

## Appendix 1

# Creative Brief

**Client + cost codes:** Stephen Flude, COCY01

**Project:** Alternative Giving campaign, June 2013

**Project Team:** City Communities

**Project Outline:** to promote an Alternative Giving scheme through a widespread campaign in Wellington City.

**Background:** Over the past year, we've had an increase in calls/complaints to the Council about beggars. There has been an increase in numbers of people begging along the Golden Mile and in Newtown in particular. Businesses are complaining about it, as are some residents. Some people just want to know what they can do to help and they are conflicted about giving directly to beggars because of the perception that you might be funding their habit or some other short-term solution.

**Objective:** We want to carry out a campaign throughout the CBD and Newtown (and online) to deter people from giving directly to beggars and instead encourage them to donate to a prescribed list of charities/community groups in Wellington that help our most vulnerable residents. We want to somehow make this a positive campaign rather than a negative one.

**Target audience:** All Wellington residents and visitors.

**Stakeholders:** the Mayor and Councillors, Chief Executive, community groups, The Police, homeless people/those on low income, inner-city businesses.

## **Key messages:**

This campaign is linked to Te Mahana: the draft Strategy to End Homelessness in Wellington by 2020.

We acknowledge the genuine need that results in people begging.

Please give to those people that can help in the long-term rather than the short-term.

This money will not go to operational costs for these groups – the money will go directly to solutions for individuals, whether it's a food parcel or help to find a roof over their head.

Not everyone that begs is homeless. Some people beg out of desperation, or to supplement their meagre income. Others (very few) do it because they see it as an easy way to get money.

We want to help build stronger services for vulnerable Wellingtonians, and those on a low income.

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## Potential text for posters:

Want to help? Here's how you can do it

Help deliver a food parcel rather than a fast food solution

Make your gold coin donation go further

Fund a habit or a habitat?

## Text for strip along the bottom:

Most people you see on the street are so desperate that they have to beg to supplement their income, but giving directly to them can often prolong the problem. Wellington has many organisations that help people with accommodation, addiction and health services and healthy food. By donating to them, you can make a bit difference. Visit [Wellington.govt.nz](http://Wellington.govt.nz) to make your donation.

## Deliverables: 500 A3 posters

25 Adshel posters

Community newspaper advertising

Railway station billboard

Digital advertising

I also want to look into advertising on buses as that advertising seems to go on way past its booked time, but just looking into it at this stage.

**References:** This has been done overseas already, particularly in the UK.

[cambridge.gov.uk/ccm/content/housing/homeless-people/alternative-giving-campaign.en](http://cambridge.gov.uk/ccm/content/housing/homeless-people/alternative-giving-campaign.en)

[thamesreach.org.uk/news-and-views/campaigns/giving-to-beggars/](http://thamesreach.org.uk/news-and-views/campaigns/giving-to-beggars/)

[aberdeencity.gov.uk/community\\_life\\_leisure/crime\\_prevention/safer\\_aberdeen/toc\\_begging\\_boxes.asp](http://aberdeencity.gov.uk/community_life_leisure/crime_prevention/safer_aberdeen/toc_begging_boxes.asp)

So far, Palmerston North is the only other town in New Zealand that has done this.

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**Timeline:** if we could have some concepts by **mid-April**, that would be brilliant. Steve wants to take something to a meeting with angry inner-city businesses to show them that we have something under way. Estimated print deadline: **Friday 17 May**.

**Budget/quote:** TBC, but if the initial concepts could be done within \$2k (or even better, \$1k), that would be great.

**How will success be measured?:** more money being donated to community groups and services, improved services for their clients, less people begging.