



HM Coastguard

COAST CLEVER

HM Coastguard safety campaign

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HM Coastguard

Coast Clever

Campaign introduction

HM Coastguard is called to around 36,000 incidents each year, with peak times during the summer holidays and half terms. Despite equal recognition of risk between genders, men are far more likely to have a fatal accident and in 2024 males accounted for 84% of all drownings in the UK. This campaign aims to reshare coastal safety messaging with our primary audience of males under 30 years of age, encouraging positive behaviours and reminding them of common dangers at the coast.

Coast Clever focuses on four key themes - tidal cut off, offshore winds, cliff safety and mud.

This toolkit will help you share the key safety messages.
We have included a range of resources to promote the campaign on your channels and local area.



HM Coastguard

Social assets

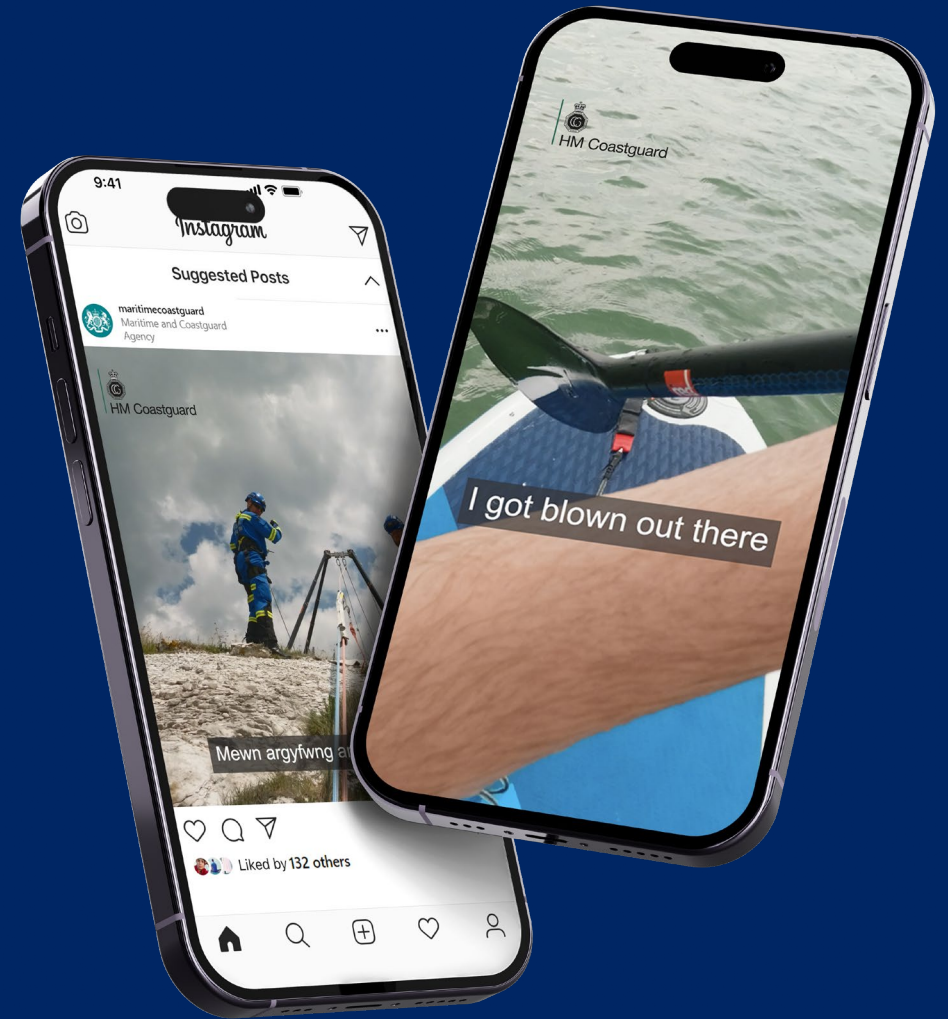
To help spread the safety messaging, we're sharing our assets for you to use across your social media channels. Where possible, please use the videos rather than the still images as social media algorithms prioritise video content.

We've also included some suggested copy for posts on the following page, which covers the relevant risks and behaviours.

[Click here to view and download the social media assets \(English\).](#)

[Click here to view and download the Welsh social media assets.](#)

[Click here for the 1x1 stills \(English and Welsh\).](#)



Social copy

Simply copy and paste the below into your social posts.

Mud:

Low tides can expose dangerous sinking sand and mud at the coast.

Look for the yellow warning signs and stay clear on your visit – never try to cross mud as a shortcut because you can easily get stuck.

- Check the tide times before you leave home.
- Watch out for the yellow warning signs.
- If you do get stuck, lean back to spread your weight.
- Stop other people from trying to help you as they might get stuck too.

In an emergency at the coast, call 999 and ask for the Coastguard.

#CoastClever

Tide:

Don't get trapped by incoming tides. Rapidly rising sea levels at the coast can trap you with very little warning, leaving you in serious danger.

Stay safe and reduce the risks:

- Check the weather forecast and tide times before you go.
- Tell someone where you're going and when you'll be back.
- Set off for a walk when the tide is going out, not coming in.
- Ensure you take a charged phone.

In a coastal emergency, call 999 and ask for the Coastguard.

#CoastClever

Offshore wind:

Offshore winds at the coast can be dangerous. If you're using a paddleboard or kayak, the wind can quickly sweep you out to sea and make it extremely difficult to return to shore.

- Avoid paddleboarding when the wind is blowing from the land out to sea.
- Don't paddle out if you see an orange windsock.
- Never use inflatables in the sea.
- If you're in trouble, stay with your paddleboard or kayak so rescue teams can see you.

#CoastClever

Cliffs:

Rocks and cliff falls can happen at any time and getting too close to the edge or base of the cliff can put you in serious danger.

Stay safe and reduce the risks:

- Stay well back from cliff edges.
- Keep to the proper signposted paths.
- Wear sturdy shoes.

In a coastal emergency, call 999 for the Coastguard.

#CoastClever



Social copy (Welsh)

Simply copy and paste the below into your social posts.

Mud:

Ar yr arfordir, gall llanw isel ddod â mwd a thywod sy'n suddo i'r amlwg, felly byddwch yn wyladwrus. Mewn argyfwng ar yr arfordir, ceisiwch ymestyn eich corff yn lletach a ffonio 999 a gofyn am Wylwyr y Glannau.

Low tides can expose sinking sand and mud at the coast, so look out for warning signs. In a coastal emergency, spread your weight and call 999 for the Coastguard.

Tide:

Peidiwch â chael eich dal gan y llanw. Cynlluniwch o gwmpas amseroedd y llanw a dweud wrth rywun ble ydych chi'n mynd. Mewn argyfwng ar yr arfordir, ffoniwch 999 a gofyn am Wylwyr y Glannau.

Don't get trapped by incoming tides. Plan around tide times and let someone know where you are. In a coastal emergency, call 999 for the Coastguard.

Offshore wind:

Gall y gwynt eich chwythu allan i'r môr yn gyflym. Os byddwch mewn trafferth, arhoswch gyda'ch padlwrdd neu gaiac. Mewn argyfwng, ffoniwch 999 a gofyn am Wylwyr y Glannau.

The wind can quickly blow you out to sea. If you get in trouble, stay with your paddleboard or kayak. In an emergency, call 999 for the Coastguard.

Cliffs:

Gall clogwyni gwympo ar unrhyw adeg, a gall mynd yn rhy agos at yr ymyl fod yn beryglus iawn. Mewn argyfwng ar yr arfordir, ffoniwch 999 a gofyn am Wylwyr y Glannau.

Cliff falls can happen at any time and getting too close to the edge can put you in serious danger. In a coastal emergency, call 999 for the Coastguard.



PR film

The PR film features singer and comedian Arthur Hill. Arthur fulfils the persona of a young male city dweller who is not as familiar with the dangers at the coast or how to keep himself and his mates safe.

The tone of the video is humorous with a serious message – never underestimate the coast.

Arthur Hill commented on his involvement: *“During filming, I was surprised at how quickly I could see the tide coming in from the safety of the cliff top. The coastguard rescue teams did a brilliant job of demonstrating what a cliff rescue is like, but I certainly wouldn’t want to get caught out and will be checking tide times ahead of my future visits to the coast.”*

[Download the PR film here](#)



Social copy to accompany the PR film

Simply copy and paste the below into your social posts.

Despite equal recognition of risk between genders, men are far more likely to have a fatal accident - in 2024 males accounted for 84% of all drownings in the UK.

Stay Coast Clever this summer with these simple tips:

- Check tide times before you go – an outgoing tide is best for a coastal walk as it will give you plenty of time to get back without getting cut off
- Make sure your mobile is fully charged
- Tell someone where you're going and what time you're likely to be back
- In a coastal emergency, call 999 and ask for the Coastguard

Comedian and musician Arthur Hill got involved in helping us to raise awareness. He commented: "I was surprised at how quickly I could see the tide coming in from the safety of the cliff top. The coastguard rescue teams did a brilliant job of demonstrating what a cliff rescue is like, but I certainly wouldn't want to get caught out and will be checking tide times ahead of my future visits to the coast."



#CoastClever #SearchAndRescue

360 video

We captured an innovative 360-degree video with one of our Coastguard Rescue Teams, to give viewers first-hand experience of what it's like to be cut off by the tide. This interactive video provides a new perspective as part of the summer coastal safety campaign.



[View the 360 video on YouTube](#)



Case study

Focusing on a story of two students who were cut off by the tide in Penarth, Wales.

[Read the full story on our website](#)

[View the video on YouTube](#)



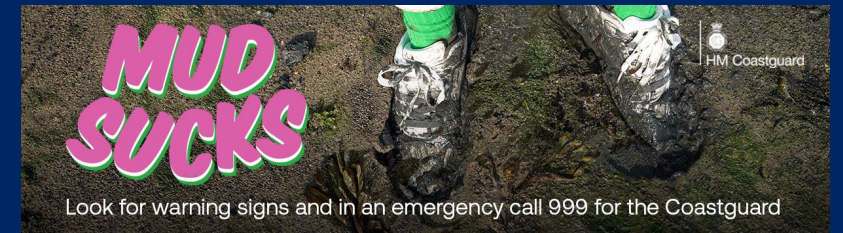
Email signatures

We have created email signatures to help spread awareness of the campaign in day-to-day correspondence.

When adding these banners to your email signature, please insert the link onto the banner image. To do this (in Outlook) please click the image so that it's highlighted (as below) then click the 'insert link' icon found in the tools ribbon:



In the new window that opens, paste <https://hmcoastguard.uk/coast-clever> into the 'Web address (URL)' box:

A screenshot of the "Insert link" dialog box in Outlook. The "Display as" field shows a preview of the banner. The "Web address (URL)" field contains the text "https://hmcoastguard.uk/coast-clever". There are "OK" and "Cancel" buttons at the bottom.

[Click here to download the email signatures](#)

**MUD
SUCKS**

Don't get stuck,
look out for warning signs.

In a coastal emergency,
call 999 for the Coastguard.

Scan for coastal
safety tips or visit
bit.ly/coastclever



Posters

These posters were designed for out of home advertising (spaces such as poster sites and train stations) however can also be downloaded and printed yourself.

[Download the posters \(PDFs\) here](#)

Key safety tips

HM Coastguard's top tips for staying safe at the coast:

- Check the weather forecast and tide times before you set off
- Cliffs can be unstable so stay clear of cliff edges and bases
- Watch out for warning signs for mud and never cross it as a shortcut
- If you do get stuck in mud, lean back to spread your weight
- Avoid water sports when the wind is blowing from land out to sea
- Tell someone where you are going and what time you'll be back
- Take a fully charged mobile phone

In a coastal emergency, call 999 and ask for the Coastguard



How you can get involved

You can help to influence safer coastal behaviour by supporting this campaign through your own channels. For example:

- Use a range of digital and social resources on your social media and digital channels (if you require bespoke formats that are not currently included in this toolkit, please email public.relations@mcga.gov.uk to make a request).
- Reshare the campaign's social posts from The Maritime and Coastguard Agency's [Facebook](#), [Instagram](#), [X](#) and [Linkedin](#) using #CoastClever.
- We're always looking for new partnerships therefore if you'd like to work with us on something specific or tailored for your audience, please get in touch on at public.relations@mcga.gov.uk





HM Coastguard

To Search
To Rescue
To Save

Thank you

Thank you for supporting the Coast Clever campaign. With your help we can communicate the dangers at the coast and save lives.

For press or media enquiries, please email
public.relations@mcga.gov.uk

For more information visit
hmcoastguard.uk/coast-clever



Maritime &
Coastguard
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