



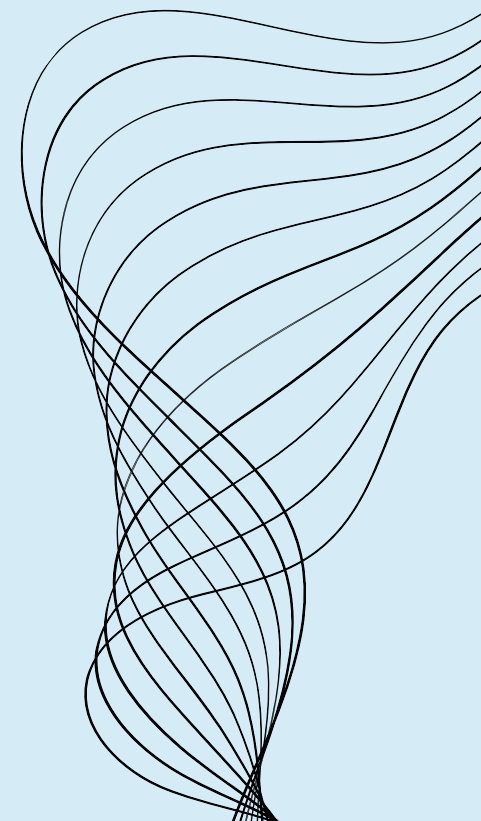
TAFF TIDY TAF TACLUS

**THE POWER OF COMMUNITY &
COLLECTIVE ACTION**

WWW.KATESTRONG.GLOBAL/TAFF-TIDY



**#TAFFTIDY KATE
#TAFTACLUS STRONG.**



FRIDAY 21 MARCH 2025

11AM-2PM



OFFICIAL
ATTEMPT

A world's first official world record attempt:
Most participants in a river clean-up
(multiple locations)

Anticipated 000s taking part

With our delivery partner, KEEP WALES TIDY, we have already reached the minimum requirements set by Guinness for a New World Record for the most participants in a river clean-up (multiple locations)



3 CONFIRMED LOCATIONS,
WITH MORE COMING SOON



MERTHYR TYDFIL

PONTYPRIDD

CARDIFF

MORE THAN A WORLD RECORD

The project's core pillars



Thriving River Ecosystem: *A focus on the health and beauty of the Taff as a symbol of what can be achieved when people care for nature.*

Community Engagement: *Emphasising collective action, inclusivity, and building a sense of pride and ownership among local residents.*

Environmental Stewardship: *Instilling long-term habits of reducing waste and protecting ecosystems.*

Advocacy for Change: *Empowering individuals to advocate for broader restoration projects and sustainable practices.*

The world record attempt will launch a group of legacy initiatives engaging different sectors of our community.

#ActionForNature

THE LEGACY

The World Record is the launch of numerous initiatives inspiring collective action across a range of the community.



Mass participation world record

Activating people to collectively work together towards a common goal

Documentary around eco-advocacy

INDIVIDUALS



Pupils co-authoring a book

Collection of letters, poems & stories

Expert contribution to curriculum

Speaking & workshop opportunities

SCHOOLS



Eco-blueprint

Creating a blueprint to support centres & community clubs with environmental, social & financial solutions, as well as risk management templates

COMMUNITIES



Open letter of support

Publish an open letter pledging to support our river's restoration

CSR opportunities for world record

CORPORATIONS



Expert scientific guidance

Access to cutting edge science to inform legislation around freshwater protection

GOVERNMENT

TIMELINE

More than one record, further than one day

01

02

03

04

05

21 MARCH

APRIL

MAY

JUNE

JULY

Official world record attempt

Climate Cymru - in conversation with the Senedd

- School support:
- Education & workshop opportunities
 - Media training
 - Publish pupil-led book on ecology

Community & sports club 'green print' manual, addressing:

- **Finance:** Grants, funds and money-saving initiatives
- **Social:** Engage & support more community members
- **Environmental:** Projects to increase biodiversity & reduce carbon footprint
- **Risk mitigation & support:** Flood management plans for affected communities

Complete behavioural change research & prepare to publish paper



CONFIRMED PARTNERS

These organisations offer operational support and strategic advice in developing an impactful legacy for the relevant sectors.



cadwch keep
gymru'n wales
daclus tidy



INDIVIDUALS



SCHOOLS



COMMUNITIES



ARUP

CORPORATIONS



GOVERNMENT

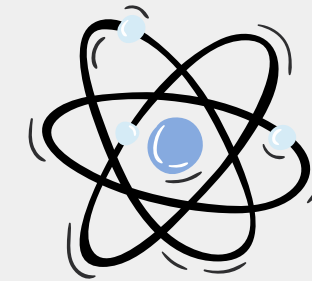
ABOUT US



KATE STRONG is a multi world record breaking cyclist, ex world champion triathlete, climate activist, author and behavioural change expert.

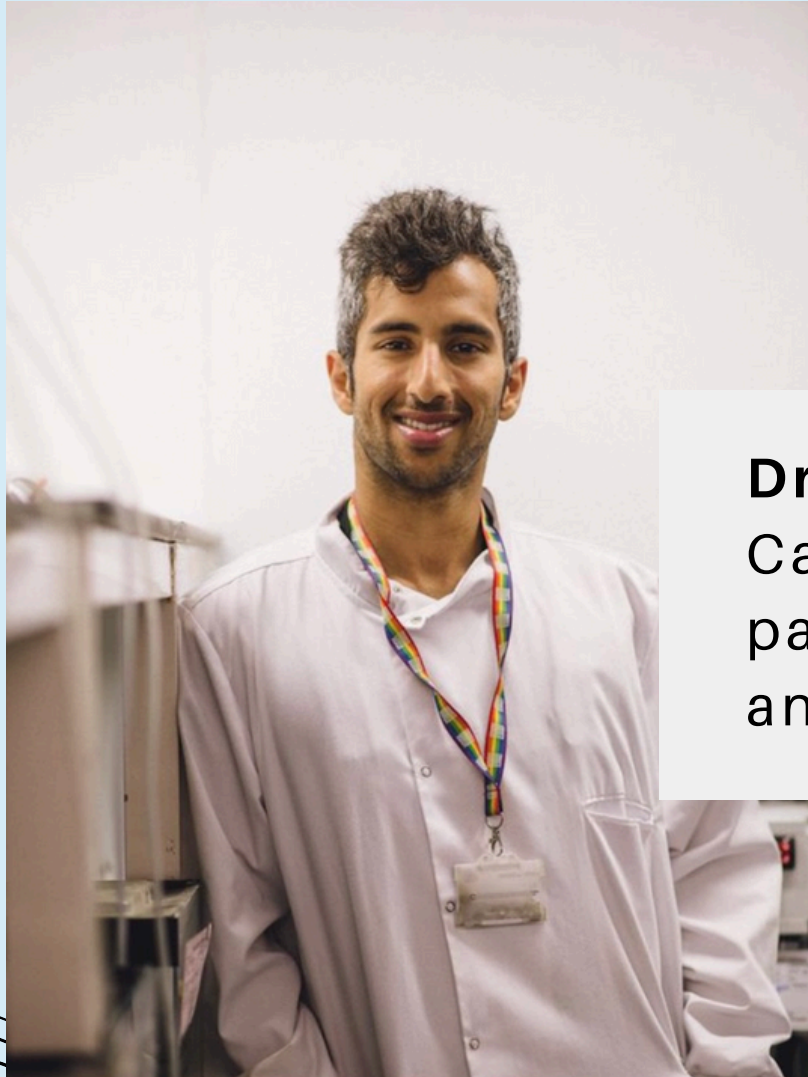


Dr NUMAIR MASUD is a freshwater scientist at Cardiff University and human rights activist, particularly focusing on LGBTQ+ asylum seekers and refugees.



Kate & Numair represent an unlikely pairing; a world renowned athlete born in Wales with an immigrant freshwater scientist who sought asylum in the UK.

They realise the essential nature of intercultural and interdisciplinary dialogue and collective action to deal with urgent global issues, such as freshwater security, which Taff Tidy champions

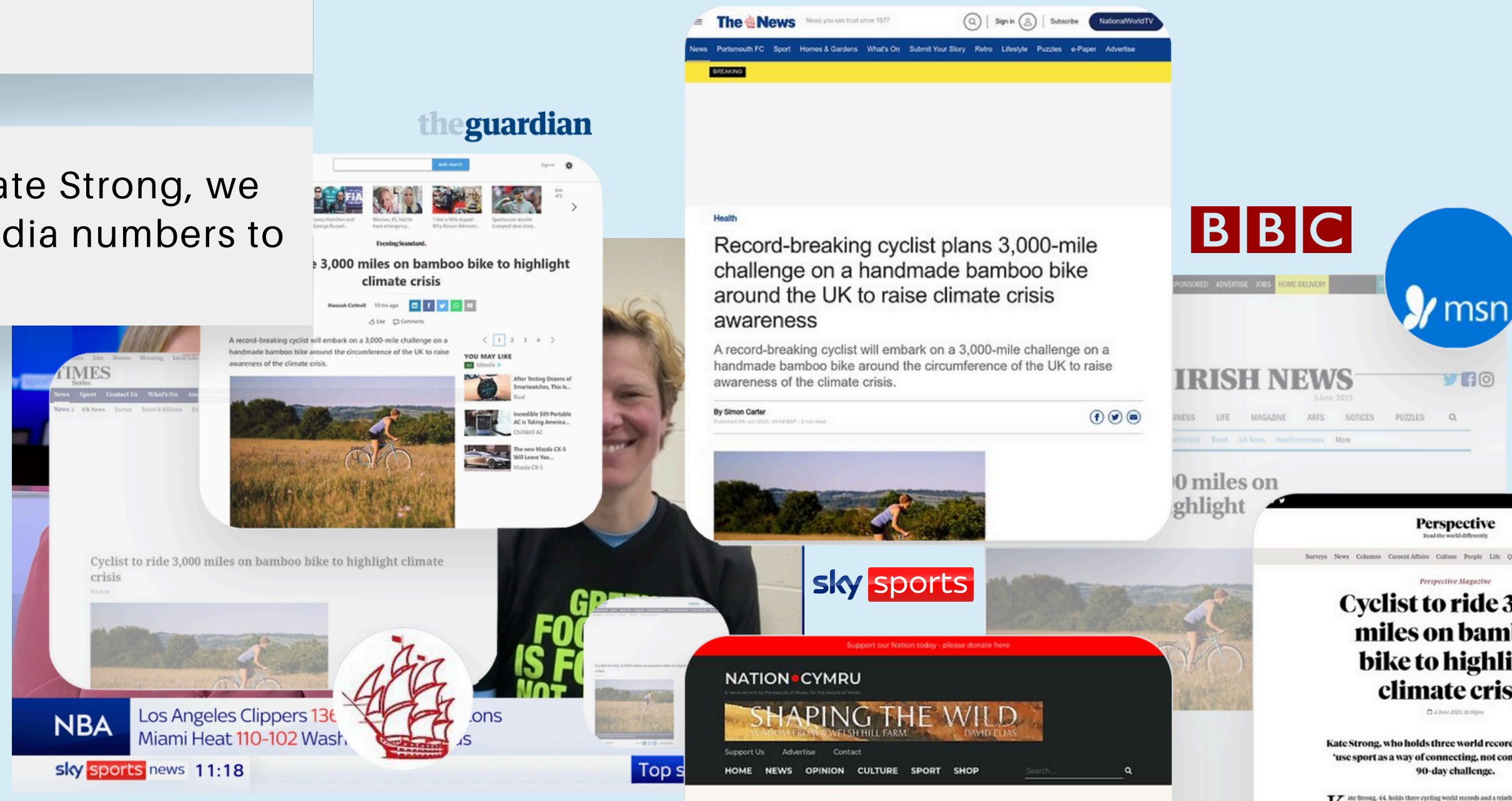


POTENTIAL REACH

Projected brand exposure & reach

- National TV, radio, newspaper & magazine exposure
- 240+ pieces of coverage
- 5.79M estimated views
- 4.79Bn audience

Based on previous events organised by Kate Strong, we anticipate, at the least, similar exposure media numbers to 2023 coverage:



PARTNERSHIP OPTIONS

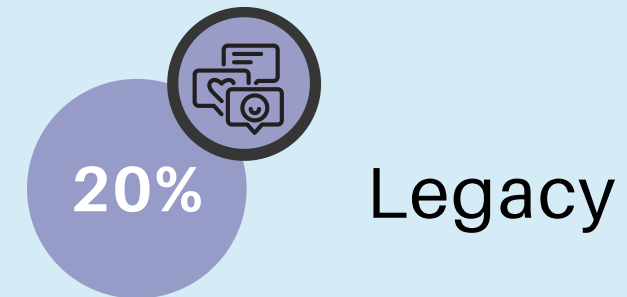
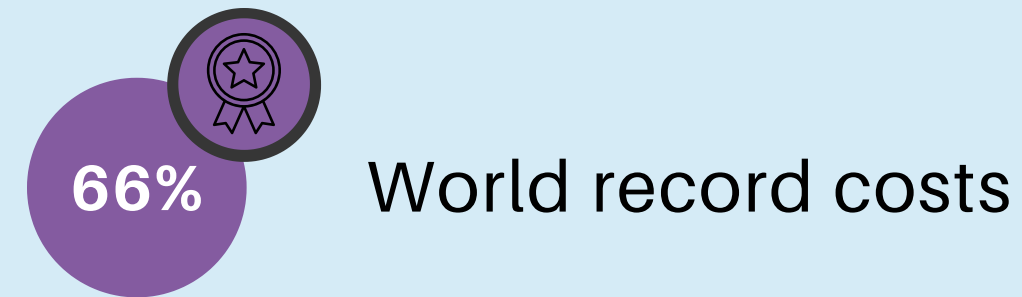
CONNECT YOUR BRAND TO THIS RIPPLE OF CHANGE

| | HEADLINE | SPONSOR | SUPPORTER |
|---|--------------------------------|-------------------------------|--------------------------|
| Logo at official World Record locations | ✓ All locations | ✓ 1 location | ✓ |
| Employee volunteer day opportunity for CSR | ✓ 50 employees | ✓ 15 employees | ✓ |
| Brand visibility in Legacy literature: documentary, books, school workshops & community blueprint | ✓ | ✓ | ✓ |
| Recognition in press releases & social media posts | ✓ | | |
| Permanent presence on Taff Tidy website | ✓ Logo, link & 'about' | ✓ Logo & link | ✓ Logo |
| Featured in email blasts to participants | ✓ Dedicated featured emails | ✓ General attendees emails | ✓ Event communication |
| Official World Record poster | ✓ | ✓ | ✓ |
| Corporate event hosted by Kate Strong or Dr Numair Masud | ✓ 2 | ✓ 1 | ✓ |
| INVESTMENT | £5,500 | £2,500 | £500 |

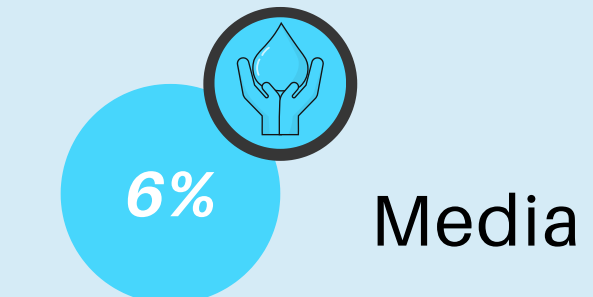
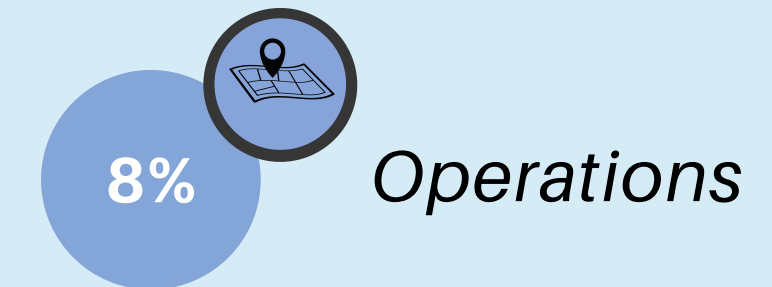
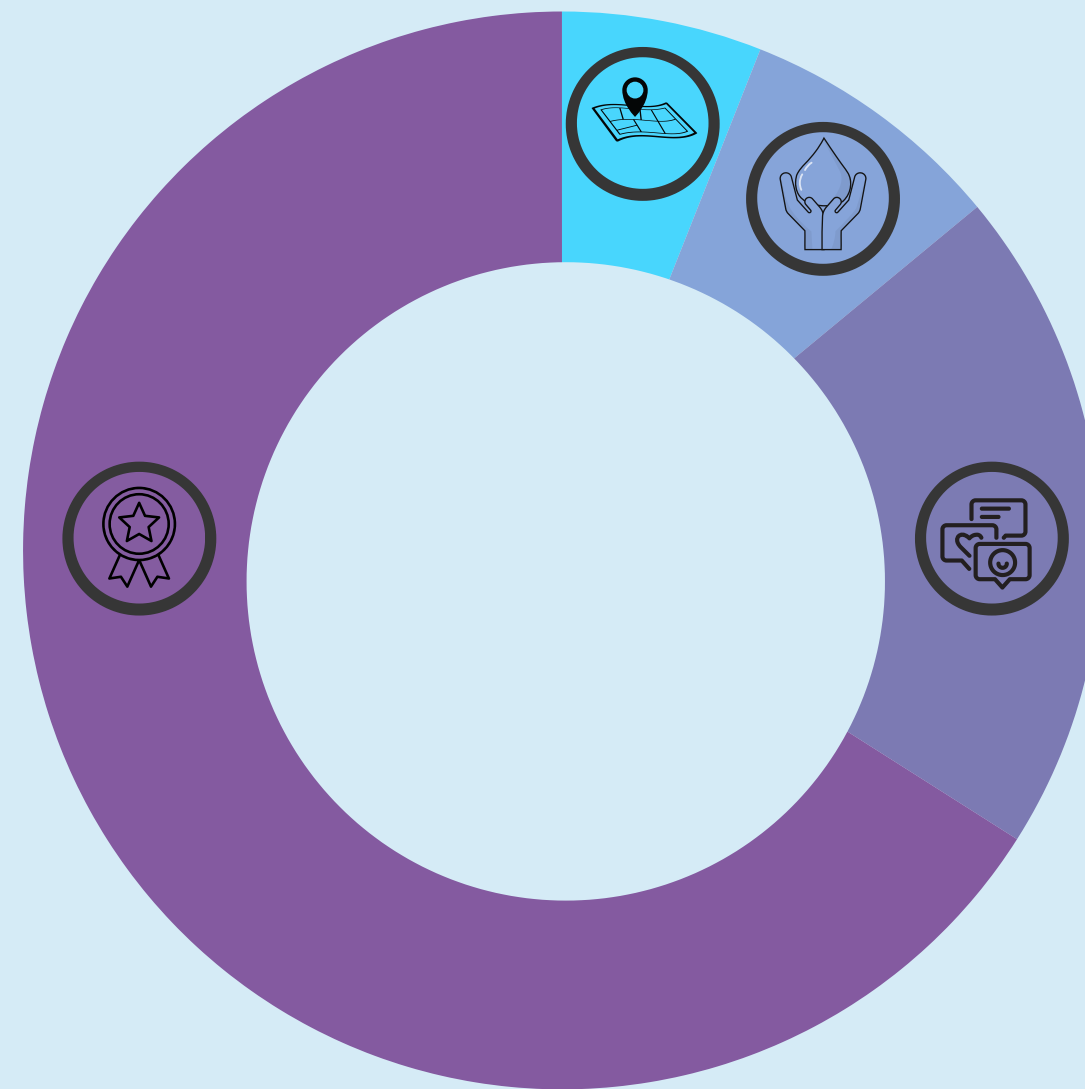
Other sponsorship levels welcomed, please contact Kate

COST BREAKDOWN

What your investment is contributing



Both Kate & Numair are unpaid volunteers for this project.



GET IN TOUCH

WWW.KATESTRONG.GLOBAL/TAFF-TIDY

*Please reach out if you are interested
in partnering with Taff Tidy:*

Kate Strong

E: kate@katestrong.global

M: 07481 899 889

Kate: <https://www.linkedin.com/in/katestrong01/>

Numair: <https://www.linkedin.com/in/numair-masud-3672ba195/>

University profile: <https://profiles.cardiff.ac.uk/staff/masudn>

