

## Internship role description

Start and end dates	Interview date
TBC, no earlier than w/c 10 October	w/c 3 October 2022
Duration of role	Salary
200 hours	£9.90/hour
Working pattern	Number of roles available
Flexible, part-time	2
Location	Deadline for applications
Bristol/remote	12 midday, Thursday 22 September 2022
Eligibility	
<p>To apply for the role you must:</p> <ul style="list-style-type: none"><li>• be a current undergraduate student in the Faculty of Social Sciences and Law; OR</li><li>• be a recent graduate (within six months of graduation) of an undergraduate degree in the Faculty of Social Sciences and Law.</li></ul> <p>For further details, including a full list of eligible programmes, please visit our <a href="#">website</a>.</p>	

### 1. Project overview

#### *AskingBristol*

Democratizing Asking and Giving in Greater Bristol

#### Background

*AskingBristol* wants to show how asking and giving can be democratized in a city or a region. Bristol is an ideal city. It has an extensive and highly diverse community and voluntary sector. It has a long history of philanthropy. It is a SuperConnected city.

In 2020 we took a systems-view of how *AskingBristol*'s goals might be achieved. A guiding principle was to build bottom-up without any top-down control. The starting point was the needs of the ~10,000 charities and voluntary/community groups in the Greater Bristol area (population 1.2M). The approach was based around the notion of an *ask* and its journey to fulfilment. Six types of *ask* were identified: things given, things lent, spaces lent, volunteers, expertise and cash. We introduced the idea of AskAuthors and a fulfilment network ("The Tree") similar to the Internet with domain experts doing the switching and routing instead of computers.

This first experiment showed that the model was fundamentally sound but needed testing at greater scale. In 2021, with two University of Bristol interns, we worked with about 70 charities

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and voluntary/community groups. We experimented with different types of AskAuthor and engaged a much wider group of Givers (organizations, businesses and individuals).

This led to some refinements of the model, in particular the narrowing of *asks* to Things, Time, Expertise and Services. Each of the four types of *ask* requires a different and targeted treatment. The question now is whether *AskingBristol* could now be taken to scale: up to 10,000 charities and voluntary/community groups with a possible 200,000 *asks* a year.

The determining factor is the willingness and preparedness of the Givers to participate. Without their significant participation it will not succeed at scale. It is clear that the Askers, through AskAuthors, are ready.

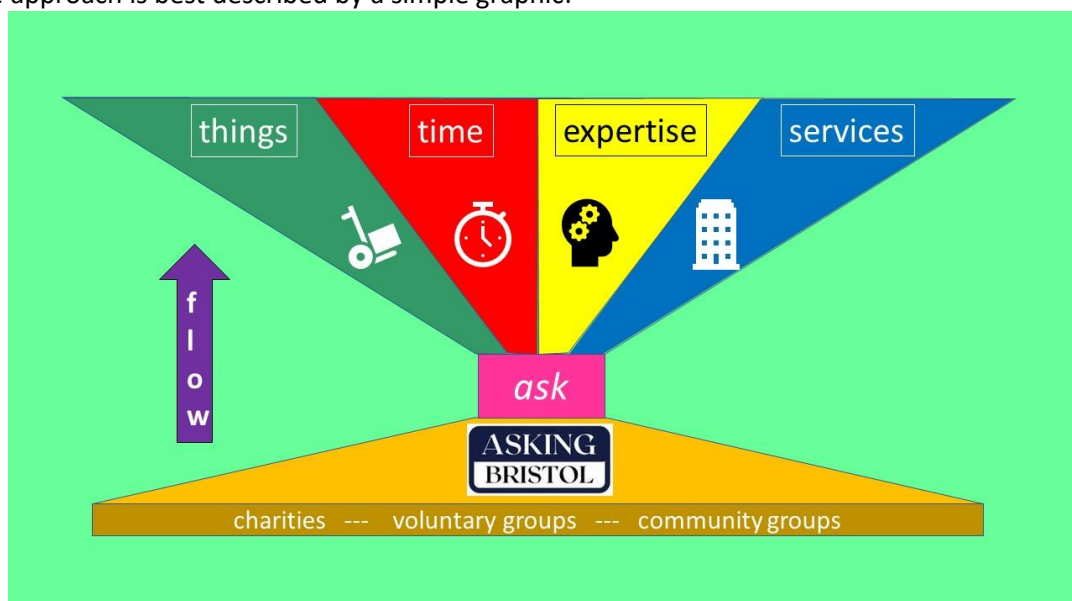
This year we have been exploring that willingness and preparedness. The answer is that they are not ready. They understand and subscribe to the model, however something more is needed in practice. We need to provide clear evidence of the commitment required, the impact and the lasting benefit they gain.

A third experiment to provide that clear evidence can be completed in 3 – 4 months with the involvement of two further Interns. It will focus on Things and Expertise (the other two, Time and Services, are being explored by routes). It will engage a small number of Askers that are representative of all the different types. It will engage up to 50 Askers. It will generate up to 100 *asks*. The successful matches will each be written up as short and compelling stories. The successful matches will generate important impact for both the Askers and Givers. For *AskingBristol* the stories will then be used to demonstrate the social and community impacts of participating to the various classes of Giver. If successful this will create the foundation for starting *AskingBristol* at scale.

### Current Position

Two experiments have refined the initial ideas behind *AskingBristol*. However its motivations and principles have remained unchanged: *a bottom-up approach to democratizing asking, giving and connecting in the Greater Bristol area for charities and community/voluntary groups of every size and purpose.*

The approach is best described by a simple graphic:



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*AskingBristol* is a generator of *asks* – its intended role throughout. There are now four types of *ask*: things, time, expertise and services. Each of these has a different fulfilment treatment.

1. **Things.** Some things are given directly. Most will be “bought” through *MultiVarious Giving*. Organizations/Businesses/Individuals that have or raise funds can allocate a part of that money to give to groups to buy specific objects, probably based on a theme. The vast majority of these *asks* tend to be in the £100s of pounds and so an organization/business/individual finds that they are able to make multiple (in the 10s) of individual gifts from their allocation. An *ask* may appear small but its impact on a small voluntary/community group can be significant. The fulfilment of **Things** would be through a searchable *AskingBristol* virtual Wishing Tree. The model has been explored through The High Sheriff of Bristol’s Fund and The Bristol Curry Club.
2. **Time.** A Greater Bristol-wide volunteering platform is needed that is both simple and capable of supporting corporate volunteering allocations.
3. **Expertise.** This is the richest type of *ask*, and one of the most frequent. A portal is needed into each expertise community – this conceals the complexity of that community enabling it to find the best way of fulfilling each *ask*. The Bristol Law Sector has pioneered this model with Bristol Pro Bono and Bristol Legal Trustees. This approach needs to be replicated across professional bodies, trade organizations, businesses, universities and interest communities.
4. **Services.** This requires one or more Third Sector Shared Service Providers.

The four *ask* types and their fulfilment are described in more detail in the slide set “*AskingBristol*’s Asks of Bristol”. The original motivations for *AskingBristol* are described in a further slide set “*AskingBristol* Overview July 2021”. Both are available on request to John Manley [john@manley.ws](mailto:john@manley.ws).

**Things** and **Expertise** are well understood and have been shown to work. **Time** and **Services** are understood but require systems to be built and operated. The ideas have been widely socialized with businesses and organizations and individuals.

### 2. Role description

The next step is to create about 100 instances of asking and giving in the categories **Time** and **Expertise**. Each of these will be published as short and attractive stories. These stories are the primary output of this project as they will be used to take *AskingBristol* to full scale.

1. Focus on **Things** and **Expertise**
  - a. **Things** – *MultiVarious Giving*
    - i. Recruit up to 8 fulfilment partners
      1. 2 businesses
      2. 2 trusts/foundations
      3. 2 organizations
      4. 2 individuals
    - ii. They agree to allocate a portion of their annual giving

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- iii. They each choose a theme (young people, homelessness, green spaces, creative activities, ...)
- iv. Given the themes and the sums allocated, *AskingBristol* creates sets of possible *asks* for each fulfilment partner
- v. The partner chooses *asks* that sum to the total amount allocated
- vi. The gifts are made and potential on-going relationships are created
- b. **Expertise – AskingBristol Portals**
  - i. Recruit up to 7 fulfilment partners
    - 1. 2 professional bodies
    - 2. 2 businesses
    - 3. 1 university
    - 4. 2 organizations (BID, membership organization, ...)
  - ii. *AskingBristol* creates sets of asks from the expertise domains
- c. Each match is written up as a story for the website and social media.

One Intern position will primarily work with the askers and the other with the givers. However there is a good deal of shared work involving platforms and writing the stories. The collaborative working between both Interns is what will create the successful matches.

### 3. Person specification

The positions will involve direct interaction with members of Bristol's charity and community/voluntary sector, as well as direct interaction with businesses, organizations, charitable trusts and foundations and citizens with philanthropic activities. This project will give the opportunity to meet, support and help a wide variety of groups and individuals in the wider City. In last year's experiment the two interns found this to be one of aspects they valued most – something that they have both continued since.

The use of a supporting platform, probably AirTable, and its customization will be required.

Writing short and compelling stories about the successful matches is vital. Publishing these stories on the *AskingBristol* website, including some design of the website for this next phase, will be a significant part of the later stages of the project.

This is a research project and so creativity in shaping and running the project will be strongly encouraged and supported.

It is important to have an attention to detail as the successful matching of asks is key to the project. These asks will have a great impact on the groups looking for support – it will impact their ability to fulfil their charitable purposes. Incorporation of some automation into the AirTable platform will greatly assist this.

### 4. Overview of induction and ongoing support/supervision

The academic supervisor will be Professor Martin Parker, Professor of Organization Studies at the University of Bristol and lead for the Inclusive Economy Initiative. The joint supervisor will be Dr John Manley, CCO, *AskingBristol*.

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Further support will be provided by the 2021 interns, Hannah Jusu-Sheriff (now President of 180 Degrees Consulting, Bristol) and James Brown (now graduated, and also Global Marketing & Communications Specialist at 180 Degrees Consulting Worldwide). Jack Elliott (Founder of 180 Degrees Consulting, Bristol and the global CSRN) was responsible for the AirTable platform that the 2021 experiment was based on as well as the *AskingBristol* processes will also be available.

The positions will involve direct interaction with givers and askers.

There will be a weekly Zoom project meeting with Martin Parker and John Manley  
There will be a weekly Zoom 1-1 meeting with John Manley.

### 5. Additional info

The roles will require the successful candidates to work remotely and have access to a laptop or computer and internet connection. If you need support in any of these areas, please email [fssl-pln@bristol.ac.uk](mailto:fssl-pln@bristol.ac.uk) when you submit your application.

For a detailed outline of the application process, tips for applying and links to application and interview support provided by the Careers Service see our [Civic Research Internship Research Assistant guidance document](#).

Any questions please contact the Professional Liaison Network – [fssl-pln@bristol.ac.uk](mailto:fssl-pln@bristol.ac.uk)