



JCDecaux

CASE STUDIES

IMPACTFUL OUT-OF-HOME IN HIGH FOOTFALL CENTRAL LOCATIONS DRIVING CHARITY DONATIONS AND SIGNPOSTING ROUGH SLEEPERS TO AVAILABLE SUPPORT

GREATER LONDON AUTHORITY / STREETLINK

BACKGROUND:

Street Link is a charity, supported by the Mayor of London, which enables members of the public to connect rough sleepers with services that can help them

CAMPAIGN DETAILS:

1000 Classic 6-sheets in Greater London

50+ touchscreens within JCDecaux Communications Hubs across London

December 2021 – March 2022

CAMPAIGN OBJECTIVES:

Raise awareness of the Street Link charity both to encourage donations and to signpost rough sleepers towards available support

Use a QR code to enable immediate donations and immediate access to the website

Encourage members of the public to consider how they could help someone they see sleeping rough by alerting local support services

Reach homeless people themselves with a straightforward way to find information on services which could help them





Support from JCDecaux for the Street Link initiative helped us connect many more members of the public, and homeless people in need of help, with Street Link services.

The street furniture and communications hub channels ensured our message was prominent in high footfall areas, building awareness rapidly.

Such a comprehensive cross-capital presence over the Christmas period, when significant numbers of people are regularly out and about, and when weather and temperature makes sleeping rough even more risky, ensured that we could maximise the amount donated while also providing the greatest possible number of rough sleepers, a very difficult group to reach at scale, with signposting to support services available to them.

**SPOKESPERSON,
GREATER LONDON AUTHORITY**