

# Bristol Big Give

## Wrap Up Report 2014

UNIVERSITY OF BRISTOL STUDENTS' UNION  
ON BEHALF OF THE BRISTOL STUDENT COMMUNITY PARTNERSHIP



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*“I’d like to thank the students, fellow researchers and residents of Bristol for their outstanding contribution as part of the Bristol Big Give. The 6500 bags donated could translate to over £150,000 for the BHF, which means funding for a three year research project, covering the costs of research equipment, laboratory materials and researcher salaries. Your generosity will enable us to continue our research into heart disease and help us develop new tests and treatments that could save thousands of lives.”*

**Gianni Angelini, BHF Professor of Cardiac Surgery  
University of Bristol**



## Overview

Bristol Big Give is an annual campaign organised by the Bristol Student Community Partnership, a collaboration between the University of Bristol, University of Bristol Students' Union (UBU), University of the West of England, University of the West of England Students' Union (UWESU), and Bristol City Council.

The campaign collects unwanted items donated by students living in halls of residence and privately owned accommodation and distributes them to over a dozen charities, as well as increasing awareness of responsible waste management including recycling and composting.

A vast range of goods were donated including kitchenware, clothes, food, sports equipment and books. Students in private accommodation donated at twenty temporary public British Heart Foundation donation points during the campaign which ran from 1 May – 7 July.

Overall students donated over 72 tonnes of reusable goods, in turn this could raise up to £180,000 for local and national charities.

This report presents collection data and evaluation by key partners. Community Associations and Neighbourhood Partnerships are invited to contribute feedback on campaign.



## Donations Results

As of Monday 4<sup>th</sup> August, 9042 donation bags have been collected. This figure equates to 72.336 tonnes and up to £180.840 assuming each bag weighs 8kg and is worth up to £20. An additional 6.5 tonnes of donations were collected from University of Bristol halls of residence and distributed to local charities. Bristol Big Give is currently leading nationally at the time of writing this report.

Whilst the campaign targets students moving out over the summer months, local residents have also enjoyed the convenience of donation banks and have contributed to the success of the campaign.

The majority of student move in late May and early June with another major peak in donations around 1<sup>st</sup> July when student housing contracts begin. Bristol Big Give will run a mini campaign from mid-August until September for Pre-Session English Language Programme and Postgraduate students.

### British Heart Foundation – City

British Heart Foundation worked closely with Bristol City Council to install twenty banks in areas with a high student density. This made it much easier for students to donate to the Bristol Big Give. Donation bags and leaflets with a map showing the location of each donation point were available at each students' union and at promotional events.

The donation point at Gloucester Road saw the highest number of donations and all banks received their peak donations in late May going into early June.

### British Heart Foundation – UWE

UWE collect donations in halls of residence through the British Heart Foundation, as well as supporting the overall Bristol-wide campaign. The University has clothing and book banks on site all year to encourage year round donations with a drive at the end of the year as students move out. UWE has accommodation at its main campus in Frenchay housing some 2000 students, as well as three other smaller halls of residence in the Fishponds area of Bristol. British Heart Foundation collections were installed adjacent to all of these accommodation sites, as well as at a central location at Frenchay campus.

UWE halls of residence contributed 1176 bags to the overall campaign totals with Frenchay campus seeing the best return with over 400 bags of donations.

BHF charity bags were given to students during “move-out” talks conducted by the accommodation team, and the campaign was advertised by placing posters at several prominent locations. There were also on-site promotional events organised by UWESU Green Leaders and social media was used to increase students' interest.

### British Heart Foundation - Unite

This year has been a positive step forward in joining Unite with Bristol Big Give. The Bristol Big Give team, British Heart Foundation and Unite worked together to secure locations for extra temporary donation banks and coordinated collections smoothly. Thus far, Unite properties have donated 888

bags to the campaign, with Marketgate and Unite House currently on a par with just over 200 bags at each site.

## University of Bristol Halls of Residence

Donations from University of Bristol Halls of Residence are distributed to local charities to ensure that Bristol Big Give contributes to both local and national causes.

Charities that benefitted from donations this year were: Children's Hospice South West, St Peter's Hospice, Salvation Army, Emmaus, Out2Play, One25, Bristol DAWG, Foodcycle, 1625 Independent People, Genesis Furniture Project, Julian Trust Night Shelter, Time2Share and LifeCycle UK.

Location	Total (kg)
115 Queens Road	67.7
33 Colston Street	129.7
Badock Hall	322.7
Bikes	16
Churchill Hall	286.2
Clifton Hill House	740.45
Durdham Hall	367.53
Goldney Hall	452.45
Hiatt Baker Hall	812.05
Langford	198.38
Manor Hall	523.25
Northwell House	230.25
Richmond Terrace	58.4
St Michaels Hill	59.4
UBU - Richmond Building	337.57
University Hall	198.4
Victoria Rooms	88.95
Wills Hall	266.6
Winkworth House	226
Dining Hall Dishes	707.1
Other/Unknown	328.25
<b>Total:</b>	<b>6417.33</b>



## Evaluation by Key Partners

### British Heart Foundation

Working in partnership with Bristol City Council, University of Bristol and University of West of England throughout Bristol Big Give 2014 meant that a strong network developed between each organisation resulting in stronger and more structured support for coordinating the logistics of the campaign, including bank installation and maintenance. The key partners worked well together to deliver the most successful Bristol Big Give campaign yet. The initial target was to double the 2013 donation total of 514 bags and collect any residual textiles, electrical and furniture in order to reduce the amount of reusable waste sent to landfill during the move-out period.

Installing British Heart Foundation clothing banks and a road collection plan in key areas of Bristol, BHF created a streamlined campaign to cope with the large amount of reusable waste during the move-out period. Working with the other key partners has enabled all organisations to be involved and have a very focused campaign this year, resulting in a much clearer Bristol-wide message to the students about disposing of unwanted goods responsibly. It has also given the partnership a great starting point for the 2015 campaign with clear evidence of the success of the street banks within the city.

BHF have been able to reach a wider audience of university students year on year in Bristol. From BHF's perspective, the Students' Union teams and media have been a real success story with a lot of participation and take up of students donating at local banks. BHF has collected over 72 tonnes in 2014 with over 9,000 bags (nearly 18 times last year's total).

The campaign has been, and continues to be, a great success in terms of providing much needed stock for the BHF network of over 570 shops, as well as providing a cost effective service to Universities and local authorities to reduce complexity in contributing to waste diversion and carbon reduction targets.

### The Community

British Heart Foundation has experienced the most active residents in Bristol compared to any other UK donation campaign. Throughout the campaign, five resident complaints were officially recorded and a few more low key complaints were received regarding more general issues such as siting of the donation banks. In one particular case, a resident complained in a local British Heart Foundation shop and showing an aggressive attitude towards staff and volunteers, this is not acceptable and must be prevented in future.

A large proportion of complaints have been regarding the aesthetics of the donation banks, this has not been a problem during any other UK campaigns and is specific to Bristol residents. The partners agree that the campaign has discouraged a large amount of waste from being left on streets which would cause greater concern to residents and a higher number of complaints. In order to relieve pressure on British Heart Foundation during Bristol Big Give 2015, the team will explore rebranding banks to match Bristol Big Give branding with the aim of directing complaints to an appropriate contact at the Universities.



Local residents were informed via their Neighbourhood Association at least one week prior to the installation of the donation points but next year effort will be made to do so earlier.

Bristol Big Give 2015 will introduce an alternative method to register complaints via an appropriate contact at one of the Universities in order to reduce pressure on British Heart Foundation and Bristol City Council; this may encompass a specific complaint contact and official complaint form.

British Heart Foundation will increase the number of drivers during peak periods of Bristol Big Give 2015 to reduce bank overflow.

## Unite

Unite work very differently with British Heart Foundation compared to the other Bristol Big Give partners. We normally have to secure all the halls of residence individually through Unite head office. Usually, each hall nominates a charity to support through their donations.

This year British Heart Foundation was linked to Unite through the existing network, the Bristol Student Community Partnership and the Bristol Big Give team. This model has worked well this year, with communication at all levels between Unite, Bristol Big Give and British Heart Foundation. We worked together to secure locations for extra temporary donation banks and coordinated collections smoothly.

A problem that arose this year was a non-BHF driver attempting to collect from a Unite property, Nelson & Drake. Bristol Big Give 2015 communications to accommodation staff needs to give information about checking that drivers are official.

At Unite properties with internal boxes there has been some problems with drivers 'cherry picking' what they will collect from internal boxes, this is due to certain restrictions on drivers by different British Heart Foundation shops. To prevent this, clearer information will be given to both accommodation staff and British Heart Foundation drivers next year.

Overall including Unite in the Bristol Big Give 2014 campaign has been successful and students will benefit from having received the same messages as their peers in University-owned halls. This prepares them for following years when they are likely to live in private accommodation. The partners have agreed to invite a Unite representative to sit on the board, hopefully improving logistical operations for Bristol Big Give 2015.

## University of Bristol

University of Bristol have been leading on the Bristol Big Give campaign for several years and were very grateful this year that the NUS Student Green Fund funded UBU Get Green which increased staff capacity. This year, University of Bristol Students' Union and UBU Get Green led and expanded the project very successfully.

Previously, the University of Bristol have been unable to pay staff to support the campaign, so to have three paid full-time staff and two part-time interns at UBU dedicating a significant amount of

time to the project has been fantastic. It is very important however to develop a reuse model that can be sustained outside of this two-year funding term. University of Bristol aims to prove that a model of landfill diversion can fund this project into the future and shall be undertaking the necessary actions for this over the coming year.

### **Waste in Halls of Residence**

The University of Bristol have received positive feedback from halls of residence staff, including the quote below. Next year the University would like to engage accommodation staff more by inviting two representatives to be key stakeholders in the project and feed into campaign plans.

*“Just wanted to send my congrats to you and your team on the success of the Big Give this year. It's such a great idea and really makes a positive impact with the inevitable mountain of 'stuff' that gets left behind at the end of each year. Much, much better than a few years ago when the majority of it would simply be thrown away.”*

Sarah Price, Student Support Administrator Wills Hall

### **Door-knocking & the Community**

Gordon Scofield, University of Bristol Community Liaison Officer spent 17 hours over six days visiting over 400 student houses in student-dense areas of the city, speaking to someone at approximately a third of properties. Next year, the partners agree that this area should be expanded upon with the help of newly recruited Community Ambassadors and door-knocking will take place earlier in the campaign. At the time of writing this report Community Ambassadors have been securing commitments from Bristol Lettings Agents to increase communications to their student tenants regarding responsible waste management and Bristol Big Give.

The most engaged students were those who already had some knowledge of the campaign. There were no negative responses from students. Students thought the campaign a good idea and the majority awarded the campaign a 5, the scale being 1 – 5, 5 being the highest score.

The Community Liaison Officer recommends for next year's campaign that the Partnership monitor households' participation by issuing labelled bags to selected addresses through Community Ambassadors and record bin location and statistics at emptying.

In terms of feedback received from the local community, the Community Liaison Officer received some very negative comments from Ashgrove Road in Redland about the unsightliness of the British Heart Foundation donation bank, the partners have agreed to explore branding banks to match the Bristol Big Give campaign for next year. At the Community Liaison Group meeting, residents expressed concerns that they were not informed at an earlier date at the proposition to locate banks in their neighbourhood, partners feel that the campaign significantly reduced fly-tipping and waste overflow on the streets which would have caused greater concern to residents. As mentioned previously, effort will be made to provide more than a week's notice to community groups for next year's campaign.

The Community Liaison Officer is concerned that the huge amount of goods being donated could be exploited in a negative context as the profligacy of Bristol students; this is something that University of Bristol Students' Union is aiming to tackle of the next year through research into a student-led

second hand facility. The partners also expressed a need to monitor the impact on local charities and ensure they are benefitting as much as possible through the donations from University of Bristol halls of residence.

## University of Bristol Students Union (UBU)

Having been awarded the NUS Students Green Fund in October 2013, UBU was able to significantly increase both financial and human resource for Bristol Big Give this year. Three full-time staff and two part-time student staff dedicated a significant amount of time to the project planning and delivery. UBU also contributed significant marketing resource which resulted in a major update to the previous brand. This amalgamated the previous four campaigns which spanned the Universities and the City. The committee agreed to review this brand following the 2016 campaign to identify if further updates are required.

### Events

The UBU team held two Bristol Big Give Fest's in June at the Hawthorns on the Precinct. The events involved distributing leaflets and donation bags to students, as well as taking photos with Hearty, the British Heart Foundation Mascot and the donation point for the online photo competition, #Donation Selfie.

Positives	Negatives
<b>Allowed to team to monitor gauge to number of students who had already engaged with the campaign</b>	Low footfall due to exams – hold earlier next year
<b>I 1am-3pm – steady footfall for the time of year</b>	At first students thought the team were asking for money
<b>T-shirts gave the team a strong identity</b>	Low participation in #DonationSelfie, possibly due to the time of year
<b>Hearty was a fun, light-hearted conversation starter</b>	Better overall appearance – the UBU Active pop up tent was important to stay dry but confused brands
<b>Makes the campaign feel “alive” and reinforces the messages students have seen in print/online</b>	

Bristol Big Give Sorting Event was held in the Victoria Rooms on 30<sup>th</sup> June – 2<sup>nd</sup> July. The event involved staff from UBU, University of Bristol and student volunteers from both Universities collecting donations from University of Bristol halls of residence and sorting them for twelve local charities to collect.

Positives	Negatives
<b>Benefitted local charities</b>	Few charities will collect duvets – this year we managed to donate all (~200) to 1625 Independent People, Bristol DAWG and Genesis Furniture Project (via Neighbourly.com)
<b>Photo opportunities for press</b>	
<b>Practical opportunity for students to engage with the campaign</b>	Sorting strategy of sorting into piles and resorting into charities was time intensive – next year have labelled boxes/bags with requests from each charity and fill as we
<b>Charity schedule was well organised</b>	

	go
<b>Student Interns built positive rapport with local charities</b>	Contacted charities in March/April but some had forgotten by June – we need to work on this for next year by keeping closer communications and reminders with charities
<b>Increase in volunteer numbers from last year – next year advertise throughout campaign</b>	
<b>Video &amp; photos will be great for promotion next year</b>	

### **Student Feedback**

University of Bristol Students' Union hired two student staff as Promotion Assistants who worked 5 hours each a week. The students were required to provide detailed feedback on the role and the campaign at the end of their contract. Full feedback is available in the appendix.

Both students enjoyed working on a project that had such a positive impact on students, charities and the local community. Their roles helped them to develop their communication skills and gave them the opportunity to interact with the community at Resident's Association meetings. The Interns would have appreciated the chance to be more involved in the Core Working Group, where they would have gained a more thorough insight to the logistics behind the Bristol Big Give. Both Interns also expressed interest in working more closely with students and staff at UWE to increase cohesion between the universities during the campaign. More difficult aspects of the roles included liaison with accommodation staff to arrange student focused activities at halls of residence and keeping in touch with charities throughout the campaign due to staff changeover. The timing of the campaign meant that it coincided with the exam period, which was a difficulty at times.

In terms of the campaign, the interns agreed the 'Bristol Big Give Fests' were successful; they also liked the range of charities that benefitted from University of Bristol halls' of residence donations. The students thought the sorting days went smoothly and were well organised and they praised the social media campaign. The students thought the most significant reason Bristol Big Give was so successful this year was due to the high-levels of face-to-face engagement and the improved student-facing brand. Recommended improvements for next year's Bristol Big Give included: earlier promotion; increased face-to-face engagement and door-knocking; increased communications to all University staff and an interview video with charities involved. An interesting recommendation was to work with a storage provider to encourage students to store things over the summer, as an alternative to donating things they are likely to buy again the year after.

### **Improvements for Bristol Big Give 2015**

Next year, University of Bristol Students' Union aim to recruit a student intern for 10 hours a week, ideally this post would oversee the logistics of Bristol Big Give from UBU's perspective and work in cooperation with a UWE intern to ensure both institutions are being fully represented in campaign marketing and communications.

## University of West England

Firstly, UWE and UWESU would like to say a big thank you to UBU for doing such a great job in planning, organising and running the Bristol Big Give.

From a UWE Community Liaison point of view waste complaints have fallen over the last 3 years and then remained the same in 2013/14 with a total of 9 complaints. The campaign has improved the situation greatly and helped to reduce waste going to landfill.

For next year's campaign, UWE need to increase communications around responsible waste management and provide extra waste and recycling collections through the Council during the move-out period. Although the ethos of the campaign is to educate students about recycling and reuse, the partners must recognise that there will be those who just leave excess waste out in the garden or on the street, this is then a detriment to the street and neighbours will complain. UWE can support Bristol City Council in providing extra collections during the campaign and by targeting landlords to communicate with their tenants about their responsibilities regarding waste and recycling we may see further improvements in this area.

Nigel England, UWE Community Liaison Manager door-knocked student houses around Glenside campus, Horfield and Bishopston areas of Bristol, successfully speaking with someone at 90% of these student houses. Students were all very positive about the campaign and wanted to support it. The team also visited Cotham, St.Andrews and Redland areas of Bristol and spoke with a significant proportion of houses receiving a positive response to the campaign.

The campaign has proven to be a real success this year in terms of bags collected, revenue for charity and prevention of over 72 tonnes to landfill.

For next year's campaign, UWE plan to look at recruiting an Intern and Msc student to work jointly with a UBU Intern. We will also be working with letting agents and Council to promote Bristol Big Give. Throughout this year the Community Liaison Manager is hoping to recruit eight student community representatives who will help with Bristol Big Give promotion in 2015.

Finally, working with British Heart Foundation has proved to be a positive aspect of the campaign in terms of very smooth and professional organisation, planning and running of Bristol Big Give.

## University of West England Students' Union

UWESU was able to support Bristol Big Give via the Green Leader project which was set up in February 2014. Although there was limited time and resources to support the campaign, UWESU was able to use our strong communication channels, in particular Facebook and Twitter, to promote the campaign and inform students about responsible waste management. The UWESU team worked effectively with UWESU media communications to ensure Bristol Big Give promotions and events reached more students.

As well as this, the UWESU team complemented the door-knocking that targeted students living in the city by hanging posters around pubs and cafes on the Gloucester Road, a student-dense area of Bristol.



UWESU held two promotional events on campus. Firstly, we had a stall on Frenchay campus at a location with heavy footfall that day. This event was supported by four volunteers in Bristol Big Give branded t-shirts. They spent the day informing student about the campaign and shared maps and donation bags, encouraging them to donate don't dump (#fillheartsnotlandfill). This event was extremely successful and was aided by the help of the Hearty, the British Heart Foundation mascot, which students found particularly amusing and engaging. This event allowed UWESU to approach a wide group of students and share the campaigns core messages with them, students were directed to the Bristol Big Give Facebook page for more information. Students were actively interested in the campaign and were more than happy to take the donation bags and hand outs. UWESU intends to take this model and use it across all satellite campuses and replicate it on two or three more days at Frenchay.

The second UWESU event was a donation day held on campus to encourage students to donate on a particular day. This allowed the team to meet students to discuss the campaign in more detail and get some good photographs of them donating for the #donationselfie photo competition which were then used as promotional material to encourage other students to donate.

The Green Leader Coordinator expressed a hope that next year UWESU will have more time and resources to work more effectively on this amazing campaign and will be able provide more support to the fantastic work of UBU.

## Bristol City Council

Bristol City Council spends a significant amount of time dealing with student move out waste during this period of the year. A list of roads/properties has been included in the appendix where concerns were raised regarding fly tipping and over flowing bin. During the move out period in 2014, approximately 101 concerns were raised compared to a 124 last year.

Bristol City Council organised extra waste collections of black bags arranged for 20, 23, 27 & 30 June in the following roads:

- Ravenswood Road
- Waverley Road
- Hampton Road
- Collingwood Road
- Cowper Road
- Chandos Road
- Lansdown Road
- Brighton Road
- Roslyn Road
- Stanley Road
- Highbury Villas
- Clarence Place
- Alma Vale Road
- Cotham Vale
- Trelawney Road

Next year, Bristol City Council suggests the key partners gain further support from Neighbourhood Officers, Neil Burwell and John Atkinson.

Unfortunately, Kier came to the first meeting of the Bristol Big Give campaign this year and showed no interest in being part of the key stakeholder team; it is unlikely that this will change in the future.

### **Additional Waste**

A positive outcome of this year's campaign is the absence of negative press regarding student waste at the time of writing this report. Although this is a breakthrough, twelve student streets were reported by residents to the University of Bristol Community Liaison Officer during the campaign. This year we have seen a rise in fly tipping at student properties, this is a problem as it seems it is landlords rather than students fly tipping at empty properties and framing students. Local residents are aware that this has been occurring but have continued to blame students. By increasing responsible waste management messages through letting agents and Bristol City Council to landlords next year this may help alleviate the problem.

In previous year, additional waste collections have been promoted to students, however this year the partners chose to promote reuse and recycle above additional waste collections. The partners agree that additional waste collections are still necessary during peak move-out times, the money saved through landfill diversion by Bristol Big Give should go back into providing an additional truck and team for the peak weeks to reduce additional waste on the streets. Stronger backing from May Guerny and Bristol City Council will help to improve relations with local residents.

## Communications

In 2014, Bristol Big Give has benefitted by increased resources from the NUS Student Green Fund project based at University of Bristol Students' Union. This resulted in improved branding and marketing resources across both Universities and the city and a [Facebook page](#) which was used as the primary channel of communication to all students in Bristol. The partners believe that this more streamlined approach to the campaign attributed to its unprecedented success. The committee agreed to review this brand prior to the 2016 campaign to identify if further updates are required.

The Bristol Big Give leaflet held information about recycling and dealing with waste responsibly, as well as a map which presented the location of twenty British Heart Foundation donation points around the city. The leaflet was distributed during door-knocking at private accommodation and at promotional events at both campuses. The [online version of the leaflet](#) was viewed over 6000 times for more than 2 minutes.

Overall having a unified brand for all Bristol students led to more efficient publicising of the campaign and therefore better use of resources. It should be noted that University of Bristol Students' Union has an 80% reduction target for printed materials in 2014/15 – the group will therefore need to consider this in planning for Bristol Big Give 2015, suggestions include door hangers, branded donation bags and advertising at bus stops.

Both students' unions held promotional events called *Bristol Big Give Fest* during May and June, where students and staff distributed leaflets and donation bags on campus and gained entries for an online photo competition, #DonationSelfie. These events were successful in gauging how many students had already engaged with the campaign, however in terms of informing students they would work well earlier in the term. Next year, both students' unions aim to hold a launch event in March 2015 prior to Easter break to increase student engagement.

Following complaints regarding the colour of British Heart Foundation donation points, the group will explore options to rebrand bins to match Bristol Big Give branding and redirect complaints to a core group representative.

## Media

Bristol Big Give received press engagement both [before](#) and [after](#) the campaign. Both Universities and Students' Unions have backed the campaign by publishing articles online and promoting core messages and successes through their social media channels. At the time of producing this report, there has been no negative press published regarding Bristol students and waste which is a significantly positive step forward for the partners.

Although the University of Bristol sorting days are time intensive, they provide a good photo opportunity for promotion and press in the future. The British Heart Foundation mascot, Hearty, also made the campaign more visual.

Increased support from Bristol City Council, via their website and social media channels, would be beneficial for improving relationships with the local community. The group will also explore opportunities to get well-known figures supporting the campaign such as the Mayor, George Ferguson, and waste contractor, May Guernsey.

University of Bristol Students' Union managed the Bristol Big Give Facebook page and endeavours to represent both institutions equally, however this was difficult to facilitate and more UWE content would have been appreciated. The addition of a Bristol Big Give Intern at UWE would improve this.

## Community Engagement

Communications to local residents were managed by Jemma Harford, Community Engagement Coordinator at University of Bristol Students' Union, Gordon Schofield, University of Bristol Community Liaison Officer and Nigel England, UWE Community Liaison Manager.

Letters were emailed to all Residents Associations, Neighbourhood Partnerships and Bristol City Councillors (see Appendix) on Friday 25th April 2014. The letter explained the purpose of the campaign and included information on how to get involved. The only response received was a positive response from Cllr Anthony Negus on the 1st May,

*"May I thank you and all who have helped to set up this initiative and deliver its success over the period of its operation so far.*

*This underscores the value of multi-agency cooperation when faced with wide-ranging problems that I hope may be recognised as a model to be adopted in other areas."*

Keeping residents and key contacts informed about the campaign is of the highest priority for the Community Liaison teams at both universities in terms of consultation. It is also important to ensure that the community is aware that the partnership is proactively undertaking a lot of work to respond to and resolve end of academic year waste issues.

In addition to the informational letters, the Bristol Big Give team also attended the relevant Neighbourhood Partnership Meetings and Forums occurring during the campaign period alongside student representatives, the Meeting of the Vice Chancellors organised by Cllr Negus and resident group meetings where invited. Information was also added to the [Bristol Student Community Partnership website](#).

A small percentage of residents did contact us to raise concerns about the unsightliness and locations of donation points. All concerns were responded to personally and in response to concerns about the length of time donation points would be in place the Bristol Big Give team worked with British Heart Foundation to label all donation banks with notifications as to how long they would be in place for.

Next year the team will communicate with the community earlier in the campaign to ensure residents are aware of when, why and how the campaign will take place. The team will also work with partners to ensure donation banks are located appropriately and improve the look of donation points where possible.

Both universities are currently recruiting Student Community Ambassadors and Reps to improve student-resident relations, these posts will also be responsible for disseminating Bristol Big Give information to students and residents during the 2015 campaign.

## Resources

### Financial

Institution	Expenditure	Cost
<b>British Heart Foundation</b>	Donation Banks	Estimated £15,000
<b>University of Bristol</b>	100x Packing Crates	£336
	Donation Bags	£66
	Fuel	£20
<b>University of Bristol Students' Union</b>	1000x Leaflets	£135.60
	1000x Posters	£121.52
	T-Shirts	£187.02
	50 x Balloons	£43.70
	Lunch, Tea & Coffee, etc. for Volunteers during Sorting Days	£393.00
<b>University of West England</b>	550x Posters	£95.48
	400x Flyers	£90.40
<b>University of West England Students' Union</b>	-	-
<b>Bristol City Council</b>	-	-

### Human

Institution	Staff/Volunteer Role	Hours	Costs In-Kind
<b>British Heart Foundation</b>	Regional Support Staff	Assorted over 15 weeks	Estimated £15,000
	Van Drivers		
	Shop Staff		
<b>University of Bristol</b>	Community Liaison Officer	30	-
	Sustainability Manager (Waste & EMS)	30	£560
	Waste & Environmental Operations Supervisor	40	£420
	Waste Collection Driver	4	£60
	2x Sorting Event Volunteers	7	-
<b>University of Bristol Students' Union</b>	Student Green Fund Project Co-ordinator	75	£992.31
	Student Green Fund Project Assistant	180	£1824.72
	Community Engagement Coordinator	52	£688
	Marketing Executive	7	-
	Graphic Designer	93	£3500



	2x Promotion Interns	93.5	£696.58
	6x Sorting Event Volunteers	52	£397.80 (in kind at UBU student staff wage)
<b>University of West England</b>	Community Liaison Manager	30	-
	Waste Manager	20	-
	Waste & Recycling Communications Assistant	12	-
	Waste Operatives	30	-
	Accommodation Managers	27	-
<b>University of West England Students' Union</b>	Green Leader Coordinator	30	-
<b>Bristol City Council</b>	Community Cleansing Officer	30	£448

## Community Feedback

Jemma Harford, UBU Community Engagement Coordinator, invited all Resident's Associations, Neighbourhood Partnerships and councillors to send their feedback on the campaign to be included in this report (see appendix).

Feedback was received from three members of the community. All praised the success of the campaign in terms of diverting waste from landfill and raising vital funds for charity. However, concerns were raised over the aesthetics of the donation banks, branding them "an unwelcome intrusion on the street" and the frequency of collections at the most popular sites.

This feedback will be considered when planning for Bristol Big Give 2015.

*"While I applaud the initiative to encourage students to dispose of unwanted property in a controlled way that may also benefit charity, I did not like the way the scheme was operated this year.*

*The large red bins were an unwelcome intrusion on the street scene. They made the streets look cluttered and untidy. They were frequently sited close to existing charity shops, thus duplicating opportunities for students to donate.*

*I suggest that if this scheme is repeated next year, the bins be placed on University property such as car parks, and that students be encouraged to donate directly to charity shops near their homes - there are plenty to choose from in areas like Redland, Cotham and Clifton - as an alternative to using the University bins."*

**Heather Frenkel**

*"The local Cabot councillors (Alex Woodman and Mark Wright) advised us that you wanted comments about the "Bristol Big Give 2014" by 31st August.*

*The aim of the scheme is very worthwhile - increasing recycling rates and donating unwanted items to charity and I am sure the British Heart Foundation welcomes the extra income.*

*However I live in High Kingsdown and the scheme did not cope well at times. There is now one bin beside the Co-op on St Michaels Hill, but there were three in total (the other two were close by) for a time. The bins were not emptied frequently enough and donations piled up outside the bins. This created a bad impression of the area and encouraged fly tipping. If this happens next year, can you have less bins and arrange for much more frequent emptying of the bins please.*

*There was also a slight hiccup at the beginning of the scheme, when some of the bins were sellotaped up."*

**Les Cooper**

*"I was initially put off by the number of these bins in the local area, especially as they are bright red.*

*I ended up using them myself though, and I am not a student. I think they are a good idea, but we could have them in a smaller number, which would still give a good coverage in the area"*

**Valerie Aspin**

## Next Steps for Bristol Big Give 2015

### Bristol Big Give 2015 Core Working Group

The group proposes to expand to include representatives from university halls of residence and Unite Student Living, as well as a Bristol City Council councillor.

1. Delivery Team – day-to-day logistics
2. Stakeholders – kept informed and feed into activities

\*New Additions

Institution	Representative
<b>British Heart Foundation</b>	Julie Paffett <sup>1</sup>
<b>Bristol City Council</b>	Trudy Feeney, Community Cleansing Officer <sup>1</sup> Neil Burwell and/or John Atkinson, Neighbourhood Officers* <sup>2</sup>
<b>University of Bristol</b>	Rose Rooney, Sustainability Manager (Waste & EMS) <sup>1</sup> Gordon Schofield, Community Liaison Office <sup>1</sup> Halls of Residence Accommodation Manager* <sup>2</sup> Halls of Residence Student Support Administrator* <sup>2</sup>
<b>University of Bristol Students' Union (Lead)</b>	Quinn Runkle, Student Green Fund Project Coordinator <sup>1</sup> Amy Walsh, Student Green Fund Project Assistant <sup>1</sup> Jemma Harford, Community Engagement Coordinator <sup>1</sup> Tom Phipps, Student Living Officer <sup>2</sup>
<b>University of West England</b>	Nigel England, Community Liaison Manager <sup>1</sup> Paul Roberts, Waste Manager <sup>1</sup> Halls of Residence Accommodation Manager* <sup>2</sup> Halls of Residence Student Support Administrator* <sup>2</sup>
<b>University of West England Students' Union</b>	Laura-Kate Howells, Green Leaders Coordinator <sup>1</sup> Scarlett Oliver, VP Welfare and Community <sup>2</sup>
<b>Unite Student Living</b>	Lauren Rowe, Sustainability Engagement Coordinator* <sup>2</sup>

## Timeline

Date	Action	Responsible
<b>August – December 2014</b>	Collate evidence for year-round donation points	Julie Paffett, British Heart Foundation
	Obtain permission for year-round donation point at the Hawthorns, University of Bristol	Rose Rooney, University of Bristol
	Book Victoria Rooms for 2015 sorting event	Amy Walsh, UBU
	Send ‘Thank You’ to Residents Associations & Councillors	Jemma Harford, UBU
	Calculate landfill cost savings and make business case for May Guerny to increase waste collections	Rose Rooney, University of Bristol
	Liaise with BCC private Housing Team and main letting Agents to increase responsible waste management messages to landlords.	Nigel England, UWE Trudy Feeney, Bristol City Council
<b>10<sup>th</sup> December 2014</b>	Representatives to attend UoB Housing Fair	UoB/UBU
<b>January 2015</b>	Initial Planning Meeting	All
<b>27<sup>th</sup> January 2015</b>	Representatives to attend UWE Housing Fair	UWE/UWESU
<b>February 2015</b>	Recruit Campaign Interns – subject to funding	Nigel England, UWE & Quinn Runkle, UBU
<b>Mid-March 2015</b>	Launch Event	UBU/UWESU
<b>30<sup>th</sup> March – 10<sup>th</sup> April 2015</b>	Easter Break - UWE	
<b>30<sup>th</sup> March – 17<sup>th</sup> April 2015</b>	Easter Break - UoB	
<b>1<sup>st</sup> April</b>	Letter from Bristol Student Community Partnership to residents and councillors	Jemma Harford
<b>July 6<sup>th</sup> – 10<sup>th</sup> 2015</b>	UoB Sorting Event, Victoria Rooms	UoB/UBU Teams
<b>July 2015</b>	Final Press Release	UBU
	Wrap Up & Evaluation Meeting & Report	All

## Appendix

### Letter to Community Groups/Councillors

Dear Cllr,

I am writing to inform you that as of Thursday 1 May the 'Bristol Big Give' campaign will be returning to the City and this year we are aiming to double the amount of donations received.

The Bristol Big Give is a city-wide collection and recycling scheme which encourages students to donate their unwanted items to charity and correctly sort their refuse as they start thinking about moving out of halls or their privately rented housing next month.

**Last year, a record breaking nine tonnes of goods, including clothes, shoes, food, kitchenware and bedding were donated at the designated collection points. The overall value was estimated at £16,000 which benefited 12 different charities, including St Peter's Hospice, The Salvation Army, RSPCA and British Heart Foundation.**

Collections have already begun within halls of residences at both the University of Bristol and the University of the West of England, and 18 British Heart Foundation donation points will be installed in residential areas including Redland, Clifton and Cotham from Monday 28 April in time for the campaign's launch on the 1 May (please see attached map for your nearest donation point).

Additional waste collections have also been scheduled to ensure that students not participating in the campaign still have sufficient collections. This means that the service being provided is the same as in previous years however messaging around the campaign will be focused on reuse, recycling, and donating.

The project, organised by the Bristol Student Community Partnership; is a collaboration between Bristol City Council, University of Bristol, University of Bristol Students' Union (UBU), University of the West of England and UWE Students' Union (UWESU). It helps to build relationships between the student body and the local community, as well as improve sustainability in the city.

Please find attached a copy of the campaign information booklet. Further details can also be found on our Facebook Page [www.facebook.com/BristolBigGive](https://www.facebook.com/BristolBigGive) and you can join in the conversation on Twitter using #BristolBigGive.

If you have any questions about the campaign or would like to find out how you can take part in a photo call, please do not hesitate to contact me.

Regards

**Jemma Harford**

Community Engagement Coordinator

*Sent on behalf of the Bristol Big Give Campaign Team and the Bristol Student Community Partnership.*



## Bristol Post News Article

[Full article here.](#)

12 BREAKING NEWS 24/7 AT [www.BRISTOLPOST.CO.UK](http://www.BRISTOLPOST.CO.UK) @BRISTOLPOST BRISTOLPOST Wednesday, 14th May

# Students donate 44 tonnes of food, pans... and an Elmo onesie

**Rachel Gardner**  
[rachel.gardner@bristolpost.co.uk](mailto:rachel.gardner@bristolpost.co.uk)

**M**ORE than 44 tonnes and 4,500 bags of unwanted clothes and goods have been donated by students across Bristol.

The Bristol Big Give is a ten-week campaign organised by the Bristol Student Community Partnership, which involves the University of Bristol, the University of Bristol Students' Union, the University of the West of England, the University of the West of England Students' Union and Bristol City Council.

"Students have been really keen to take part ... they understand that their unwanted items make a massive difference to charities"

It is designed to encourage students to donate unwanted items to charity as they move out of halls and houses at the end of the year rather than them go to landfill.

Part of the campaign is also focused on dealing proactively with waste.

Twenty British Heart Foundation donation points were installed temporarily across the city, especially in areas of higher student occupancy –

and they have already collected more than 28 tonnes.

Donation points were also set up in all halls of residence at both the University of Bristol and UWE. Everything from the 20 points across the city will be donated to the British Heart Foundation, while everything collected from halls will go to a range of Bristol-based charities ranging from FoodCycle to One25.

So far six tonnes of clothes and goods have been collected from halls and there is more to come. The Bristol Big Give has culminated in a celebratory sorting, recycling and donation event, which is currently taking place at the Victoria Rooms in Clifton. Charities will collect donations and volunteers will create a still-frame video of the activities.

The event also features cycling charity Life Cycle, which collected donated bikes to be refurbished for further community use.

One of their projects called Bike Back is based at Horfield prison, and gives prisoners the opportunity to learn new skills by fixing bikes.

Another initiative, The Family Cycling Project, aims to motivate children to continue cycling by helping them get their next size bike cheaply and easily.

Quinn Runkle, one of the coordinators from University of Bristol Students' Union, said: "Students are at the heart of the Bristol Big Give – our student volunteers have worked tirelessly to sort the donations and bag them up for charities. Students have been really keen to take part in the Bristol Big Give – they understand their unwanted items make a massive difference to charities whilst also keeping Bristol clean."

Helping with the collection for the Bristol Big Give, from left, Quinn Runkle, Eleri Dare-Edwards and Ann O'Malley. Photograph: Michael Lloyd BRML20140705

### FROM THE BIZARRE TO THE RIDICULOUS

The most common items donated were crockery, pots and pans, small electronics, clothes, bedding, and food ... but the Bristol Big Give also received some more unusual items:

- A chicken-shaped hat
- A range of onesies including Elmo, teddy bear, Santa Claus
- A full bag of "Find me on Tinder" t-shirts
- A cheese grater full of cheese
- A late 90s TV
- A good collection of six-inch heels
- An entire bag of old VHS tapes
- Size 16 men's trainers
- An inflatable desert island
- Thirty Wilkinson's pot and pan sets

## Charity Contact Details and Requests

Charity	Donations Requested	Contact Details
<b>Genesis Furniture Project</b>	Duvets (at least 50)	Jen (furniture@genesistrust.org.uk) Jamie Clifford (jamie@genesistrust.org.uk)
<b>Emmaus</b>	Anything apart from pillows and duvets (have 3.5 tonne capacity in the van)	Malcolm (0117 9540886 / 07812635781) malcolm@emmausbristol.org.uk
<b>Childrens Hospice South West</b>	Anything that can be sold in charity shops; 5 m3 capacity in a van	Gary (driver) 07715 061202 garyrickettschsw@gmail.com
<b>Julian Trust Nightshelter</b>	Warm clothes and non-perishable food	Jo helpdesk@juliantrust.org.uk
<b>FoodCycle</b>	Food – non-meat but can be open Took 4 full big crates of food donations	Hattie foodcyclebristol@gmail.com
<b>St Peter's Hospice</b>	Anything saleable in charity shops	Joanne Joanne.Oatway@stpetershospice.org 01275391421
<b>One25</b>	Women's Clothing (and shoes, bags, belts, gloves, scarves, hats)	Kate 01179098832
<b>RSPCA</b>	Saleable clothing, CD's and DVD's (not home recorded ones), shoes, games, curtains, household items like crockery etc.	Jill jill@rspca-bristol.org.uk 01173003962
<b>Bristol DAWG</b>	20-30 duvets	Jane Worth 07973890426 dawgbristol@gmail.com
<b>Time2Share</b>	Toys/games (not teddy bears /stuffed animals), BBQ tongs/utensils, plastic cups and plates, blender, smoothie maker, toaster, baking trays, cake tins. fabric/scarves – colourful or different textures, fancy dress clothes/hats, sports equipment, paintings, pictures, Bric- Back that is plastic or metal but not glass or ceramics, A very limited amount of Kitchen equipment (pots/pans ).	Rachel 07789553210 hello@time2share.org.uk
<b>Salvation Army</b>	Most items. Bedding must have a fire label.	Dave 07726695481 Bristol.citadel@salvationarmy.org.uk
<b>Out2Play</b>	Girl's clothes, bedding, shoes, pots and pans especially but would accept other kitchenware.	Evie 07805943068
<b>I625IP</b>	Duvets, pillows, cutlery, saucepans, mugs, frying pans, graters, kitchen towels, towels, colanders.	01173178825 Deliver into the garage at no. 58. Should be able to drive into the garage.
<b>Fareshare South West</b>		Eve Morton Eve@faresharesouthwest.org.uk

<b>Bristol Refugee Rights</b>	01179080844 info@bristolrefugeerights.org
<b>Second Step</b>	Admin@secondstep.co.uk
<b>Lifecycle</b> Bicycles	Ed Norton 01173534580 ed@lifecycleuk.org.uk
<b>Crisis Center Ministries</b>	01173301230 Admin@crisis-centre.org.uk
<b>St James Church Lockleaze</b>	Chris Duncan (UBU staff) c.duncan@bristol.ac.uk
<b>CLIC Sargent</b>	Emilie Debbonaire (Stock Collection Co-ordinator) 0117 3148610 emilie.debbonaire@clicsargent.org.uk

## Promotions Intern Job Description



UNIVERSITY OF BRISTOL  
STUDENTS' UNION

### Job Description

**Job title:** UBU Get Green Promotions Assistant

**Purpose of the post:**

To support the delivery of the "Big Give" through outreach, promotional events, and the creation of marketing materials.

**The aims of the "Big Give" are:**

- To divert reusable goods from land fill when students move out at the end of the academic year by donating these items to charity.
- To increase student knowledge of waste and recycling.
- To support local charities through student donations.
- To reduce the environmental impact of students at the University of Bristol.

**Main duties and responsibilities:**

**1 Marketing and Promotions**

- Promote the "Big Give" through fun and engaging marketing including:
- Social media: Updating of Facebook, Twitter, Instagram, Youtube, etc.
- Print materials: Work with UBU's marketing team to produce flyers and posters and ensure the effective distribution of these
- Peer-to-peer outreach: classroom shout-outs, communicating with student clubs and societies, hosting stalls at residence halls and elsewhere on campus, door-knocking
- Traditional media: work with UBU's marketing team to produce and distribute press releases, Hosting promotional events

**2 Health and Safety Management**

- To comply with all UBU Health and Safety guidelines
- To take personal responsibility for Health and Safety of yourself and those around you
- To undertake Health & Safety training as required by UBU and attend meetings as required.

**3 Other**

- To adhere to, and to comply with UBU's Equal Opportunities and Confidentiality policies, abide by health and safety guidelines and share responsibility for own safety and that of colleagues.
- Undertake such other tasks as may be necessary in order to achieve the vision, mission and values of UBU, as directed.
- Promote the vision, mission and values of UBU through your interactions with internal and external stakeholders throughout your daily working routine.



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Updated: January 2014  
Review Date: January 2015



UNIVERSITY OF BRISTOL  
STUDENTS' UNION

- Be proactive in establishing good working relationships both within the University community and local community promoting the work of UBU and developing effective partnerships to deliver future work.

### **Training and Professional Development**

UBU has achieved the Investors in People standard and considers professional development as key to the success of the individual within the organisation and future career development. All staff are offered regular professional development through team briefings, organisation development sessions and in-house training. Each staff member takes part in the annual performance assessment review and develops a personal leadership plan.

It is expected that the post-holder will be offered the opportunity to participate in additional opportunities and training that is relevant to his/her duties and that the post-holder will be expected to undertake such opportunities as may be reasonably practicable.

UBU are also working towards the Investors in Diversity (IiD) accreditation. The aim of IiD is 'to support and enable organisations to adopt, develop and benchmark practices which promote inclusion, equality, diversity and achievement'. It requires staff at all levels to actively participate in promoting equality, diversity and inclusion (EDI) within the organisation.



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### Person Specification

**Job title: Student Promotions Assistant**

	Essential	Desirable	Tested at interview	Tested at application
<b>Qualifications</b>				
Current University of Bristol student (undergraduate or postgraduate)	X			X
<b>Experience</b>				
Involvement with a student society/club		X		X
Connected with and in-tune to the University of Bristol student body	X			X
Experience of planning and promoting events or programmes with other students	X			X
Experience of delivering marketing materials both on and offline including social media, posters, videos, and more.		X		X
<b>Skills and Abilities</b>				
Strong written and oral communication skills	X		X	X
Strong organisational skills	X		X	
Ability to work as a part of a team	X		X	
Passion and enthusiasm for sustainability and/or charity work.	X		X	X
Good working knowledge of social media and how to use it effectively and appropriately	X			X
Ability to manage your time and workload effectively	X		X	
Self-motivated and able to work independently	X			X
Able to meet deadlines	X			X
Good range of IT skills including a working knowledge of Microsoft Offices packages.		X		X
Excellent interpersonal skills and the ability to deal effectively with a wide range of people, including students, members of staff, and the wider community.	X		X	
An ability to be persuasive in promoting change of hard and fast attitudes and behaviours		X		X
<b>Values, Attitudes and Behaviors</b>				
Evidence of commitment to UBU values: <ul style="list-style-type: none"> <li>• Student Focus</li> <li>• Democracy</li> <li>• Equality and Diversity</li> <li>• Quality services</li> </ul>	X		X	



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- |   |  |  |  |  |
|---|--|--|--|--|
| <ul style="list-style-type: none"> <li>• Collaboration</li> <li>• Community</li> <li>• Sustainability</li> <li>• Fun</li> </ul> |  |  |  |  |
|---|--|--|--|--|



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### Other details

<b>Responsible to:</b>	Quinn Runkle, Student Green Fund Project Coordinator
<b>Hours of work:</b>	As agreed with the Student Green Fund Project Coordinator. Approximately 5 hours per week, plus additional hours as necessary.
<b>Duration of post:</b>	Mid-March through to end of June 2014.
<b>Holiday:</b>	20 days per year. This will be pro-rated based on your hours worked and paid during University breaks.
<b>Salary:</b>	£7.45 per hour
<b>Closing date:</b>	Noon on Friday 28 February 2014
<b>Informal Enquiries to:</b>	Jemma Harford, Community Engagement Coordinator, <a href="mailto:jemma.harford@bristol.ac.uk">jemma.harford@bristol.ac.uk</a>
<b>Applications via email only:</b>	<a href="mailto:maddy.wall@bristol.ac.uk">maddy.wall@bristol.ac.uk</a>
<b>Interview date:</b>	Tuesday 11 March 2014

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## University of Bristol Students' Union Promotions Intern's Feedback

### 1. What has been good/enjoyable/satisfying for you in your time with us?

Being part of a campaign which has a **positive impact on students, charities and the community** was very enjoyable. It was nice to know that we were helping various local charities and also reducing waste. Meeting everyone involved with the campaign was nice, such as the other volunteers, the sustainability team etc.

I really enjoyed being part of the project as a whole. It definitely served a good cause and I loved talking to the charities because all of them were really grateful for receiving the donations and I reckon just the fact that we thought of them with the project made them really happy. I also really enjoyed the **community meeting** in Clifton I went to because the public seemed really interested and impressed with such initiative. Moreover, I really enjoyed **cooperating with everyone and making new contacts**. I believe it was very helpful and useful for my future career. The most satisfying moment though was when we handed all the goods out to the charities and came to the empty room. I just felt like we have achieved so much and all of the things that would otherwise go to waste will actually help people and animals in Bristol and maybe even further than that.

### 2. What has been frustrating/difficult/upsetting to you in your time with us?

**Managing my time** was difficult at one point as I had **exams** during the time of the campaign, which I had thought wouldn't be a problem as I thought that my exam week wouldn't be a busy campaign week. However it turned out to be quite a busy time and so I fell behind on my duties somewhat as I was focusing on revision.

There were a couple of moments where I was really sorry that I **don't have more time** to help out with everything, especially around the exams. Also, it was a **bit difficult to chase up all the charities** and get in touch with them properly, especially because in the course of the project they changed staff and they kept forwarding me to new people and then everything took longer because I had to explain everything to the new people as well and start all over. Apart from the charities, some of the **halls of residence and their AMs or SSAs** were very difficult to get hold of, **especially CHH** which then caused problems when we came to visit the halls and ask about the progress. Another thing was that sometimes I felt like I'm doing a lot of things on my own that we should have done together with Alicia but I suppose that she had to work a lot for her exams this year.

### 3. Did your job duties turn out to be as you expected?

I wasn't really sure what to expect in the beginning to be honest. I'd say that I probably thought that we would have to do much **more about the social media** but it was really helpful when Amy came and took over that side because I think that it would be a lot more difficult.

Mostly yes, as I was expecting to promote the campaign in various ways and spend around 3 days sorting donated goods and ensuring the charities got the items they asked for. I had initially expected to do a bit **more online promoting** than I did but when the other promotional assistant and I split the duties, she took the online promoting side of things and I took over the press side of things.

**4. What training and development did you do that you found most helpful and enjoyable? Do you feel that your training needs were met? If not what could be improved on?**

I think that making contacts with all the charities was very helpful in regards to building a network. I met a lot of very interesting people and I think that my **communication skills improved** a lot. What would be really nice to see though is to get a bit **closer look into the main organisation like booking rooms, leading meetings, communicating with the council or UWESU** and things like that. Although things like that would probably push me out of my comfort zone, it would be nice to get a bit more of an insight. I also really enjoyed the opportunity of **filming and editing the video**. Even though it wasn't published, it was nice to get in touch with some of the charities directly rather than over email. Moreover, it was also my first time editing a video so I would say that the Big Give gave me a couple of new computing skills even though I would really have to work on them! :)

Not a lot of training was needed for the role as we received advice on how to proceed initially, such as how to approach the charities when asking if they wanted to be involved.

**5. Did you receive adequate support to do your job?**

**Yes**, if there was anything I didn't understand I was able to go to my supervisor and ask, whether that was in the weekly meetings or via email. We were given initial guidelines of how to talk to the charities when asking if they wanted to be involved, and close to the end of the campaign we received advice on what to say to charities who we were unable to deliver clothes to. I felt like this was supportive as it made telling the charities that we were unable to deliver things easier.

**Yes** I did. All of you, Quinn, Amy and Jemma were amazing. Even when I panicked and got confused about the SSAs' addresses, I could always go to someone and ask what to do and how to do it. It was really helpful because everyone was pretty much ready to help and be contacted all the time. It was really nice to know that there is always someone to rely on when you are not exactly sure yourself.

**6. Did you receive sufficient feedback about your performance?**

Most of the feedback was positive which I am really glad about. However I think sometimes **even a criticism would be helpful**, just to make sure that everything actually is right. It would be nice if I could receive a similar feedback form as this one with a couple of points about the overall performance e.g. assessment of communication skills, reliability and of the work done as a whole maybe with a couple of suggestions of what can I improve? I think it might be useful especially for future reference.

Yes, the **check-in part way through the campaign was useful** as I received feedback and was able to give feedback from my point of view as well. I also had an extra meeting with my supervisor to get me up to date with a meeting which I had missed, and received some feedback then which was useful. The weekly meetings were good as everyone updated each other on what they had done over the week and was able to bounce ideas off the other team members.

**7. What would you look for in a good Bristol Big Give Promotions Assistant?**



I would say **reliability, responsibility and willingness** to devote time to work even though there are no set office hours, which would also link to **good time management skills**. I also think that **communication skills and friendliness** would be important as well especially for communication with the charities and other institutions like the UoB Sustainability.

I would look for someone who already had **experience of promoting events or campaigns**, as they would be used to using social media to promote events. Someone who has good **communication skills** is good as the role requires the assistant to speak to a range of different people. The assistant should be able to **work well as part of a team**.

### 8. What would you improve to make your experience better?

Sometimes it was a bit **unclear whether as assistants we were expected to just follow orders or whether we were supposed to be doing things more our own way** – I would make sure this was clarified in each weekly meeting.

My experience with the Big Give was amazing. The only thing I can think of at the moment is maybe **start earlier with a less intensive campaign** so that **we can be sure that all the AMs, SSAs and other people involved** will have enough information and don't look confused when we drop off the donation bins (such as the CHH AM did). I think that may make the role more enjoyable as everyone would be more familiar with the process from the beginning rather than catching up later, which may lead to some confusion.

### 9. What was the quality of the supervision you received?

As I said before, all of the supervisors were very helpful and ready to answer any possible question any time. It was really nice to know that if I wasn't sure about something I can turn to any of them for advice.

Very good, my supervisor was very helpful and was able to give me advice about parts of the role I was unsure about.

### 10. What could your immediate supervisor do to improve his or her management style?

The only thing I can think of is that there should probably be a **set list of contacts** which we would know that people will react to as that would make the work much easier. Also sometimes it would be useful just to **clearly set some rules about writing letters or emails** from before so that there is no confusion and the project can be run more smoothly and the interns can be more independent.

I think my supervisor's management style was very good and not having experience as a supervisor myself can't really think of what improvements could be made.

### 11. What extra responsibility would you have welcomed that you were not given? How could the organization have enabled you to make fuller use of your capabilities and potential?

I would like to get a bit more **insight into the core organization and logistics** behind the project. Maybe **more communication with the city council or other participating institutions** apart from the charities.

I would have welcomed the responsibility of doing more online promoting, however as I said before I did less of that due to my colleague and I splitting the workload, which I was happy to do.

**12. Did any policies or procedures (or any other obstacles) make your job more difficult?**

I think the worst was the **24 hour notice in some halls and ban of door-knocking**. This made the direct action a bit more difficult as we definitely could have caught more people if we actually went into the halls. Moreover, I think that the **exam period** was a bit of a complication as we had work to do for some exams and couldn't really promote Big Give that intensively as we would be distracting people from revision.

No, I can't think that any did.

**13. Did anyone in this office discriminate against you, harass you or cause hostile/uncomfortable working conditions?**

No

No, everyone I spoke to was pleasant and polite.

**The Bristol Big Give:**

**1. What are 5 specific components that went well?**

- The **Big Give Fests** outside the Hawthorns seemed to go well as a lot of people had already heard about the Big Give, and they appreciated being given donation bags and flyers.
- A lot of the **charities** we talked to about taking part seemed very happy to be involved with the campaign, so we had a good number taking part.
- The actual **sorting event** went well, as by Wednesday morning everything was sorted into its relevant piles and ready to be sent to the various charities. The labels put up around the room to separate the things into piles were really helpful as it was easy to see where to put things.
- Creating a **schedule of when charities** were due to arrive was useful so everyone knew what needed to be carried outside and when.
- The **organisation of the campaign went well**, as the sorting days seemed to run smoothly – eg. the deliveries of items from halls, the collections by charities.
- **Receiving the donations**
- **Communication with charities** that picked up donations
- **Direct contact and communication with students**
- **Cooperation with sustainability and some halls of residence** (Goldney, Manor)
- **Social media campaign**

**2. What are 5 specific components that you would change for next year?**

- Start promo events and advertising earlier
- More direct engagement of students
- Photo competition
- **More encouragement of leaving things in storage or bringing them back home rather than offering easy solution of donation**
- Involve the **University itself more and engage them in the process...**including the **library staff and porters** because I think that when we were putting up the posters and doing the

promo events, they didn't really know about the project...I believe that if they were informed from before, things could run more smoothly

- I would do the **door – knocking around student halls earlier** in the year, as by the time we did door knocking this year a lot of students had already moved out.
- **Another set of weighing scales to speed up the weighing process** during sorting would have been useful.
- **Using email alone as a form of communication** caused occasional issues with last minute timing changes, as there was a couple of instances where I didn't have my laptop with me and so didn't know that there had been an email sent about meeting at a different time etc.
- The need for **volunteers on the sorting days could be advertised more widely**, as I spoke to people afterwards who said they would have like to be involved but didn't know that people were needed to help.
- **I would let more charities know about the promotional video** so that they can get involved with it, as there were only 3 charities that took part this year. Doing the video earlier on in the campaign would be good so it can be seen by more people.

### 3. In your opinion, why was this year's campaign more successful (5x the total donations)?

I can't really compare with the other years as I wasn't there but I believe it was mainly because there was **more donations points**, they were **clearly marked**, **donating goods was made really easy** for people and probably the most important reason is that the **advertising was very extensive** and we put a lot of effort into it.

I think this year's campaign was publicised better, as to start with there was **a larger online presence** which meant that people heard about it in advance, and there seemed to be **more posters and flyers around campus** than last year. The **Facebook page seemed very popular** as lots of people had 'liked' it. By the time we did the promotional events outside the Hawthorns, a lot of people I spoke to had already heard about the Big Give and a few had already donated.

### 4. What are 3 strategies we can use to engage more students next year?

- **Start earlier** with a build up e.g. upcycling workshops
- Try to arrange **more direct engagement** e.g door knocking or events in halls we couldn't get in this year (evening workshop/competition directly in wills hall maybe?)
- Try to **engage the university** a bit more because I believe that some students are a bit skeptical about the Union and may not be willing to engage as much as they would if it was more of a University led project
- Maybe try to **cooperate with some storage places where students could leave their things over summer** (get better deals or just help raise awareness about such places so that students don't leave that much behind)
- More **promotional events around the student halls** would be good, as when we promoted the Big Give in Stoke Bishop the response was positive. This type of thing would work well in the other halls too.
- Putting **more posters and flyers in local shops around Redland and Clifton**, which are popular areas for 2nd and 3rd year students to live would engage more students, as a lot of the promotional work this year was targeted at first year students.

- Another idea could be to **get students to nominate charities** that they would like to see benefit from the Big Give, as then they would know that a charity that is important to them would be benefiting and may be more likely to donate items.

**5. What are 5 specific experiences you have had in this role and what skills did you gain from them?**

- **Communicating with charities** definitely improved my communication skills both written and oral. It also helped me to get in touch with many interesting people and build up a new contact network.
- **Filming and editing the video** gave me more computing skills as it was my first try and even if it wasn't perfect I think I learned the very basics from it.
- Sorting and collecting donations was a very strong experience as it was a **hard manual work** which not many people get the opportunity to do or just don't want to do. I think it made me appreciate all the manual workers much more.
- Collecting the donations was a strong experience as I couldn't believe that people would throw out so much stuff and also the state they gave their donations in. It was quite a good way to build up tolerance, muscles and some contacts with the Accommodation Managers and people from Sustainability department
- **Working within a bigger team of people and alone at the same time.** This improved my ability to cooperate with a team of people rather than working independently all the time. We had to arrange time so that we can all meet (especially when we were doing the hall check ins), which was sometimes difficult. At the same time however, I had to work independently and organise my time efficiently so that I can do my school work and Big Give work at the same time and don't miss any deadlines. It was a very good way to **improve time management**.
- I wrote a **press release** about the campaign, where I sorted through all the information and decided what was relevant.
- I spoke to various charities about the Big Give, which improved my **communication skills**.
- I took part in the Big Give Fests, where I gained **promotional skills** through speaking to people directly about the campaign.
- I worked with a partner throughout the campaign which was an effective way of working. Early on we decided what our strong points to do with the campaign were and so were able to split the work. This developed my **teamwork skills**.
- I interviewed someone from one of the organisations about the campaign, which was something I hadn't done before and this **improved my use of media**.

## Concerns Raised to Bristol City Council

Date	Without Time	eventID	subject
01/06/2014		2136067	GLOUCESTER ROAD HORFIELD BRISTOL
01/06/2014		2136068	CROMWELL ROAD MONTPELIER BRISTOL
08/06/2014			ABERDEEN ROAD COTHAM BRISTOL
10/06/2014			FLY TIPPING AROUND BHF BANK
10/06/2014			41 HIGH KINGSDOWN
13/06/2014		2149635	HIGH KINGSDOWN KINGSDOWN BRISTOL
13/06/2014			ALMA VALE ROAD
13/06/2014			18 PEMBROKE ROAD
16/06/2014		2151664	COWPER ROAD REDLAND BRISTOL
16/06/2014			ALMA VALE ROAD
17/06/2014		2154323	KINGSLEY ROAD COTHAM BRISTOL
17/06/2014			76-82 WHITELADIES ROAD
18/06/2014			JOHN STREET CITY CENTRE
19/06/2014			179 WHITELADIES ROAD
20/06/2014		2157623	LOWER CHURCH LANE KINGSDOWN BRISTOL
20/06/2014		2158206	HIGHBURY VILLAS KINGSDOWN BRISTOL
23/06/2014		2159565	WHITELADIES ROAD CLIFTON BRISTOL
23/06/2014		2159634	ABERDEEN ROAD COTHAM BRISTOL
23/06/2014		2159703	OLDFIELD PLACE HOTWELLS BRISTOL
23/06/2014			BYRON PLACE CLIFTON BRISTOL
23/06/2014			JACOBS WELLS ROAD
23/06/2014			LOWER CHURCH LANE KINGSDOWN BRISTOL
23/06/2014			76-82 WHITELADIES ROAD
24/06/2014		2160689	GREAT GEORGE STREET CITY CENTRE BRISTOL
24/06/2014		2161137	SPRINGFIELD AVENUE HORFIELD BRISTOL
24/06/2014		2161711	SUNNINGDALE CLIFTON BRISTOL
24/06/2014			HAMPTON ROAD
24/06/2014			HIGHBURY VILLAS KINGSDOWN BRISTOL
24/06/2014			ALMA VALE ROAD
24/06/2014			6/7/8 SUNNINGDALE
25/06/2014			25 HIGH KINGSDOWN
25/06/2014		2163182	ROSEBERY TERRACE CITY CENTRE BRISTOL
25/06/2014		2163632	SUNDERLAND PLACE CLIFTON BRISTOL
26/06/2014		2163970	JOHN CARRS TERRACE CITY CENTRE BRISTOL
26/06/2014		2164076	HIGHBURY VILLAS KINGSDOWN BRISTOL
26/06/2014		2164580	GREAT GEORGE STREET CITY CENTRE BRISTOL
26/06/2014			5 & 13 ARLEY PARK
27/06/2014		2165087	CHANDOS ROAD REDLAND BRISTOL
29/06/2014		2166270	CLIFTON ROAD CLIFTON BRISTOL
29/06/2014			COMMUNAL BINS OAKFIELD ROAD

<b>29/06/2014</b>		COMMUNAL BINS OAKFIELD PLACE
<b>29/06/2014</b>		COMMUNAL BINS CLIFTON ROAD
<b>29/06/2014</b>		JC CLARENCE PLACE
<b>30/06/2014</b>	2166426	WHITELADIES ROAD CLIFTON BRISTOL
<b>30/06/2014</b>	2166428	CROMWELL ROAD MONTPELIER BRISTOL
<b>30/06/2014</b>	2166429	PEMBROKE ROAD CLIFTON BRISTOL
<b>30/06/2014</b>	2166450	RAVENSWOOD ROAD COTHAM BRISTOL
<b>30/06/2014</b>	2166557	CLARENCE PLACE KINGSDOWN BRISTOL
<b>30/06/2014</b>	2166590	PRINCESS VICTORIA STREET CLIFTON BRISTOL
<b>30/06/2014</b>	2167108	MORTIMER ROAD CLIFTON BRISTOL
<b>30/06/2014</b>	2167114	GRANGE ROAD CLIFTON BRISTOL
<b>30/06/2014</b>	2167124	JOHN CARRS TERRACE CITY CENTRE BRISTOL
<b>30/06/2014</b>	2167141	WHITELADIES ROAD CLIFTON BRISTOL
<b>30/06/2014</b>	2167151	BYRON PLACE CLIFTON BRISTOL
<b>30/06/2014</b>	2167155	BYRON PLACE CLIFTON BRISTOL
<b>30/06/2014</b>	2167418	LIME ROAD SOUTHVILLE BRISTOL
<b>30/06/2014</b>	2167475	PIPE LANE CITY CENTRE BRISTOL
<b>30/06/2014</b>	2167616	CHANDOS ROAD REDLAND BRISTOL
<b>30/06/2014</b>	2167637	KENNINGTON AVENUE BISHOPSTON BRISTOL
<b>30/06/2014</b>		ALMA VALE ROAD
<b>30/06/2014</b>		ALMA VALE ROAD
<b>30/06/2014</b>		JC PEMBROKE ROAD & ARLINGTON ROAD
<b>30/06/2014</b>		46 COTHAM HILL
<b>30/06/2014</b>		I ABBOTSFORD ROAD
<b>01/07/2014</b>	2168122	CLIFTON ROAD CLIFTON BRISTOL
<b>01/07/2014</b>	2168126	THE MALL CLIFTON BRISTOL
<b>01/07/2014</b>	2168143	CLARENCE PLACE KINGSDOWN BRISTOL
<b>01/07/2014</b>	2168206	ABBOTSFORD ROAD COTHAM BRISTOL
<b>01/07/2014</b>	2168215	ROSEBERY TERRACE CITY CENTRE BRISTOL
<b>01/07/2014</b>	2168415	BRIGHTON ROAD REDLAND BRISTOL
<b>01/07/2014</b>	2168725	COLSTON STREET CITY CENTRE BRISTOL
<b>01/07/2014</b>	2168777	Cheltenham Road Cotham (4547972)
<b>01/07/2014</b>	2168788	ELTON ROAD BISHOPSTON BRISTOL
<b>01/07/2014</b>	2168800	GLOUCESTER ROAD HORFIELD BRISTOL
<b>01/07/2014</b>	2168976	CROMWELL ROAD MONTPELIER BRISTOL
<b>01/07/2014</b>	2168982	CLIFTON WOOD ROAD CLIFTON BRISTOL
<b>01/07/2014</b>		72&76 COLSTON STREET
<b>01/07/2014</b>		FLY TIPPING AROUND BHF BANK
<b>02/07/2014</b>	2169874	ASHGROVE ROAD BISHOPSTON BRISTOL
<b>02/07/2014</b>	2170143	LOWER CHURCH LANE KINGSDOWN BRISTOL
<b>02/07/2014</b>	2170418	HIGHLAND CRESCENT CLIFTON BRISTOL
<b>02/07/2014</b>	2170831	WAVERLEY ROAD COTHAM BRISTOL
<b>02/07/2014</b>		6 ST NICHOLAS STREET CITY CENTRE

<b>03/07/2014</b>	2171511	WELLINGTON PARK CLIFTON BRISTOL
<b>03/07/2014</b>	2171569	ROSLYN ROAD REDLAND BRISTOL
<b>03/07/2014</b>	2171579	CROMWELL ROAD MONTEPELIER BRISTOL
<b>03/07/2014</b>	2171664	GLENDALE CLIFTON BRISTOL
<b>03/07/2014</b>	2172121	BROOKFIELD ROAD COTHAM BRISTOL
<b>03/07/2014</b>	2172295	QUARRINGTON ROAD HORFIELD BRISTOL
<b>03/07/2014</b>		JOHN CARRS TERRACE CITY CENTRE BRISTOL
<b>04/07/2014</b>	2173460	HIGH KINGSDOWN KINGSDOWN BRISTOL
<b>04/07/2014</b>	2173744	ROSLYN ROAD REDLAND BRISTOL
<b>04/07/2014</b>		77/79 CROMWELL ROAD
<b>04/07/2014</b>		18 HIGH KINGSDOWN

## Marketing Materials

### Leaflet

