‘Bling Your Bin’ competition.
- ‘My Street is Your Street’ style poster campaign.
- Media tools: social media graphics, plan, press releases.
- A ‘How-To’ guide made freely available to other towns - and more!
LOCATIONS

We believe this will be a popular offer and we have good relationships with several seaside towns. Hubbub will partner with places such as:

• Southend (South East)
• Newquay (South West)
• Skegness (East Midlands)
• Scarborough (North East)
• Blackpool (North West)
• Bournemouth (South)
HOW WILL IT WORK?

- British Plastics Federation & Hubbub will partner with local councils and Business Improvement Districts to deliver the campaign.

- Hubbub will provide project management, design, and all the necessary tools to deliver the work. Councils will act as a local delivery partner and subsidise optional elements (such as bin vinyls).

- BPF members’ local staff may, if available, lead coalition of local businesses and/or provide on-the-ground leadership and support.
THE BENEFITS

This campaign gives BPF and its members the opportunity to build relationships and trust with local councils and the media, and demonstrate a commitment to keeping our beaches free of litter. The BPF will:

• Demonstrate a commitment to finding creative new solutions to reducing marine litter.

• Build relationships with four to eight coastal town councils by enabling them to benefit from Hubbub’s litter campaigns, improve their beach-cleanliness and encourage residents and tourists alike to bin their litter.

• Backing a high profile campaign which will receive exposure to millions of people via local, and national press attention in an authentic and meaningful way. As the first national campaign of its kind at a time when litter in the ocean is a key media issue we believe this campaign will generate enormous positive benefits for all stakeholders.

• Engage beach-goers throughout the UK with fun and engaging activities, while showing your commitment to a clean environment.
This project has flexibility to be scaled up or down to suit the BPF’s requirements.

Indicative costs are:

• Four locations: £60,000
• Eight locations: £96,000

Hubbub could also deliver a pilot campaign in one location as proof of concept. If you are interested in testing this approach at a smaller scale please get in touch with us to discuss.