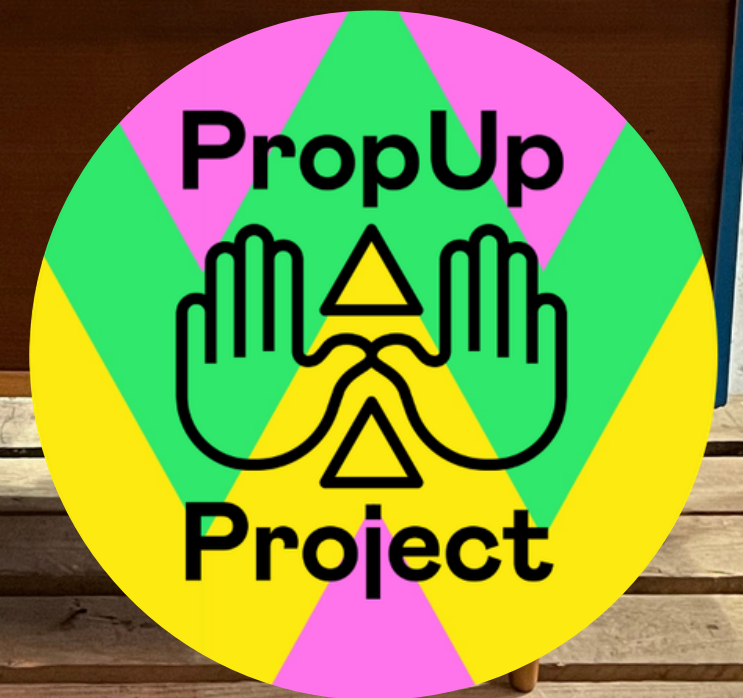


PropUp Project

Case for Support

Helping the film and television industry transform waste into lifelines for people in need



PropUp Project

Executive Summary

The UK TV and film industry spends billions each year creating productions that leave behind vast quantities of perfectly usable props, sets, furniture, costumes and equipment – much of which ends up in storage or waste streams once filming ends.

PropUp Project turns this challenge into an opportunity. We recover surplus production assets and redistribute them to communities in need, reducing waste, lowering costs and creating measurable social impact.

To date, we have redirected **50,000+ items from productions to 300 community organisations across the UK**, benefiting thousands of people and extending the life of valuable resources.

We are looking for **£200,000 investment** to expand our staffing, warehouse capacity and technology, so we can scale our proven model – **transforming industry surplus into community benefit** and **helping make circularity standard practice across UK film and television production.**

Cutting Production Costs. Impacting Community. Reducing Waste.



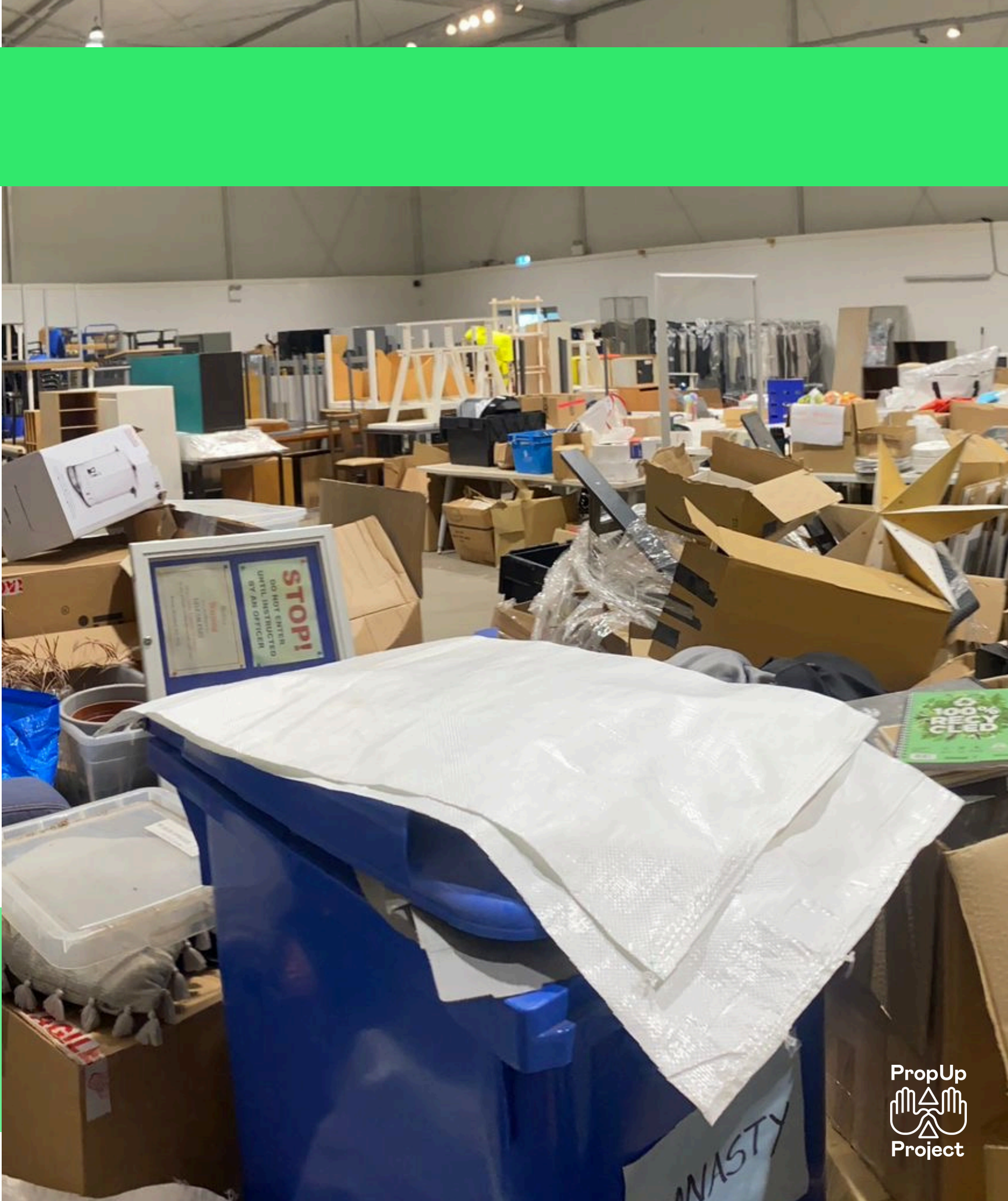
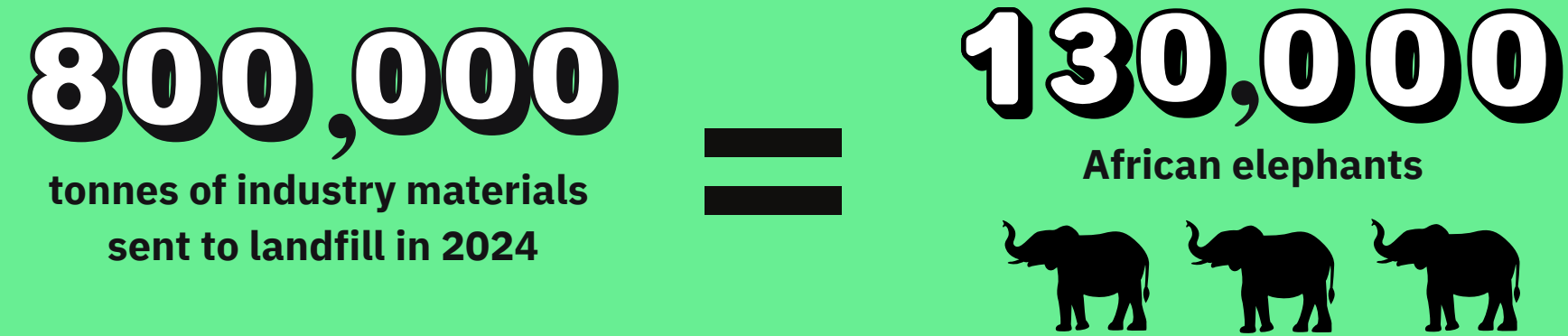
Up & Running Winners

Industry *Problem*

The UK film and TV industry is thriving; production spend hit £6.8 billion in 2025. Behind the scenes lies a quieter consequence. An average production allocates 10-25% of a production budget to props, sets, and costumes – and in 2024, **800,000 tonnes of industry materials ended up in landfill**. Perfectly usable items, wasted, because there is no practical route for reuse.

Meanwhile, sustainability is no longer optional. **Broadcasters and funding bodies now require green protocols** at every stage of production. The industry is mandated to do better, but without the infrastructure to make “better” possible.

Historically, productions have had two options at the end of filming: **storage or landfill**. Reuse exists in theory, but the maths rarely works. Storage is expensive. Unless the savings from reusing an item outweigh the cost of storing it, landfill wins by default.



References: BAFTA Albert Accelerate Report, 2025; The Times, 2025; The Guardian (various); Time Magazine; ITV News, 2025;

Community *Problem*

Meanwhile, charities, schools, community groups and grassroots organisations across the UK are struggling with rising demand and falling resources.

83% of UK charities reported rising demand for their services over the last 12 months according to Charities Aid Foundation research. Homelessness is on the rise, our schools are underfunded, there's a cost of living crisis.

Production materials often include clothing, shoes, sports equipment, homeware, stationery, art supplies and more.

The items being thrown away by production companies are the exact items desperately needed by our community.



6 MILLION
people in the UK live
in furniture poverty

79%

of primary teachers report using their
own money to pay for classroom supplies



References: CHAIN Homelessness Database, 2024/2025; National Foundation for Education Research, 2024; End Furniture Poverty in the UK, 2023

PropUp Solution: *Connect The Two Worlds*



PropUp Project tackles two connected global challenges at once – excessive industry surplus and widespread resource scarcity.

Through the redirection of production resources into communities that need them most, we're able to reduce the large scale waste to landfills and save production companies money on storage and landfill fees.

It's in the name...



[Link to Theory of Change](#)

PREVENT unnecessary waste

REDISTRIBUTE items to those who need it most

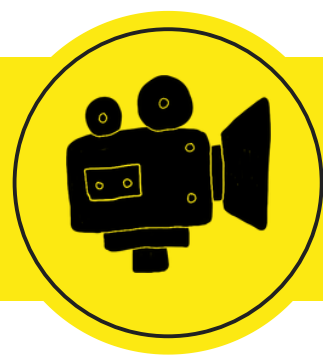
OPERATE effective and efficient circular economy model

PROVIDE powerful impact data

UPLIFT local communities with life-changing resources

POSITIVELY impact people and planet with reuse

How We Do It: *Production Companies*



Whether it's a delivery to one of our hubs or working on a production location, **PropUp create a seamless process from first contact to final collection.**

We meet with productions, studios and department teams to assess timelines, logistics and surplus. We work on set or within storage spaces to **inventory, organise and coordinate items for our rehome, resell and recycle channels.**

Through our vast network and **rapid end-to-end clearance service**, we're able to **meet the tight turnarounds of production while taking all the hassle off production teams** and provide **detailed impact reports** upon completion.

*There are nowhere near enough fabulous words in the dictionary to describe how much **PropUp help elevate a production's sustainability efforts...***

Charlotte Bateman, CPL Productions

Why Us?

PropUp Project was founded by former TV producers Emma and Kate, with over ten years experience of the realities of production. Our industry background gives us a clear understanding of how sets operate, the pressure crews face, and the speed productions require — making us uniquely placed to create solutions that truly work for the industry.



How We Do It: *Rehome to Community*



Through PropUp, **organisations can access essential resources they would otherwise be unable to afford.** Our donations ensure their **funds and efforts can be redirected to deliver frontline support.** We work with charities, schools, community groups, theatres, emergency housing, youth clubs and more.

As each set, prop and costume is different, so are the groups we support. We spend time **connecting to local organisations and councils, verifying all recipients, and building community relationships** to make sure we're donating exactly what people need.

Case Study: *A League Of Their Own*

- **5,661 items** redistributed
- **38 recipient organisations** (schools, youth projects, sports charities, animal shelters, etc.)
- **97% donated**
- **£50,151 estimated donation value**



How We Do It: *Resell for Revenue*



By reselling select items, we support our business revenue and all profits are reinvested into our *Rehome* operations. It's also a place where industry can buy props and costume **for reuse on screen**, and fans can purchase exciting pieces from their favourite shows.

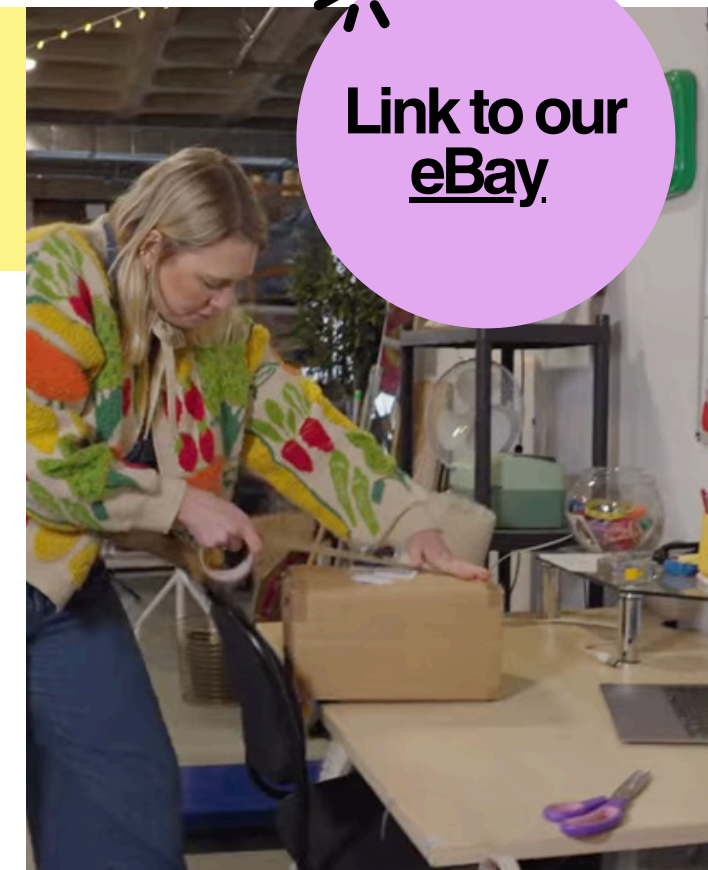
Through our relationships with art and costume departments, we've learned that **productions regularly source antique and modern items on eBay** – keeping valuable resources circulating within the industry. Our partnership with eBay therefore **supports ongoing industry reuse** while also **reaching a wider public audience**.

100% POSITIVE REVIEWS!

Lovely, a little piece of history! Thank you! ★★★★★
Vintage Terry De Havilland metallic blue open-toe platform wedge heels

Great plate !!! Love it packaging amazing ! ★★★★★
SKY ARTS: dinner plate designed by Joe Lycett:

Lovely item ,just as described. Fast reliable communications. 5STAR++++ Many thanks. ★★★★★



How We Do It: *Recycle Responsibly*

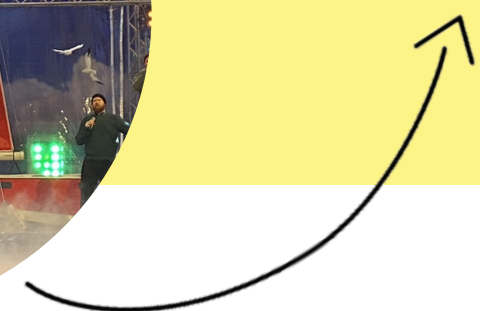


We **partner with creative reuse initiatives and up-cyclers** to repurpose and **reuse** before turning to our **trusted recycling suppliers**.

Our first priority is to **handle confidential, branded and IP-sensitive items** to ensure they are **managed appropriately and securely**. We then photograph, document and stage items for clear tracking and accountability throughout the recycling process. Finally, we **coordinate safe, compliant recycling logistics with our approved partners** to ensure materials are processed responsibly.

Reuse Case Study: *Branded Boat Sails to Canvas Bags*

Instead of going to waste or material recycling, this boat sail was repurposed into bags and beach wind breaks – giving this prop a second life beyond the set.

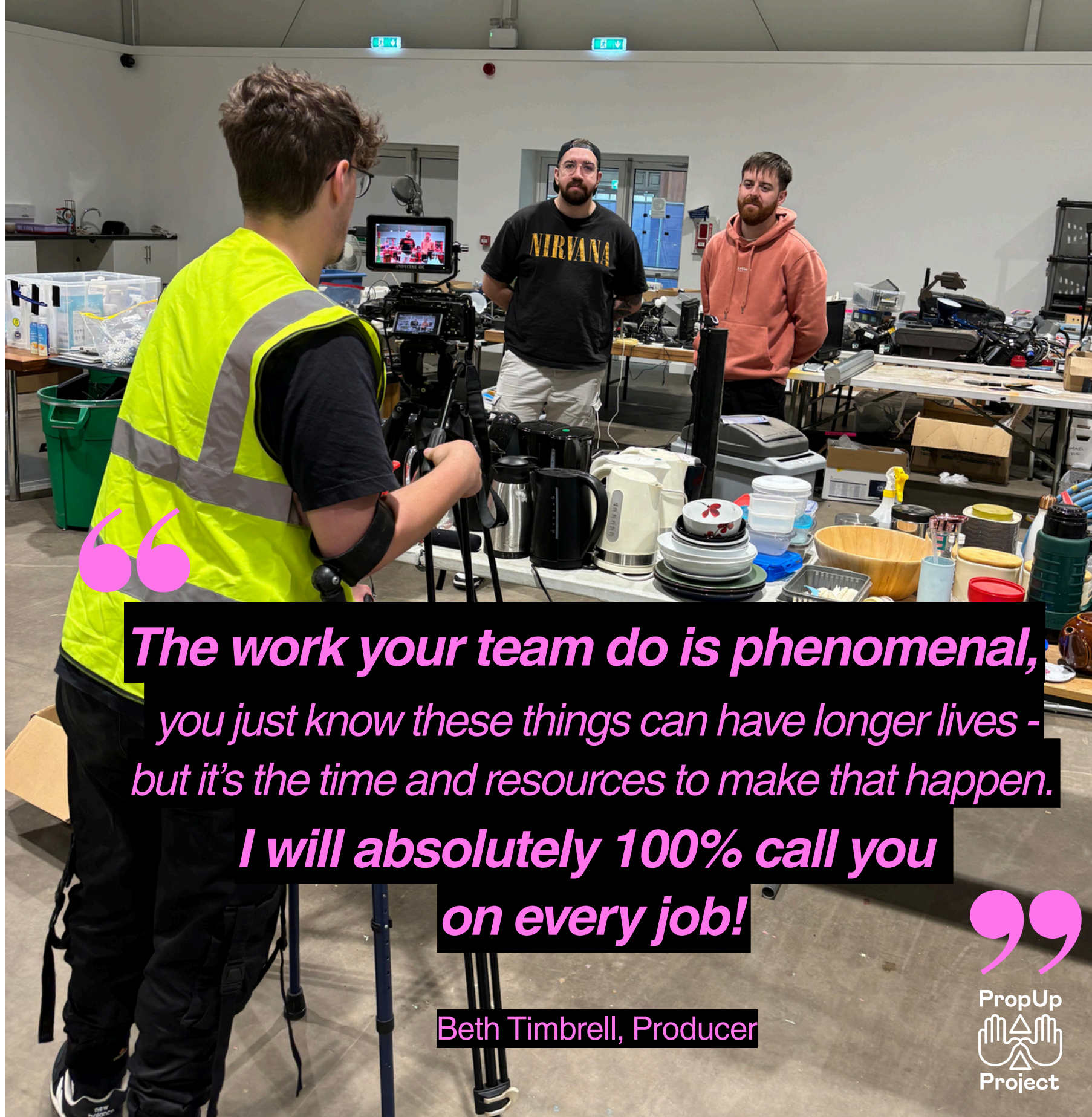
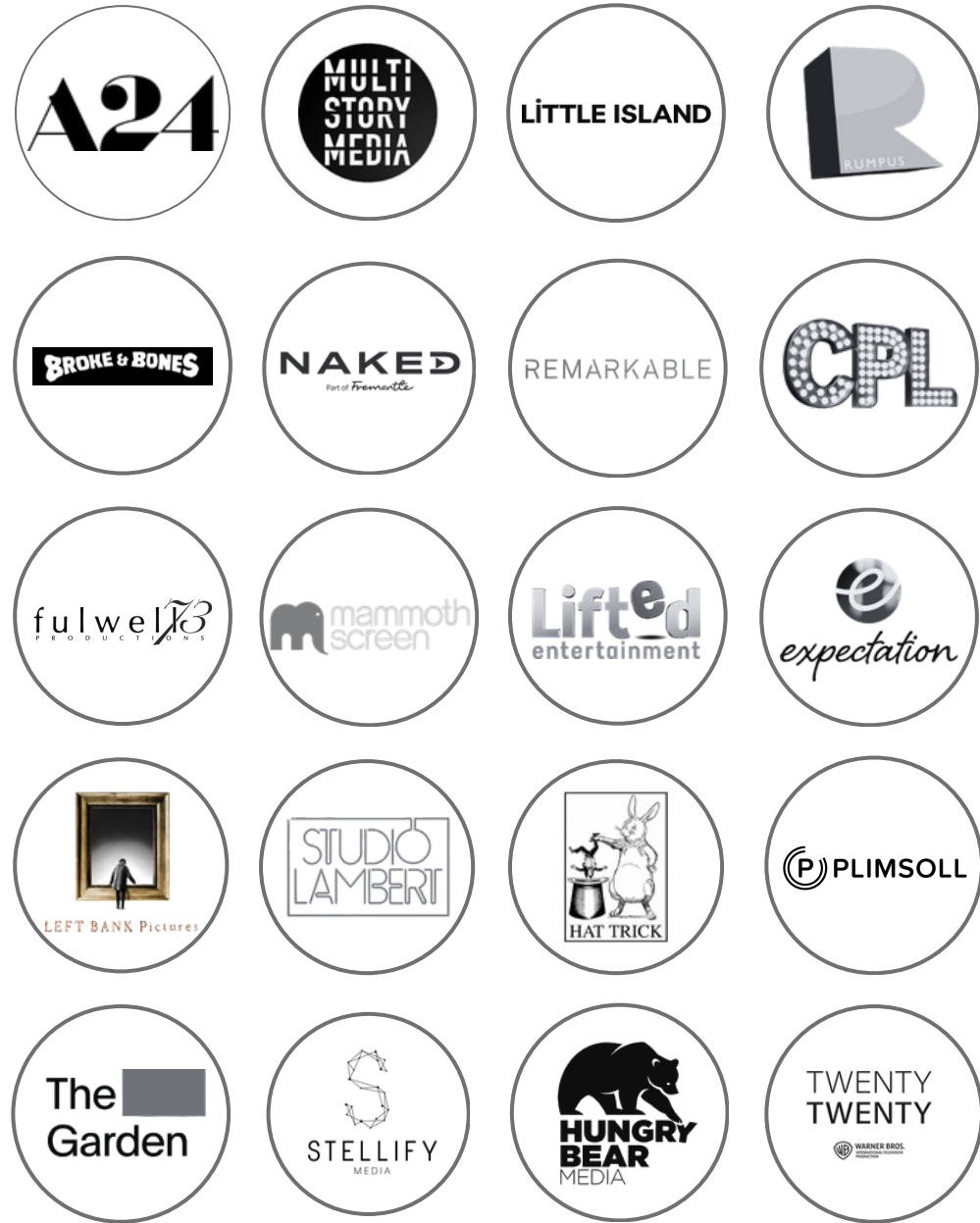


Our Clients

Broadcasters & Streamers



Production Companies



The work your team do is phenomenal, you just know these things can have longer lives - but it's the time and resources to make that happen. I will absolutely 100% call you on every job!

Beth Timbrell, Producer



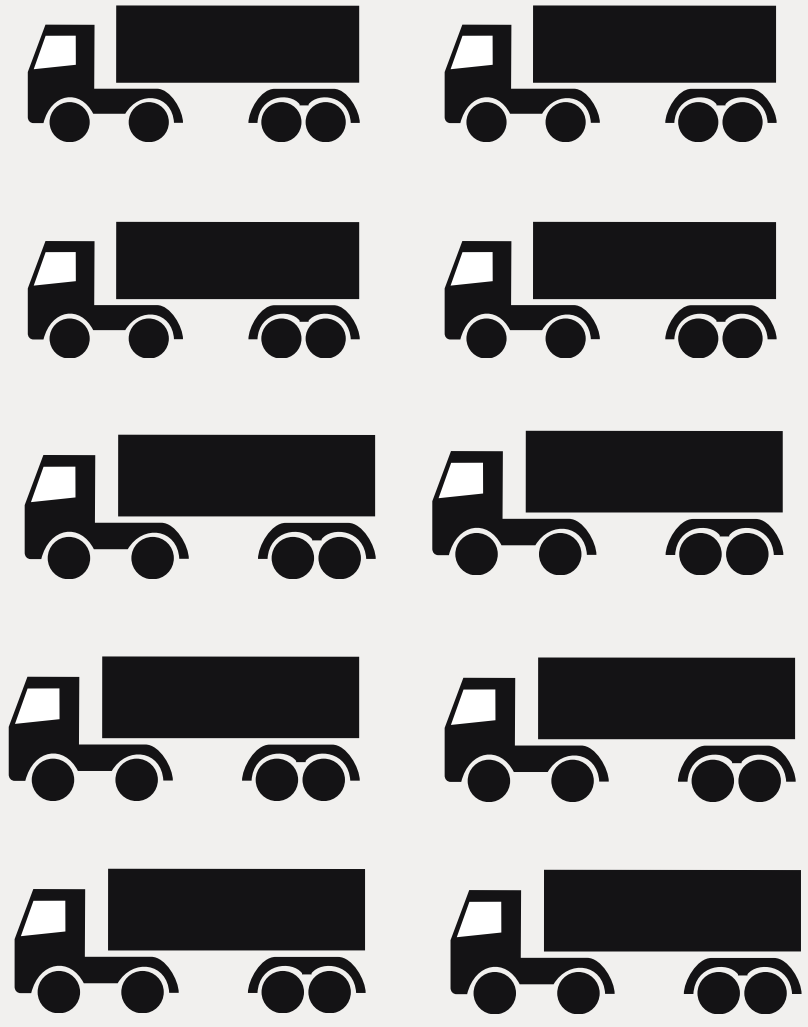
Industry *Impact*

To date we've supported 64 productions nationwide, aiding them with clearance, boosting their ESG credentials and saving them money.

Case Study: When a major production was facing landfill costs for 10 x 44 tonne trucks full of surplus, PropUp stepped in. We redistributed all of it; donating these items to causes who needed them, preventing unnecessary waste and **saving the production £600 in the process.**

Option 1: Disposal

10 TRUCKS FULL OF SURPLUS



LANDFILL

Option 2: The PropUp Way

2,391

ITEMS REHOMED
TO COMMUNITY
CAUSES

26

CHARITIES AND
NON-PROFITS
SUPPORTED



Community *Impact*

52,762

ITEMS REDISTRIBUTED
IN FIVE YEARS

291

BENEFICIARIES

(charities, schools, community centres,
shelters, theatres etc.)

1,984 T-SHIRTS

donated to homeless shelters, sports club,
refugee charities and schools to provide
essential basics to people with nothing.



“ PropUp Project is a fantastic partner for us as a small charity **supporting survivors of domestic abuse** who have been given empty accommodation, **often without floor and in urgent need of decorating**. The products they donated were **beautiful, in new condition** and we now have enough items to **support multiple women and their children** with furnishing their homes for the future. ”



621 BEDDING ITEMS
helping provide a comfortable night's sleep for
those in emergency housing.

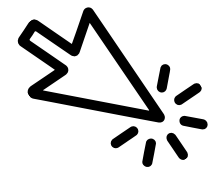
Community *Impact*

700

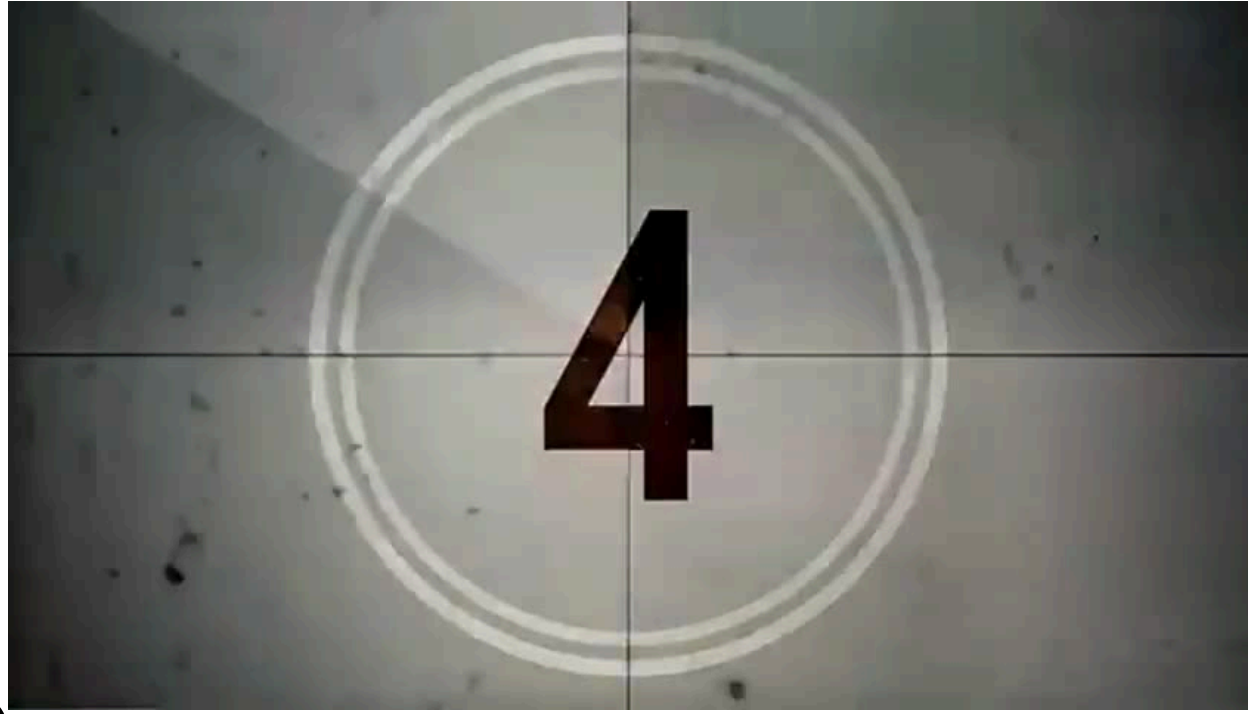
TONNES DIVERTED FROM LANDFILL

*Calculation is an estimation based on internal data

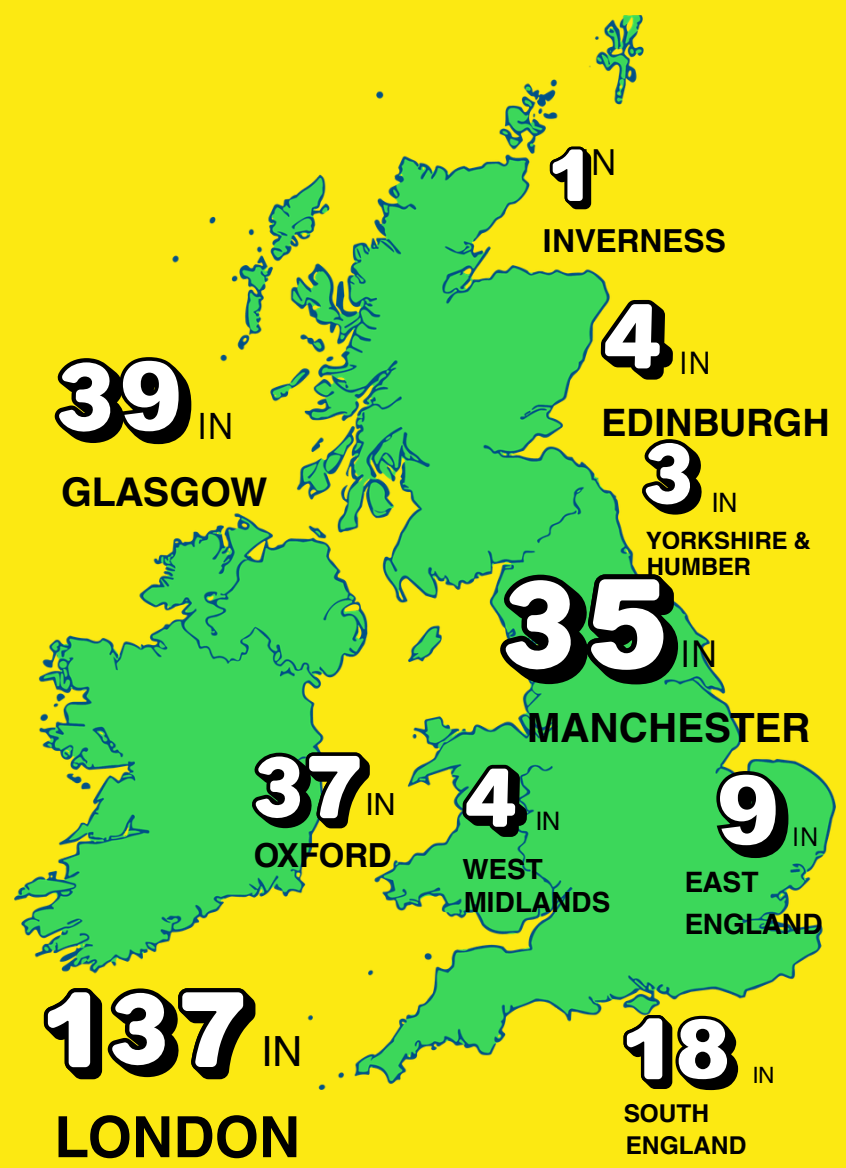
“Your donations will make children smile. Parents be parents again. Sheets, pillowcases, pillows, quilts and blankets will keep children warm in clean beds, aid their sleep, help them wake refreshed and ready to learn in the morning. Saucepans help their parents cook wholesome meals. Towels to dry them after baths and showers (many, many families we support have no towels or use tea towels).
You explained how you are driven to stop waste in the film industry. I hope you can see what a difference this makes in our world.”



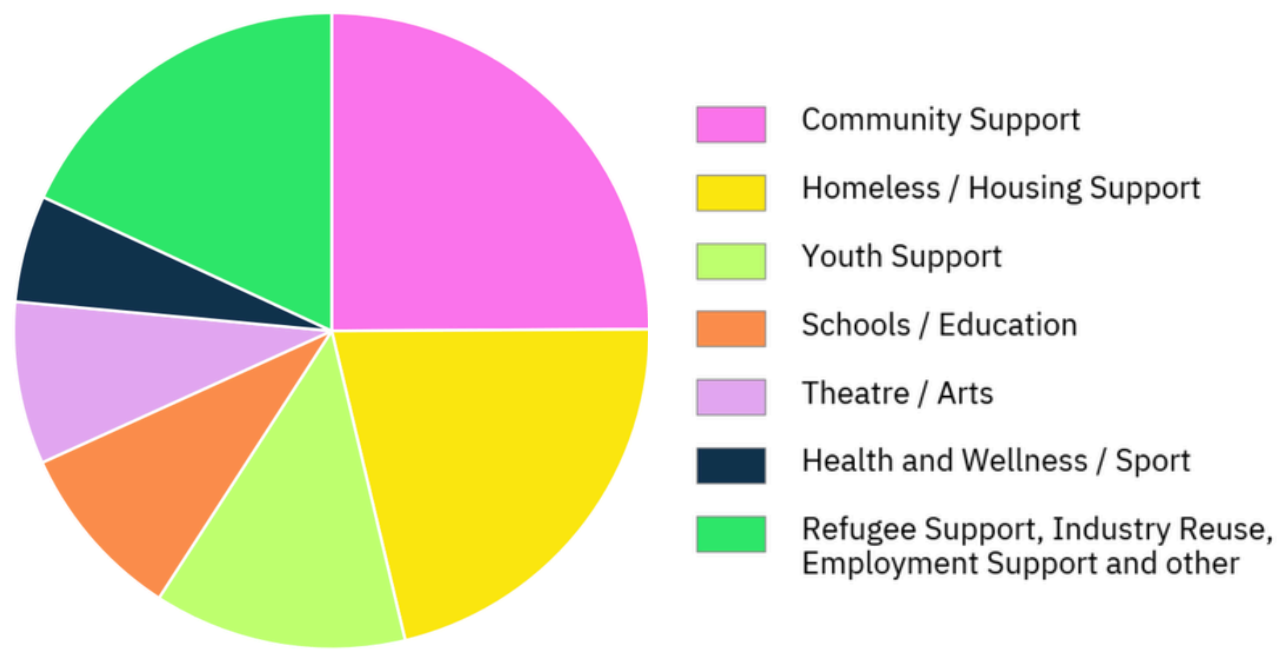
CLICK HERE FOR OUR IMPACT VIDEO



UK RECIPIENTS



DONATIONS BY CATEGORY



The Ask: *Help Us Get There!*

For almost five years, PropUp has been two people.

Two people doing the accounts, the sales, the marketing.

Two people coordinating volunteers, managing the hubs, leading outreach.

Two people unlocking the doors in the morning and locking up at night.

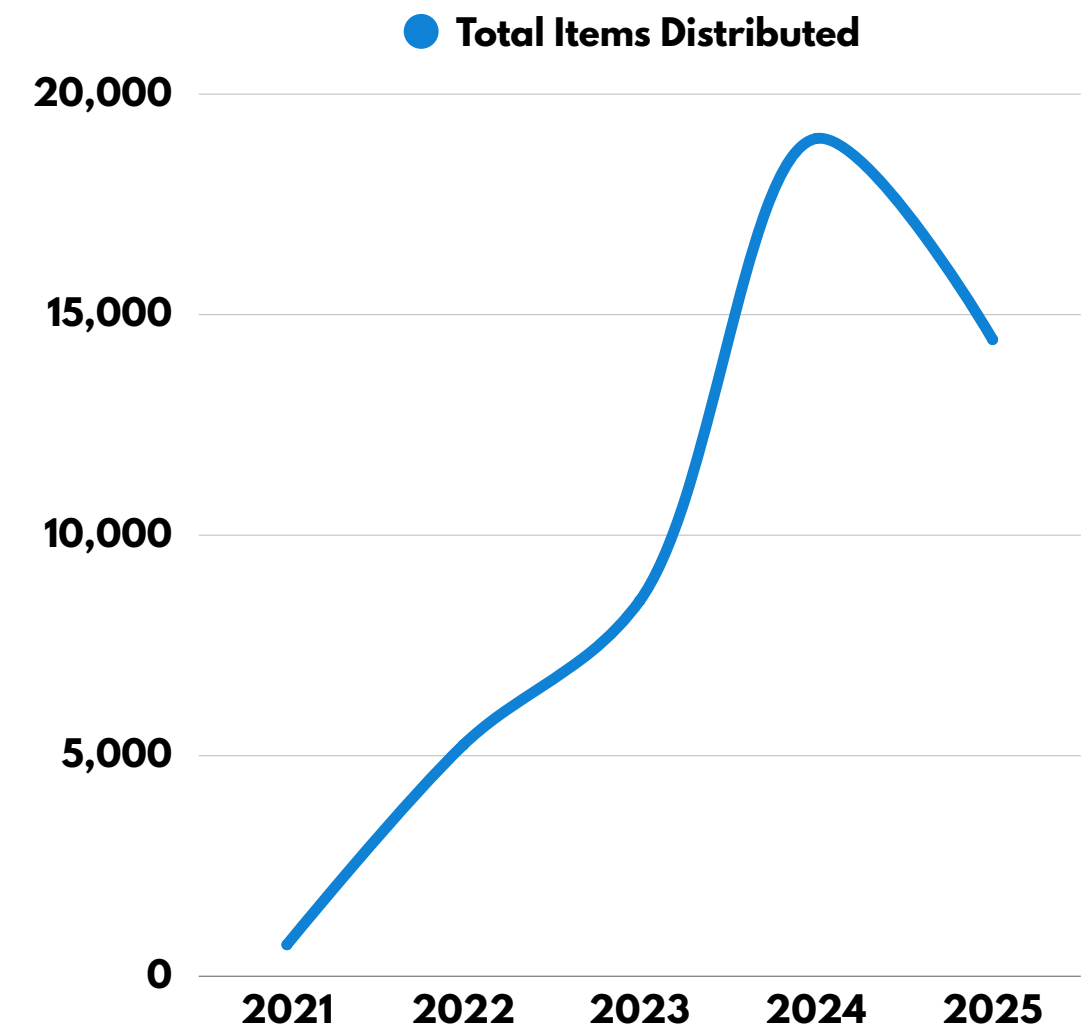
We've built PropUp Project from nothing. The graph shows this — look at the climb. Then look at 2025. That dip isn't a loss of demand. **The need has never been greater.** It's the sound of a ceiling being hit. Storage maxed out.

Productions turned away. Two people who have given everything they have and cannot give more without something breaking.

We are asking for £200,000.

Your support would enable us to build upon what PropUp Project has been doing on goodwill since 2021. The people, the space, the systems to turn the organisation into something built to last.

With the right support behind us, this is what we could do...



Our Vision: *What £200,000 Builds*



PLACES

We need a bigger, permanent facility.

With more space, we could increase...

- Volume (of items)
- Size (of set / props)
- Number (of jobs)

Cost Breakdown:

Community distribution Centre – £55,000
P/T Community Relations Manager – £20,000



PEOPLE

We need a bigger support team.

More people enable us to scale our organisation, bring in the right expertise and boost our impact.

Cost Breakdown:

Head of Operations – £40,000
Sustainability & Impact Officer – £35,000
P/T Sales Assistant – £20,000



PLATFORM

We need additional funding to develop our platform.

We have a prototype for a platform that will manage our entire operation, transform the industry's reporting and increase outreach.

Cost Breakdown:

Platform Software – £10,000
P/T Platform Manager – £20,000

Call to *Action!*



Become a PropUp Patron.

Help us raise £200,000 to turn five years of proven impact into something permanent.

Let's talk.

Email hello@propup.uk to book a 20-minute call, and we'll talk you through exactly how your investment can make all the difference.



Your work is so impactful you might change our corporate policy here.

Charly Conquest, Sky



www.propup.uk
hello@propup.uk

