

University of Bristol Bristol Big Give

2018-2019



October 2019

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 University of
BRISTOL
Sustainability

Overview



Donation point at Wills Hall

The Bristol Big Give (BBG) is an annual campaign organised by the BBG Partners; a collaboration between the University of Bristol (UoB), the University of Bristol Students' Union, the University of the West of England (UWE), University of the West of England Students' Union, and Bristol Waste Company. The partners also joined with the British Heart Foundation's (BHF) 'Pack for Good' scheme which the BHF runs across UK Universities with the aim of encouraging students to donate their unwanted items at the end of term.

The BBG in partnership with the 'Pack for Good' scheme collects unwanted items donated by students living in halls of residence and privately-owned accommodation. Staff and members of the public are also encouraged to donate. The BBG adds to the BHF's scheme, accepting food donations as well from students moving out of halls. Donations were collected from November 2018 to September 2019 to cover the peak student move out periods at Christmas, Easter and summer. Donations collected in November and December formed part of the Christmas BBG campaign whereas donations collected between April and September form the main spring/summer BBG campaign.



City-wide British Heart Foundation donation points

Donation points were set up in 18 UoB halls of residences in addition to the UoB's Students' Union Richmond Building. In addition to this, there were 19 British Heart Foundation donation boxes placed across the city to provide donation points for students living outside University accommodation and members of the public. A large range of goods were donated; including kitchenware, homeware, clothing, shoes, books, sports equipment and unopened food.

Overall the BBG campaign aims to:

- Increase awareness of responsible waste management to students including recycling and reuse to instil long-lasting behavioural change.
- Improve community-University relations through improved waste management practiced by students.
- Raise money and food donations for both local and national charities.

This report presents collection data and evaluation of the campaign.

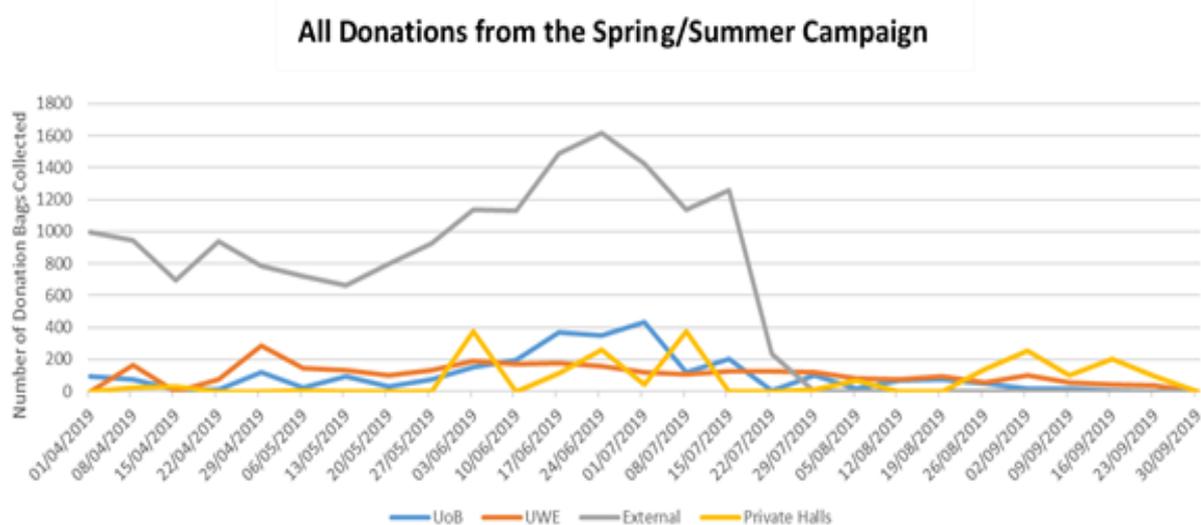
Donation Results

In the academic year 2018/2019 the BBG summer campaign in partnership with the 'Pack for Good' scheme received a total of **24,823 bags of donations totalling approximately 199 tonnes, which could raise up to £347,500 for the BHF**. This figure includes donations from all UWE, UoB and public donation points. In addition to this, the University of Bristol have also donated over **2000 food items** to the North Bristol Food Bank helping meet the need of increasing numbers of people in the UK needing emergency food parcels. Moreover, **8 boxes of donated kitchenware** were also given to our new charity partner Playbus to help set up new children's cookery classes in Bristol.



1/19 public BHF donation points

The campaign received 262 bags of donations during the Christmas BBG campaign. Donations increased as expected starting in May through to July corresponding with the peak move out dates for students attending both UWE and UoB as hall and house tenancies end. Whilst the campaign targets students moving out over the summer, Bristol residents have also enjoyed the convenience of donation banks and have contributed to the success of the campaign. The internal hall donation points were still in place for pre-sessional students moving out in September.

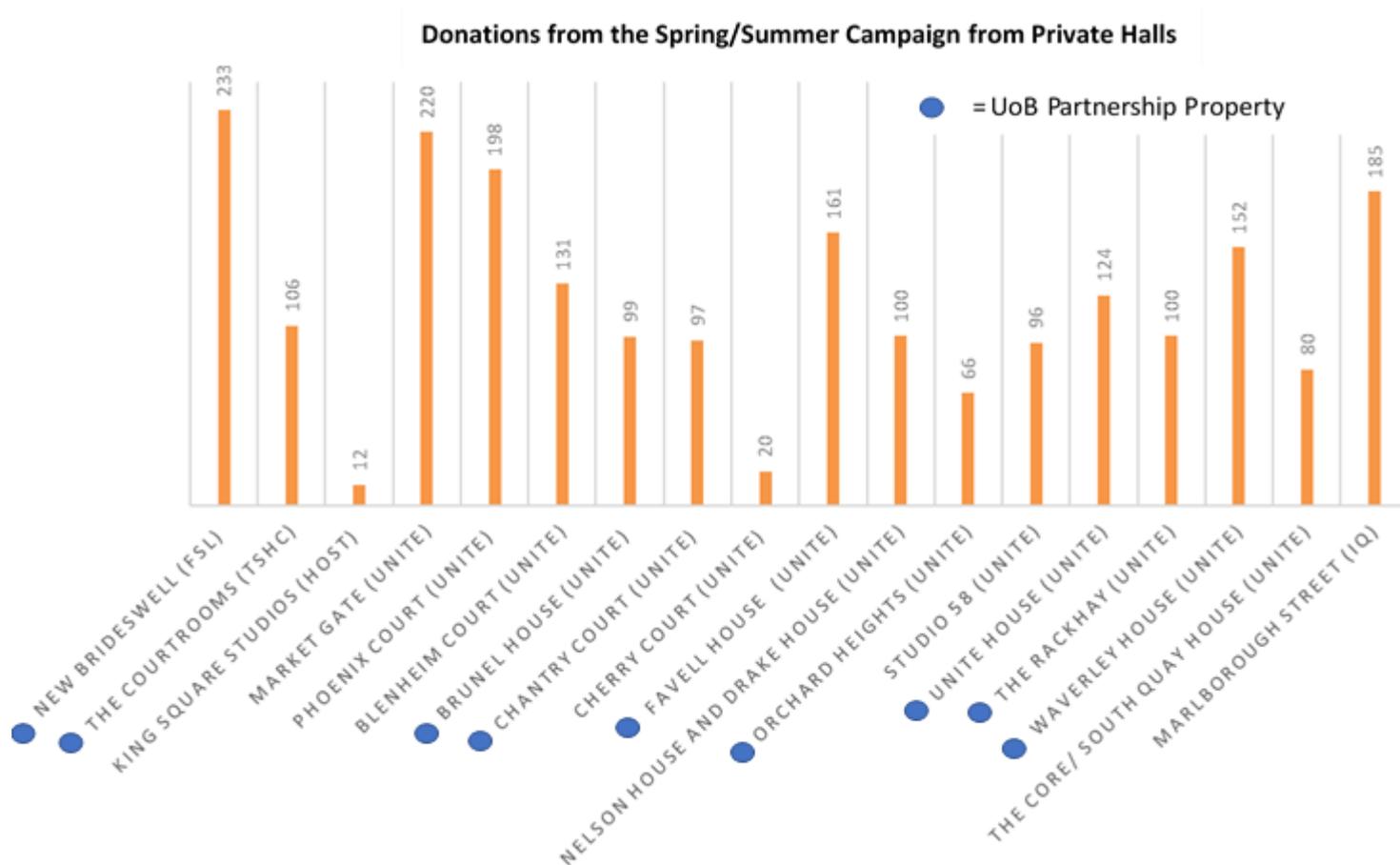


Donations during the Spring/Summer campaign from public donation points totalled 17,946 bags therefore contributing the majority of donations to the BBG campaign. 19 public donation banks were placed at key student-catchment locations following feedback from previous years. Key public donation sites were; the junction between Redland Road and Fernbank Road and 149 Whiteladies Road.

Public Donation Point	Number of Donation Bags Collected 1st April – 30th September
1-42 Holly Court Flats	777
Clarence Place	584
Little Paul Street	785
241 Ashley Down Road	920
Filton Avenue (Horfield Library)	880
9 Filton Avenue	976
311 Filton Avenue	1000
410 Gloucester Road	974
248 Gloucester Road	1084
Redland Road and Fernbank Road Junction	1412
South Road and Redland Grove junction (paved area by Lovers Walk)	2320
149 Whiteladies Road	1238
Whatley Road and Whiteladies Road junction, adjacent to Canynge Hall	1102
Alma Road and Whiteladies Road junction	1084

12 Byron Place	797
Trendlewood Park near 129	1003
Tyndall Avenue	226
Richmond Building (Queen's Road)	380
Hawthornes Car Park	404

The University of Bristol and UWE donated just under 3000 bags of donations each. In total, 19 private halls contributed 2180 bags. Private halls are managed (in partnership with UWE or UoB) by Host, Fresh Student Living, The Student Housing Company, IQ Students and Unite.



Limited University funding and increasing annual donations, meant that that BHF were better equipped to organise collections and sort donations compared to internal University departments therefore no University sorting events were required. The capacity of the campaign has continued at a high level: BHF had dedicated staff and drivers collecting continuously throughout the week and had a sorting location to deal with reusable items, whilst an efficient system was in place where non-reusable items were recycled.

Communications

The campaign was supported through the employment of two student interns, who spearheaded the student engagement and communications for the BBG partnership. The principle engagement tactics were:

- 4 pop-up stalls at the Stoke Bishop residences, Tyndall Avenue, Beacon House and the Wills Memorial building in the run up to peak student summer move out dates engaging 400 students, staff members and the public. The stalls were run with the help of student volunteers who provided information regarding the campaign, asked fellow students to pledge donations and generated support via social media.
- Over 80 social media posts across Facebook, Twitter and Instagram from November through to July from the University of Bristol Sustainability Department.
- Promotion at student fairs such as the volunteering and zero-waste fairs hosted by the University of Bristol Students' Union.
- As in previous years, student staff working with the University of Bristol and UWE carried out extensive door-knocking in student-populated areas. These student-staff members delivered information about the campaign directly to students in a high impact face-to-face manner.

Early planning has been key to success, using dedicated student staff time and enthusiastic student volunteers to promote prior to and throughout the campaign duration. The University of Bristol lead the social media communications for the Big Give via Facebook, Instagram and Twitter. An article was published in the UoB's student-run newspaper Epigram, staff and



1/4 pop-up BBG engagement hosted this year by the Sustainability Department

student email newsletters, alongside digital screen and student portal advertisements across the campus.

Public Relations

A press release was released by the 2018/2019 campaign leaders UWE at the start of the campaign, in order to generate positive press around student move outs. The move out period received less negative press than previous years however, the Bristol Post reported a 'Keep Bristol Tidy' community group's complaints with regards to fly tipping and litter being left in the streets. The University of Bristol Sustainability Department has already started forming a new strategy for the 2019/2020 campaign with the Bristol SU Lettings in order to improve campaign communications to the students living in the 1000 properties managed by the company.

The BHF Street Bank campaign has grown in Bristol significantly since its trial in 2013, from one bank to 30 banks in 2018 across the city. However, due to community complaints, the number of banks has decreased this year to 19 banks. The campaign continues to work closely with residents, landlords and Bristol Waste Company with the aim to improve perception of students in the city as residents and increase acceptance of the public donation points.

The Sustainability Department received a number of reports of overflowing donation points, particularly within the Richmond Building. In response, the BHF increased their collection frequencies. To avoid any overflow in the future, the collection schedules have been reviewed and more frequent collections requested over peak student move out weekends.

The campaign continues to be a great success in terms of providing much needed stock to the network of local shops. The Bristol recognised this reporting that 'Student Exodus sees Bristol Charity Shop Filled with Designer Brands'.

Overall, the BBG campaign aims to educate regarding re-use whilst actively contributing to University waste diversion, carbon reduction targets and CSR targets, including charitable giving within the community. Support for this campaign is therefore critical in light of the University of Bristol's announcement of a climate emergency.